

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
200 Oceangate, Suite 1000
Long Beach, CA 90802-4302
(2) 590-5071

Th15c

Appeal Filed: 2/19/3
49th Day: 4/9/3
Applic. Filed: 4/30/3
180th Day: 10/27/3
Staff: CP-LB
Staff Report: 7/16/3
Hearing Date: August 7, 2003
Commission Action:

**STAFF REPORT: DE NOVO & REGULAR CALENDAR**

APPLICATION NUMBER: 5-03-071 **APPEAL NUMBER:** A5-VEN-03-067

APPLICANT: Best Western Marina Pacific Hotel

AGENT: Clare Bronowski

RECORD PACKET COPY

PROJECT LOCATION: 1697 Pacific Avenue, Venice, City of Los Angeles, Los Angeles County.

PROJECT DESCRIPTION: Addition of a fifth floor and thirty new guest rooms to an existing 92-room hotel for a total of 122 guest rooms. The addition would increase the height of the building from 52 feet above grade to 63.5 feet.

LOCAL APPROVALS: City of Los Angeles Local Coastal Development Permit No. 2001-5955, Conditional Use Permit, Venice Specific Plan Project Permit & Specific Plan Exceptions (Case No. 2001-5955).

SUMMARY OF STAFF RECOMMENDATION

Staff is recommending that the Commission **APPROVE** a de novo permit (A5-VEN-03-067) and a coastal development permit (5-03-071) for the proposed hotel addition with special conditions to protect the nearby public parking facilities from the parking impacts of the proposed project. **See Page Two for the motions to carry out the staff recommendation.** The special conditions would require the applicant to: a) provide a parking attendant and the proposed valet parking service on the premises at all times, b) provide on-site parking for all overnight hotel guests at no extra charge, c) provide free on-site parking for hotel employees, and d) obtain Commission authorization for any future improvements or changes in use. The applicant agrees with the staff recommendation.

The proposed project is located one block inland of the Venice Boardwalk (Ocean Front Walk) within three hundred feet of the beach (Exhibit #2). Therefore, it is within the coastal zone area of the City of Los Angeles which has been designated in the City's permit program as the "Dual Permit Jurisdiction" area. Pursuant to Section 30601 of the Coastal Act and Section 13307 of Title 14 of the California Code of Regulations, any development located in the Dual Permit Jurisdiction that receives a local coastal development permit from the City must also obtain a permit from the Coastal Commission. The City-approved local coastal development permit for the proposed project was appealed to the Commission on February 19, 2003 (Appeal No. A5-VEN-03-067). On April 8, 2003, the Commission determined that a Substantial Issue exists with the proposed project's height (the 52-foot high hotel and proposed 63.5-foot high addition both exceed the 35-foot height limit set forth in the certified Venice LUP) and on-site parking plan (tandem parking arrangements would provide the necessary increase in the on-site parking supply). In order to minimize duplication, Commission staff has combined the de novo appeal permit (A5-VEN-03-067) and coastal development permit application (5-03-071) into one staff report and one Commission hearing. Because there are two permits involved, the Commission's approval, modification or disapproval of the proposed project will require two separate Commission actions: one action for the de novo appeal permit and one action for the dual coastal development permit application. Staff is recommending that the Commission approve both permits with the following identical special conditions and findings.

SUBSTANTIVE FILE DOCUMENTS:

1. City of Los Angeles certified Land Use Plan for Venice, 6/14/01.
2. City of Los Angeles Specific Plan for Venice, Ordinance No. 172,897, 12/22/99.
3. City of Los Angeles Local Coastal Development Permit No. 2001-5955 (M. Pacific Hotel Add'n).
4. City of Los Angeles City Council File No. 02-1870 (M. Pacific Hotel Add'n).
5. City of Los Angeles Venice Specific Plan Project Permit & Specific Plan Exceptions, Case No. 2001-5955 (M. Pacific Hotel Add'n).
6. City of Los Angeles Conditional Use Permit, Case No. 2001-5955 (M. Pacific Hotel Add'n).
7. City of Los Angeles Mitigated Negative Declaration No. 2001-5956 MND (M. Pacific Hotel Add'n).

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolutions to **APPROVE** the coastal development permits with special conditions:

MOTION I: *"I move that the Commission approve with special conditions Coastal Development Permit 5-03-071 per the staff recommendation as set forth below."*

MOTION II: *"I move that the Commission approve with special conditions Coastal Development Permit A5-VEN-03-067 per the staff recommendation as set forth below."*

The staff recommends two **YES** votes. Passage of the motions will result in **APPROVAL** of the de novo permit (A5-VEN-03-067) and dual coastal development permit application (5-03-071) with identical special conditions, and adoption of the following resolutions and findings. Each motion passes only by an affirmative vote of a majority of Commissioners present.

I. Resolution: Approval with Conditions of 5-03-071

The Commission hereby **APPROVES** a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

II. Resolution: Approval with Conditions of A5-VEN-03-067

The Commission hereby **APPROVES** a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

III. Standard Conditions of Coastal Development Permits A5-VEN-03-067 & 5-03-071

1. Notice of Receipt and Acknowledgment. The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. Expiration. If development has not commenced, the permit will expire two years from the date this permit is reported to the Commission. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
4. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
5. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

IV. Special Conditions of Coastal Development Permits A5-VEN-03-067 & 5-03-071

1. Permit Compliance

All development must occur in strict compliance with the proposal as set forth in the application, subject to any special conditions. Any deviation from the approved plans must be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

2. Permitted Use: Overnight Room Rentals

The permitted use of the existing structure with the approved addition is a 122-room hotel (as defined in the certified Venice Land Use Plan). Any proposed change in the number of units or change in use (including, but not limited to, a change from overnight room rentals to time shares or month-to-month rentals) shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

3. Parking Program

The permittee shall provide all hotel guest and hotel employee parking on the site within the hotel's parking garage. The permittee shall:

- a) Provide a parking attendant on the premises at all times (for the proposed valet/assisted parking service) to maximize the parking capacity of the hotel's garage. Storage of vehicles by valets in the public beach/pier parking lots, on public rights-of-way, and in on-street parking spaces is prohibited.

- b) Provide vehicle parking for all overnight hotel guests at no extra charge.
- c) Provide free parking for hotel employees while they are working.
- d) Not operate the parking garage as a general beach parking facility. The on-site parking supply shall be reserved for the guests and employees of the hotel.

The required Parking Program shall be provided at all times consistent with the above-stated requirements and limitations. Any proposed change to the required Parking Program shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

4. Future Improvements

This coastal development permit is only for the development described in Coastal Development Permits A5-VEN-03-067 and 5-03-071. Pursuant to Title 14 California Code of Regulations Section 13253(b)(6), the exemptions otherwise provided in Public Resources Code Section 30610 shall not apply. Accordingly, any future development on the site, including but not limited to building additions, change in the number of guest units, modification of the parking garage, and repair and maintenance identified as requiring a permit in Public Resources Code Section 30610(d) and Title 14 California Code of Regulations Section 13252(a)-(b), shall require an amendment to Coastal Development Permits A5-VEN-03-067 and 5-03-071 from the Commission or shall require an additional coastal development permit from the Commission or from the applicable certified local government.

5. Construction Staging Plan

The permittee shall stage and complete the construction of the approved development consistent with the proposed "Construction Staging Plan" attached as Page Nine of Exhibit #10 to the **Staff Report dated July 16, 2003** (Exhibit #10, p.9).

6. Deed Restriction

PRIOR TO THE ISSUANCE OF THE COASTAL DEVELOPMENT PERMIT, the applicant shall submit to the Executive Director for review and approval documentation demonstrating that the applicant has executed and recorded against the parcel governed by this permit a deed restriction, in a form and content acceptable to the Executive Director: (1) indicating that pursuant to this coastal development permit, the California Coastal Commission has authorized development on the subject property, subject to terms and conditions that restrict the use and enjoyment of that property; and (2) imposing the Special Conditions of this permit as covenants conditions and restrictions on the use and enjoyment of the property. The deed restriction shall include a legal description of the entire parcel governed by this coastal development permit. The deed restriction shall also indicate that, in the event of an extinguishment or termination of the deed restriction for any reason, the terms and conditions of this coastal development permit shall continue to restrict the use and enjoyment of the subject property so long as either this coastal development permit or the development it authorizes, or any part, modification, or amendment thereof, remains in existence on or with respect to the subject property.

V. Findings and Declarations

The Commission hereby finds and declares:

A. Project Description and Background

The proposed project involves the addition of a fifth floor and thirty new guest rooms to an existing 92-room hotel for a total of 122 guest rooms (Exhibit #6). The addition would increase the height of the building from 52 feet above grade to 63.5 feet (Exhibit #5). The existing 52-foot high hotel is situated on a C2-1-0 zoned lot situated one block inland of the Venice Boardwalk (Ocean Front Walk) in North Venice (Exhibit #2). The County-maintained public beach and City-run Venice Beach Recreation Area (partially situated within the boundaries of Dockweiler State Beach) are located west of the hotel on the seaward side of the boardwalk. The surrounding area is developed with a variety of residential uses and visitor-serving commercial uses that cater to local residents and the thousands of coastal visitors who are attracted to Venice Beach.

According to the project plans, the existing 92-room hotel currently has a total of 92 parking spaces: 89 stalls in the parking garage located on the bottom two levels of the structure, and three more spaces under the carport at the hotel's entrance (Exhibit #7). The applicant proposes to increase the capacity of the parking garage by sixteen cars through the use of a valet parking program that would allow for tandem parking arrangements within the aisles of the parking garage (Exhibit #9, p.3). The applicant is also proposing to rent day-use parking in its garage to beach goers and the general public at the rate of \$9 per stall (Exhibit #10, p.6).

The City of Los Angeles Department of Building and Safety issued the building permit for the existing structure in 1972, the year before coastal development permits were first required for development in the coastal zone (Permit No. WLA89209/72). The Department of Building and Safety issued the Certificate of Occupancy for the hotel on January 8, 1975 (Exhibit #10, p.8).

The existing hotel, in addition to its 92 guest rooms, has a 1,035 square foot meeting room, a 504 square foot breakfast/dining room, a small kitchen, a recreation room, office and a lobby (Exhibit #7). According to the applicant, the Best Western Marina Pacific Hotel provides high-quality, moderately priced overnight accommodations to the beach-going public at reasonable rates that average \$118 a night. The applicant states that the proposed expansion would enable the hotel to maintain its current operations, continue its affordable prices, and to serve a greater number of visitors (Exhibit #9, p.4). Staff viewed the Bestwestern.com website and read that the rooms rates for August 2003 ranged from \$170 to \$329 per night.

B. Land Use

Section 30222 of the Coastal Act requires that visitor serving commercial uses be given priority over residential and other non-priority land uses.

Section 30222 of the Coastal Act states:

The use of private lands suitable for visitor-serving commercial recreational facilities designed to enhance public opportunities for coastal recreation shall have priority

over private residential, general industrial, or general commercial development, but not over agriculture or coastal-dependent industry.

The proposed project would provide coastal visitors with additional overnight accommodations in a coastal neighborhood that currently has a limited number of hotel/motel rooms. Hotels, especially those providing high-quality, moderately-priced accommodations, are a type of visitor-serving commercial recreational facility that enhance public opportunities for coastal recreation and are given priority over other land uses but Section 30222 of the Coastal Act. Therefore, the proposed project is consistent with Section 30222 of the Coastal Act because it would provide additional visitor-serving commercial uses on the site.

The proposed project is also consistent with the land use designation for the site set forth in the City of Los Angeles certified Land Use Plan (LUP) for Venice. The certified Venice LUP designates the site, as well as the adjoining commercial properties on the west side of Pacific Avenue, with the Community Artcraft land use designation. The certified Venice LUP allows for visitor-serving commercial uses and does not prohibit hotel uses within the Community Artcraft land use designation. The General Commercial land use designation is the only commercial land use designation that specifically prohibits hotel and motel uses. Therefore, the proposed land use complies with Section 30222 of the Coastal Act and the land use designation set forth in the certified Venice LUP.

The appellant in this case objects to the proposed project because it may adversely affect the recreational opportunities provided at the northern extent of Dockweiler State Beach. The state-owned beach property, developed and maintained by the City of Los Angeles Department of Recreation and Parks, is situated about two hundred feet west of the hotel on the seaward side of the Venice Boardwalk. The County-maintained public beach is located seaward of the Venice Beach Recreation Area operated by the City. Venice Beach is one of the most visited recreation areas on the coast of California drawing crowds in excess of seven million visitors each year.¹

The appellant has asserted that the proposed project's excessive height and limited parking supply would degrade the recreational experience for State Beach visitors. The following sections of this staff report address the parking and visual issues and conclude that the proposed project, as conditioned, would not adversely affect the surrounding area including the State Beach. The proposed thirty new guest rooms would result in an insignificant increase in visitors to the area, and would not overburden the area's parking supply with the implementation of the Parking Program required by Special Condition Three. The Commission finds that the proposed addition of overnight accommodations to this highly urbanized and popular coastal destination would encourage and enhance public opportunities for coastal recreation consistent with Section 30222 of the Coastal Act, and as discussed in the following sections of this report, would not adversely affect coastal access or the visual resources of the area.

As stated above, the existing hotel use is a higher priority land use and a land use that is consistent with the certified Venice LUP. Any change in use would need to be reviewed for conformance with the Coastal Act and the certified LUP. Therefore, Special Condition Two requires that any change in use (including, but not limited to, a change from overnight room rentals to time shares or month-to-month rentals) shall be submitted to the Executive Director

¹ Los Angeles County Dept. of Beaches & Harbors, 1993.

to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations. In addition, Special Condition Four requires that future improvements must be approved by a new coastal development permit or a permit amendment. As conditioned, any building change or improvement would be reviewed for conformance with the Coastal Act and the certified LUP.

In regards to the rates being charged in the hotel for overnight accommodations, there is no certainty that the current moderately priced room rates (\$118-329/night) will be maintained. Even though the applicant states that the proposed expansion would enable the hotel to maintain its current operations, continue its affordable prices, and to serve a greater number of visitors, there is no guarantee that the room rates will not be increased in the immediate future (Exhibit #9, p.4). Section 30213 of the Coastal Act limits the Commission's ability to regulate room rates.

Section 30213 of the Coastal Act

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred. The commission shall not: (1) require that overnight room rentals be fixed at an amount certain for any privately owned and operated hotel, motel, or other similar visitor-serving facility located on either public or private lands; or (2) establish or approve any method for the identification of low or moderate income persons for the purpose of determining eligibility for overnight room rentals in any such facilities.

Therefore, while the Commission encourages the applicant to provide moderately priced accommodations that enhance public opportunities for coastal recreation, it does not require that the overnight room rates be fixed at any specific amount.

C. Public Access/Parking

The applicant's proposed parking plan would increase the hotel's on-site parking supply by sixteen spaces by through the use of a valet parking program that would allow for tandem parking arrangements within the aisles of the parking garage (Exhibit #9, p.3). The existing 92-room hotel currently has a total of 92 parking spaces (Exhibit #7). The proposed valet parking plan would accommodate 108 vehicles on the site, more spaces than the certified Venice LUP would require for the entire hotel, including the existing uses and proposed addition.

The proposed project is located in North Venice, two hundred feet inland of the popular Venice Beach Recreation Area operated and maintained by the City of Los Angeles Department of Recreation and Parks (Exhibit #2). One of the most important coastal planning issues for this part of Venice is the issue of parking and the lack thereof. New developments must provide an adequate parking supply in order to protect the existing public parking facilities that support public access to the many recreational opportunities available at this highly popular coastal area.

Many of the existing commercial and residential structures in this area were constructed decades ago at a time when the parking demands generated by development were significantly less than they are today. The restaurants, cafes and shops that line Windward Avenue and the Venice Boardwalk (Ocean Front Walk) have little or no on-site parking to serve their employees and customers. Consequently, there is a severe shortage of available parking spaces in the area when the demand for parking peaks. Visitors and users of the various commercial, residential and recreational uses in the area must compete for the limited number of available parking spaces in the area. This situation has negatively impacted the availability of public access to the coast during peak-use periods.

The largest parking reservoirs in the project area are the Venice Boulevard public beach parking lot (321 spaces) and the metered on-street parking spaces that line Windward Avenue (approximately 50 spaces). The streets surrounding the project site also provide on-street parking spaces. These public parking reservoirs provide parking not only for beach visitors and customers of the commercial uses, but also for employees of the commercial uses and guests of the area's residents and some of the residents themselves.

The appellant in this case asserts that the applicant's proposed valet parking plan would not adequately mitigate the proposed project's resulting increase in parking demand, thus exacerbating the area's parking shortage (Exhibit #8). On April 8, 2003, the Commission determined that the proposed parking plan was a substantial issue that should be reviewed and considered by the Commission for consistency with the Chapter 3 policies of the Coastal Act.

Parking Demand

The Commission has consistently found that a direct relationship exists between the provision of adequate parking and availability of public access to the coast. In order to conform to the requirements of the Coastal Act, the proposed project is required to provide adequate parking facilities.

Section 30252 of the Coastal Act states:

The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing nonautomobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high-rise office buildings, and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of onsite recreational facilities to serve the new development.

Section 30252 of the Coastal Act requires that public access be protected by ensuring that adequate parking be provided (among other means) to meet the increased parking demand generated by new development. Further intensification of uses in the project area will increase the demand for parking. The demand for parking already surpasses the supply during peak

use periods. The peak use periods in the Venice Beach Recreation Area are primarily summer days when beach attendance increases. Parking demand is lowest when beach attendance is low, although the restaurants in the area do generate a significant demand for parking during the dinner hours.

Section 30252 of the Coastal Act requires that development provide adequate parking supplies (or other means of enhancing public access). The amount of parking that is "adequate" is determined by calculating the parking demand of a specific project using a parking standard. The parking standard is typically part of a certified local coastal program or zoning ordinance. The Commission, on June 14, 2001, certified the Venice Land Use Plan (LUP) which contains specific policies to carryout the requirements of the Coastal Act. The certified Venice LUP requires that new development, including additions to existing structures, shall provide the necessary additional parking spaces as required by the LUP Parking Requirement Table.

Policy II.A.3 of the certified LUP states:

Policy II. A. 3. Parking Requirements. *The parking requirements outlined in the following table shall apply to all new development, any addition and/or change of use. The public beach parking lots and the Venice Boulevard median parking lots shall not be used to satisfy the parking requirements of this policy. Extensive remodeling of an existing use or change of use which does not conform to the parking requirements listed in the table shall be required to provide missing numbers of parking spaces or provide an in-lieu fee payment into the Venice Coastal Parking Impact Trust Fund for the existing deficiency. The Venice Coastal Parking Impact Trust Fund will be utilized for improvement and development of public parking facilities that improve public access to the Venice Coastal Zone.*

The certified LUP parking table, contained within LUP Policy II.A.3, sets forth the parking requirements for hotel uses as follows:²

Hotel	2 spaces; plus, 2 spaces for each dwelling unit; plus, 1 space for each guest room or each suite of rooms for the first 30; plus, 1 space for each two guest rooms or suites of rooms in excess of 30 but not exceeding 60; plus, 1 space for each three guest rooms or suites of rooms in excess of 60; plus, 1 space for each 100 square feet of floor area used for consumption of food or beverages, or public recreation areas; plus, 1 space for each five fixed seats and for every 35 square feet of seating area where there are no fixed seats in meeting rooms or other places of assembly.
-------	--

Also, the proposed project is located within the Beach Impact Zone (BIZ) of the Venice area as defined in the certified Venice LUP. The BIZ parking requirements apply to new developments in the BIZ area, and are in addition to the standard parking requirements. The parking spaces generated by the BIZ parking requirements help offset the cumulative impacts on public

² The hotel parking standards in the certified Venice LUP are identical to the hotel parking standard contained in the Commission's Regional Interpretive Guidelines for Los Angeles County, adopted 1980.

access opportunities caused by the intensification of commercial enterprises in the Venice area. In this case, the BIZ parking requirement for the existing hotel would be three additional spaces for the existing 1,906 square feet of ground floor area.

The table attached as Page Six of Exhibit #9 of this staff report lists the parking requirements of the entire hotel, including the existing uses and proposed addition, using the current standards of the certified Venice LUP (Exhibit #9, p.6). Using the current parking standards set forth by the certified Venice LUP, the entire hotel, including the existing uses and proposed addition, would require a total of 106 parking spaces. The certified LUP parking table would require ten new parking spaces to serve the thirty new proposed hotel rooms (Exhibit #9, p.6).

Proposed Parking Plan

The applicant's proposed parking plan would increase the hotel's on-site parking supply by sixteen spaces by through the use of a valet parking program that would allow for tandem parking arrangements within the aisles of the parking garage (Exhibit #9, p.3). The existing 92-room hotel currently has a total of 92 parking spaces (Exhibit #7). The proposed valet parking plan would accommodate 108 vehicles on the site.

The applicant also has submitted a parking study that supports its contention that the existing hotel has adequate parking in its garage for the existing uses and proposed additional rooms (Exhibit #9, ps.7-9). The parking study asserts that the guests at this hotel, in general, use vehicles at a lower rate than other hotels because many of the guests arrive at the hotel via taxi or airport van after flying into Los Angeles International Airport. The parking study estimates that, when the proposed 122-room hotel becomes fully occupied at one time, the parking demand would not exceed 73 vehicles.

The applicant's parking study, however, does not reflect the hotel's actual demand for parking, since the hotel charges fees for parking. Many guests avoid parking at the hotel in order to avoid paying the additional parking fee charged by the hotel. Parking on the nearby public streets is free at night, although spaces are limited.

Parking Plan Analysis

In this case, the applicant is proposing to provide sixteen new on-site parking spaces for a total on-site parking capacity of 108 vehicles, thus exceeding the certified LUP parking requirements for the proposed addition (ten additional parking spaces) and exceeding the parking demand for the entire 122-room hotel (106 parking spaces). The sixteen additional parking spaces being provided, however, are in the aisles of the parking garage and involve tandem parking arrangements that would require a parking attendant (Exhibit #7).

In order for the proposed project to conform to the requirement of Section 30252 of the Coastal Act, the hotel must provide adequate parking facilities for the proposed use. Therefore, the parking spaces must be available for use by the customers and employees of the hotel. Otherwise, the employees and guests would park in the public parking facilities located near the project site. The applicant's proposal to charge hotel guests for parking would discourage the use of the hotel's on-site parking garage, and result in guests vying for the on-street public parking spaces that support coastal access.

Therefore, the Commission must impose special conditions on the proposed project in order for it to conform to the requirement of Section 30252 of the Coastal Act that new development provide adequate parking facilities to protect public access to the coast. The special conditions are necessary to mitigate the negative impacts to public access that would result if the employees and guests are forced or encouraged to use the public parking facilities in the surrounding area rather than park in the hotel's parking garage. In order to protect the public parking supply that is necessary to maintain public access to the coast, the approval of the coastal development permit is conditioned to require the permittee to:

- Provide all hotel guest and hotel employee parking on the site within the hotel's parking garage.
- Provide a parking attendant on the premises at all times (for the proposed valet/assisted parking service) to maximize the parking capacity of the hotel's garage.
- Provide vehicle parking for all overnight hotel guests at no extra charge.
- Provide free parking for hotel employees while they are working.
- Not operate the parking garage as a general beach parking facility. The on-site parking supply shall be reserved for the guests and employees of the hotel.

The free parking for employees and prohibition against extra parking fees for hotel guests would encourage the employees and guests to use the parking supply specifically designated for the hotel. The primary parking supply for the hotel is the hotel's parking garage. Also, the storage of vehicles by valets is prohibited in the public beach/pier parking lots, on public rights-of-way, and in on-street parking spaces. The Commission finds that, only as conditioned does the proposed project provide an adequate parking supply and conform with Section 30252 of the Coastal Act.

The applicant is also proposing to rent day-use parking in its garage to beach goers and the general public at the rate of \$9 per stall (Exhibit #10, p.6). The Commission finds that the rental of the hotel's on-site parking supply to non-guests would displace the on-site parking supply that is necessary to meet the parking demands of the proposed hotel addition. Therefore, the on-site parking supply shall be preserved to meet the parking demands of the hotel guests and employees.

As conditioned, the permittee is required to maintain the on-site parking supply to serve the permitted use of the structure: a 122-room hotel. Special Condition Two requires that any proposed change in the number of units or change in use (including, but not limited to, a change from overnight room rentals to time shares or month-to-month rentals) shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations. Special Condition Two is necessary to ensure that a parking deficiency does not occur as a result of creating additional parking demands on the site. A parking deficiency would reduce the availability of on-street parking for beach goers, and as a result, reduce the ability of the public to access the coast. The Commission finds that, only as conditioned to

ensure the continued provision of adequate on-site parking, is the proposed project consistent with the public access policies of the Coastal Act.

D. Visual Resources – Building Height

The City Council granted the applicant's request to exceed the building height limit when it approved the local coastal development permit, conditional use permit and project permit (City Council File No. 02-1870). The existing 52-foot high hotel and the proposed 63.5-foot high hotel addition do not conform to the 35-foot height limit for the North Venice area as set forth in the City's certified Land Use Plan (LUP) for Venice.

Building height and bulk can adversely affect the scenic and visual qualities of the Venice coastal area. Therefore, the scenic and visual qualities of the area shall be considered and protected.

Section 30251 of the Coastal Act states:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas....

Section 30253(5) of the Coastal Act states:

New development shall: (5) Where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses.

The existing structure is one of the highest buildings in the neighborhood and does not conform to the current height limit for the area set forth in the certified Venice LUP. The standard of review for the coastal development permit, however, is the Chapter 3 policies of the Coastal Act. Sections 30251 and 30253 of the Coastal Act require that the unique character of the community and the scenic and visual qualities of the area be protected.

When viewed from the beach or the boardwalk, the proposed fifth floor addition would barely be noticeable on top of the existing 52-foot high building (Exhibit #10, ps. 4&5). The applicant's view analysis demonstrates that no public views or vistas would be blocked by the proposed addition, it would not adversely affect community character, and it would have a minimal affect on the scenic and visual qualities of the area (Exhibit #10, ps. 4&5). The situation is unique in that the project involves an addition to a higher priority land use that already exceeds the height limit as set forth in the certified Venice LUP. The applicant asserts that approval of the proposed addition would make it easier for the applicant to maintain its current operations, continue its affordable prices, and to serve a greater number of visitors (Exhibit #9, p.4).

The design of the proposed addition minimizes its visual impact by setting back the proposed fifth floor from the existing sides of the four-story hotel. The additional building height would

not adversely affect the adjacent buildings or the existing character of the neighborhood or beach. Therefore, the Commission finds that the proposed addition does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast. Therefore, the proposed project does not conflict with Sections 30251 and 30253 of the Coastal Act. As conditioned, the proposed project is consistent with all the Chapter 3 policies of the Coastal Act.

E. Deed Restriction

To ensure that any prospective future owners of the property are made aware of the applicability of the conditions of this permit, the Commission imposes one additional condition requiring that the property owner record a deed restriction against the property, referencing all of the above Special Conditions of this permit and imposing them as covenants, conditions and restrictions on the use and enjoyment of the Property. Thus, as conditioned, this permit ensures that any prospective future owner will receive actual notice of the restrictions and/or obligations imposed on the use and enjoyment of the land in connection with the authorized development.

F. Local Coastal Program

Section 30604(a) of the Coastal Act provides that the Commission shall issue a coastal development permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program (LCP) which conforms with Chapter 3 policies of the Coastal Act:

(a) Prior to certification of the Local Coastal Program, a coastal development permit shall be issued if the issuing agency, or the commission on appeal, finds that the proposed development is in conformity with the provisions of Chapter 3 (commencing with Section 30200) of this division and that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200). A denial of a coastal development permit on grounds it would prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200) shall be accompanied by a specific finding which sets forth the basis for such conclusion.

The City of Los Angeles does not have a certified Local Coastal Program for the Venice area. The City of Los Angeles Land Use Plan (LUP) for Venice was effectively certified on June 14, 2001. As conditioned the proposed development is consistent with Chapter 3 of the Coastal Act. The existing 52-foot high hotel and the proposed 63.5-foot high hotel addition do not conform to the 35-foot height limit for the North Venice area as set forth in the certified Venice LUP. Nonetheless, approval of the project, as conditioned, will not prejudice the ability of the local government to prepare an LCP that is in conformity with the provisions of Chapter 3 of the Coastal Act because the exception to the height limit in this case is for a specific and unique circumstance: it is an addition to a higher priority land use that already exceeds the height limit and will not adversely affect public views or community character.

G. California Environmental Quality Act (CEQA)

Section 13096 Title 14 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

The proposed project, as conditioned, has been found consistent with the Chapter 3 policies of the Coastal Act. All adverse impacts have been minimized by the recommended conditions of approval and there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. Therefore, the Commission finds that the proposed project can be found consistent with the requirements of the Coastal Act to conform to CEQA.

End/cp

VENICE, CA

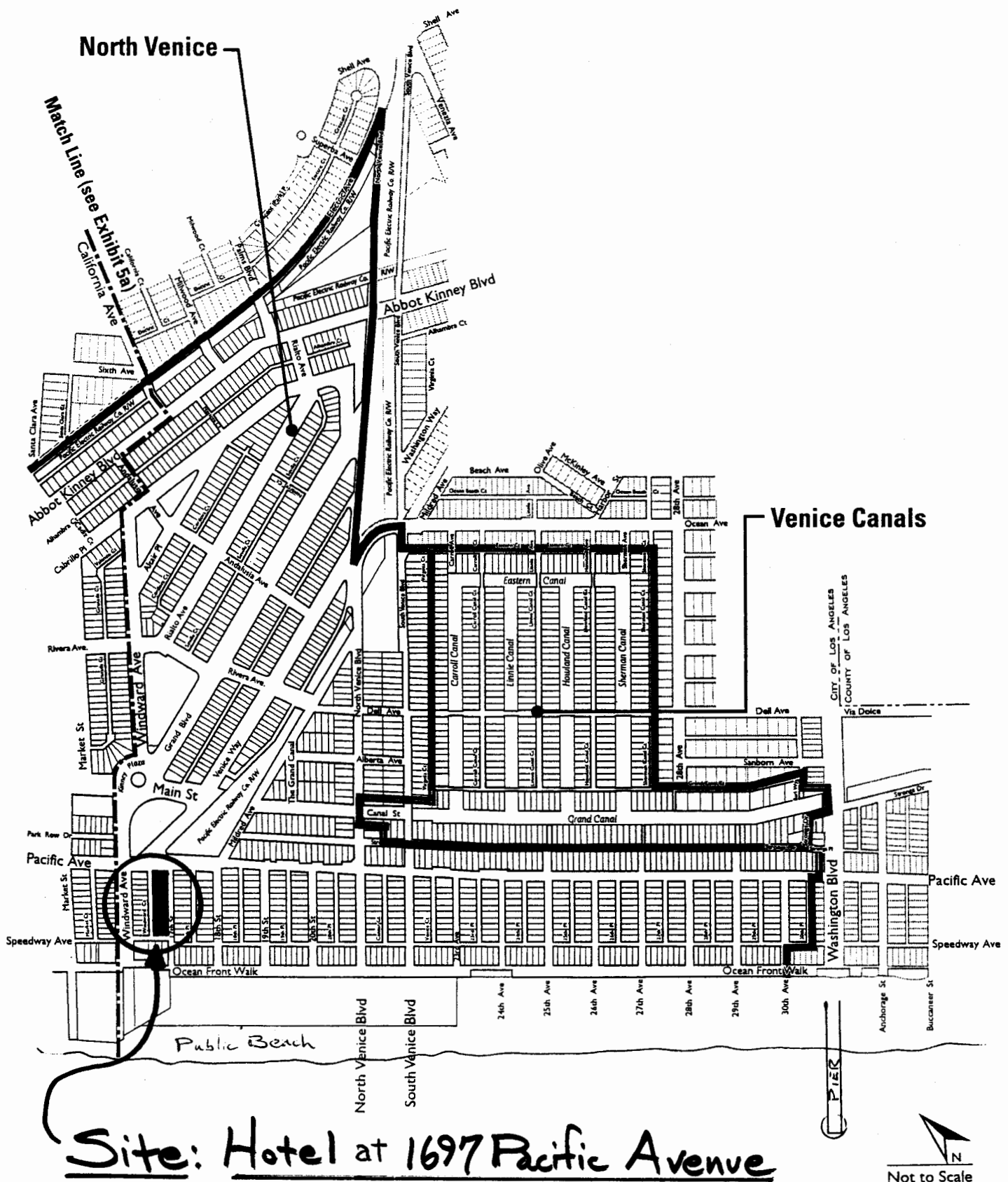


Site:
Hotel at
1697 Pacific Avenue



COASTAL COMMISSION
A5-VEN-03-067
5-03-071

EXHIBIT # 1
PAGE 1 OF 1



LUP

Exhibit 5b

Subarea: North Venice • Venice Canals

COASTAL COMMISSION

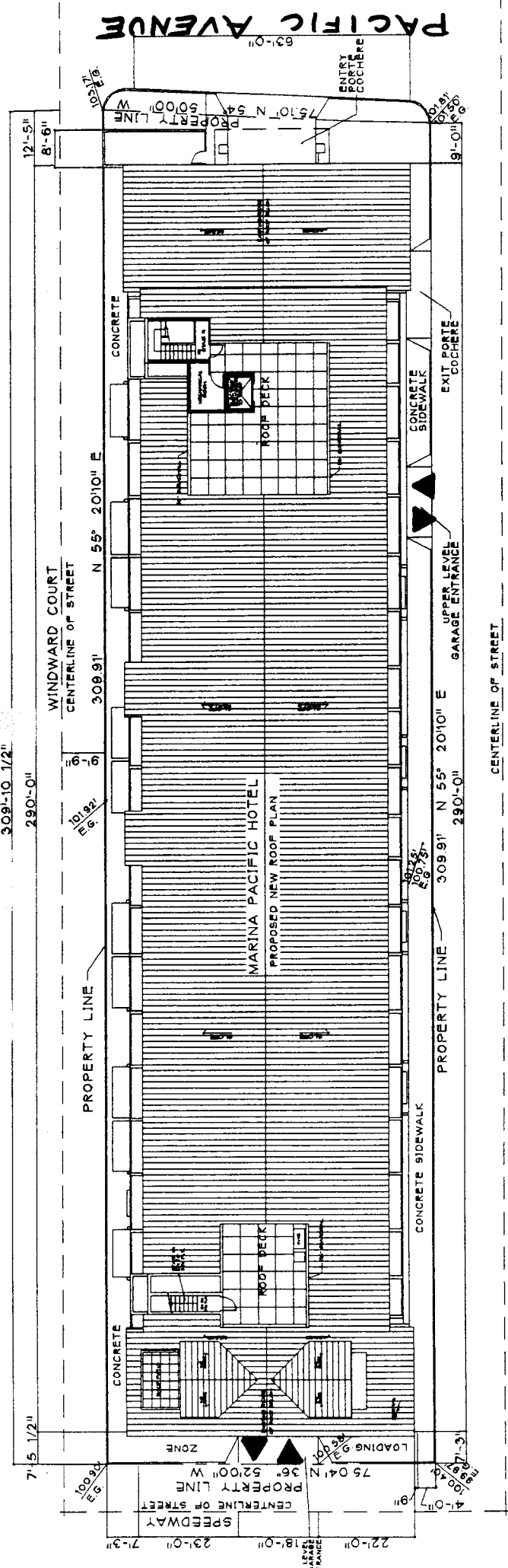
AS-VEN-03-067

5-03-071

EXHIBIT #

2

PAGE 1 OF 1



SITE PLAN

COASTAL COMMISSION
 A5-VEN-03-067
 5-03-071

EXHIBIT # 3

PAGE 1 OF 1



MARINA PACIFIC HOTEL
1007 PACIFIC AVE.
VENICE, CA 90291

Existing Hotel

DATE
10.7.02

SCALE
= 1'-0"

DRAWING
SUN STUDY - EXST'G
HOTEL

STUDIO

OF

ARCHITECTURE

4225 Glenview Avenue
Suite 210
Los Angeles, CA 90008
TEL: 310-410-1111
FAX: 310-410-1112

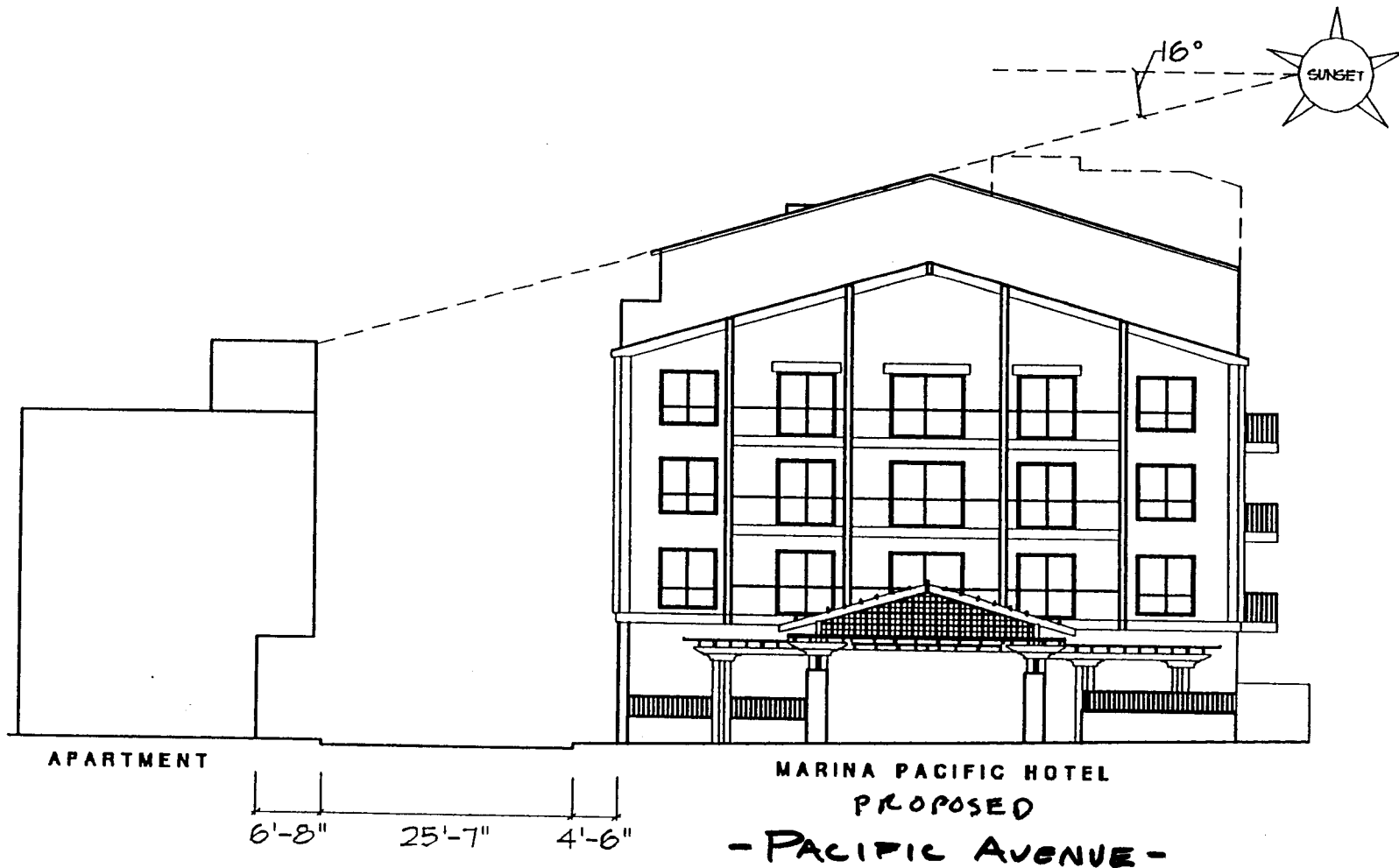
MICHAEL KING
ARCHITECT
DEANA DOLLARD
ARCHITECT

COASTAL COMMISSION

A5-VEN-03-067
5-03-071

EXHIBIT # 4

PAGE 1 OF 2



MARINA PACIFIC HOTEL
1697 PACIFIC AVE.
VENICE, CA 90291

Proposed Roofline

DATE
10.7.02

SCALE
= 1'-0"

DRAWING
SUN STUDY - PROPOSED
HOTEL ADDITION

STUDIO

OF

ARCHITECTURE

4223 Wilshire Avenue
Suite 210
Los Angeles, CA 90048
310-578-1111
FAX 310-578-1112

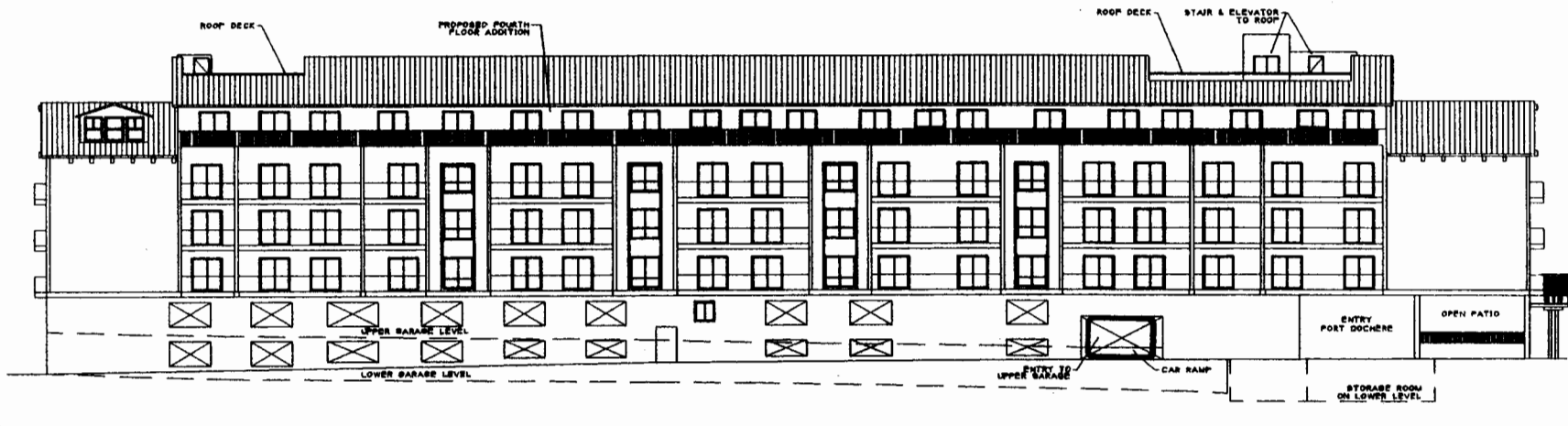
MICHAEL KING
ARCHITECT
DIANA HOLLAND
ARCHITECT

COASTAL COMMISSION

AS-VEN-03-067
5-03-071

EXHIBIT # 4
PAGE 2 OF 2

63.5'
52' — 161.65' TOP OF PEAK
152' PEAK OF ROOF
144.50' EXISTING PARAPET
144.42' NEW FOURTH FLOOR FF
144.08' STAIR TO ROOF
143.78' ROOF
143.25' SUITE FF
141.75' CEILING
132.67' THIRD FLOOR FF
124.583' SECOND FLOOR FF
115.50' FIRST FLOOR FF
107.50' UPPER LEVEL GARAGE
102.1' FRONT PROPERTY LINE
99.50' LOWER LEVEL GARAGE ENTRY
96.00' LOWER LEVEL GARAGE



17TH AVENUE ELEVATION - PROPOSED

Pacific Avenue

Speedway Alley

52' — 161.65' TOP OF PEAK
152' PEAK OF ROOF
144.50' EXISTING PARAPET
144.42' NEW FOURTH FLOOR FF
144.08' STAIR TO ROOF
143.78' ROOF
143.25' SUITE FF
141.75' CEILING
132.67' THIRD FLOOR FF
124.583' SECOND FLOOR FF
115.50' FIRST FLOOR FF
107.50' UPPER LEVEL GARAGE
102.1' FRONT PROPERTY LINE
99.50' LOWER LEVEL GARAGE ENTRY
96.00' LOWER LEVEL GARAGE

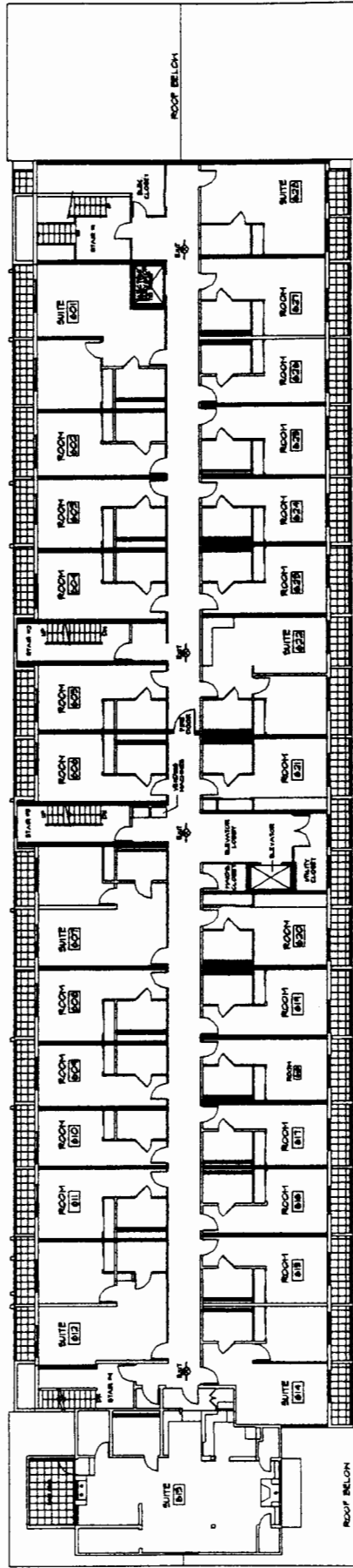


17TH AVENUE ELEVATION - EXISTING

COASTAL COMMISSION
A5-VEN-03-067
5-03-071

EXHIBIT # 5

PAGE 5 OF 1



17th Avenue

PROPOSED FLOOR PLAN ADDITION



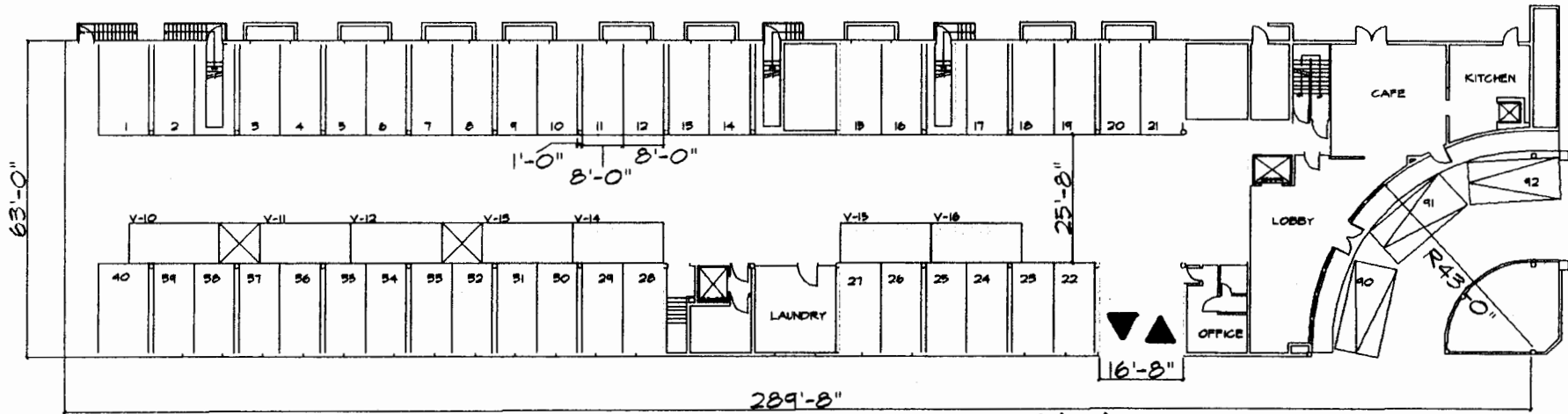
PACIFIC AVENUE

Speedway Alley

5-03-071
COASTAL COMMISSION
A5-VEN-03-067

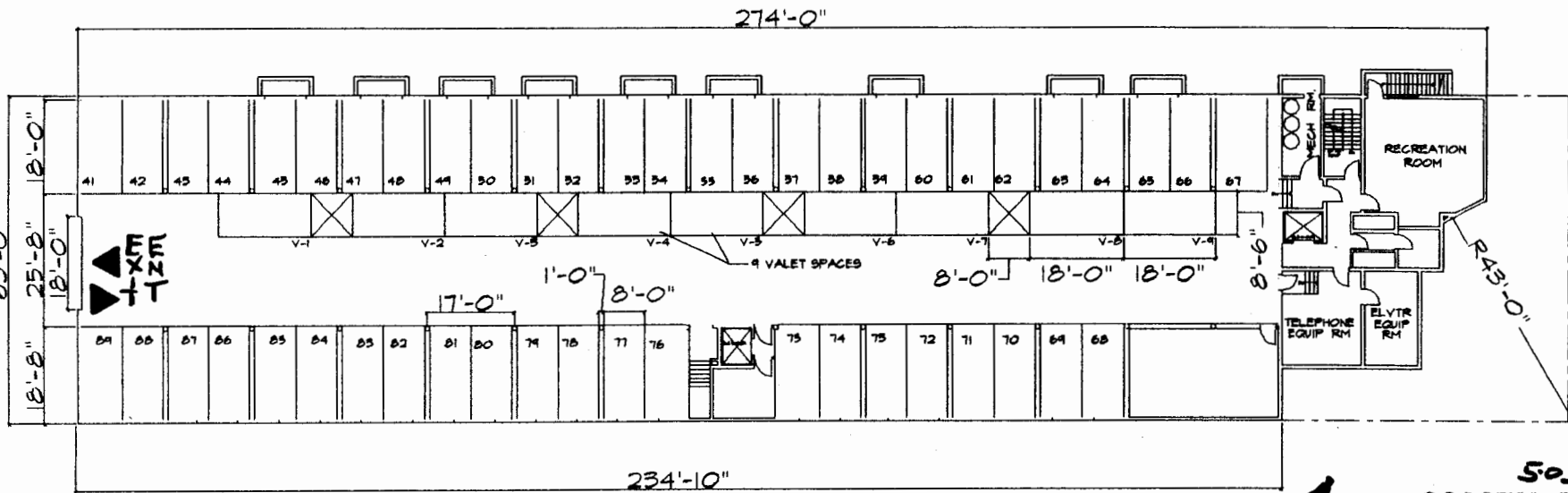
EXHIBIT # 6
PAGE 1 OF 1

PACIFIC AVENUE



UPPER GARAGE LEVEL

17th Avenue



LOWER GARAGE LEVEL

On-site Parking



503-071
COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 7

PAGE 1 OF 1

From: John Davis

To: California Coastal Commission

Date: 2/19/03

Subject: **APPEAL OF 5-VEN-03-010**

I hereby certify transmission of the appeal to the California Coastal Commission via fax on 2/19/03 at:

John Davis

PO 10152

Marina del Rey CA 90295

The approval of this Coastal Development Permit is inconsistent with the following laws;

Coastal Zone Management Act
California Coastal Act
California Environmental Quality Act
Seismic Hazard Mapping Act
Venice Specific Plan
Los Angeles County General Plan
Los Angeles County Methane Code
Los Angeles County Fire Code

CALIFORNIA COASTAL ACT

Presented below are various project inconsistencies with the Coastal Act.

The City of Los Angeles of Los Angeles approved the Venice Specific Plan and has operated under the plan since 1999. The City has failed however to submit a draft of the plan to the Coastal Commission for approval in over four years. As a result the City has and is in effect preempting and preventing the public from fully participating in decisions affecting the certification of a Local Coastal Program as is required by §30006.

Furthermore approval of this Coastal Development Permit would prejudice the ability of the local government to prepare a local coastal program that is in conformity with Chapter 3(commencing with § 30200) of the California Coastal Act as is required by §30604.

The Venice Specific Plan (hereafter VSP) is inconsistent with the certified Land Use Plan (hereafter LUP) and Coastal Act (hereafter Act). Therefore the VSP is subservient to the LUP and Act. Sections 6, 11, 12 and appendix C of the VSP (City of Los Angeles Ordinance No. 172,897) are inconsistent with the LUP and Act among other glaring incongruities.

This development will interfere with the public's right of access to the sea as acquired through use and legislative authorization §30211. The project proposes to pay in lieu fees to move existing public parking to an unknown location that may or may not be in the Coastal Zone at an unknown time.

5-03-071
COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 8

PAGE 1 OF 6

Furthermore the introduction of new automobile trips to an already congested business area beset by Valet Parking Companies illegally operating in the surrounding public streets would clearly exacerbate congestion. The Lead Agency has approved a condition whereby a Valet Parking Company is considered a Parking Mitigation. The "Valet Solution" will simply further reduce the Public's ability to reach the sea.

The project is also out of conformance with the following sections of the Act;

§30001
§30001.5
§30004
§30005.5
§30008
30007
§30210
§30212.5
§30213
§30214
§30220
§30222
§30232
§30250
§30251
§30252
§30255
§30320

§30253 The development is located in a area of high geologic, flood hazard. According to Dr. Eddie Bernard of NOAA this area is at a moderate to high risk of Tsunami. Furthermore the project is located in near proximity to several active faults on shore and off shore both being tsunamigenic in nature. Moreover sub-marine canyon slumping can occur as the result of an earthquake or without one. Underwater landslides in the Santa Monica Canyon, the Redondo Canyon, or a number of others present substantial hazards that have not been addressed.

VENICE SPECIFIC PLAN

The California Coastal Act governs Coastal Development in Venice under the guidance of the certified Land Use Plan for Venice until the Local Coastal Program is certified by the Coastal Commission. The City of Los Angeles is using City Ordinances No. 172,897 and No.173445 as a Trojan horse to avoid governing law.

The Venice Coastal Zone Specific Plan (VCZP hereafter) has not been certified by the California Coastal Commission, yet the City has gone so far as to exempt applicants from its provisions.

The exemptions are inconsistent with the Coastal Zone Management Act of 1972, the Coastal Zone Management Plan, and the California Coastal Act.

COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 8
PAGE 2 OF 6

The Lead Agencies Findings are False and irresponsible to the point of recklessness.

This is a Major expansion, not a minor expansion as claimed. The term is subjective and imprecise.

The Hotel can maintain it's current operations without expansion.

The Hotels present 92-room capacity has and can continue serving the Venice Beach Community and its visitors without adding rooms or fundamentally changing the character of the business.

Hotels should be compared to hotels, not other businesses.

There is no independent substantiating evidence to support the erroneous claim that the expansion will enable the business to remain profitable at its current price point and continue to provide an alternative to other lodgings.

The enlargement of this already massive structure will move the hotel into a category of larger accommodations. For this reason it is necessary to determine if approval of this project would encourage and invite larger, and yet larger structures next to the public beach before certification of the Local Coastal Program. In fact approval of this project would clearly prejudice the City's ability to produce a LCP within the constraints of governing law. Approval would simply preordain yet more illegal development because other potential developments would also claim the same hardships. The hardship exemptions are illegal and inconsistent with governing law.

The hardship exemptions to the uncertified Specific Plan cannot be supported by the Findings and will have significant impact and or effect on the environment.

The project would have a negative effect on the Community.

The additional height violates the Coastal Act and would create shadows.

The existing building envelope is a term that has no bearing on the project.

Expansion would negatively affect access to the Beach. The findings do not provided a sufficient independent traffic study to support its claims.

The findings accept a Valet mitigation so that the current lanes will be double staked with cars in violation of Los Angeles County Fire Code.

The findings hope, but do not support the assertion that clients will not drive cars.

The truth is that if clients do drive cars, and the Hotel does reach capacity, business parking will infringe on and dominate parking currently dedicated to beach access protected by the Coastal Act.

As it stands, the Hotel dose not has enough capacity to support a full Hotel and Staff parking. Therefore when the hotel is filled, Staff must infringe on public parking spaces.

The location is not desirable to the public convenience and welfare.

The location is not proper in relation to adjacent uses or development in the Community.

The location will be materially detrimental to the character of the development in the immediate neighborhood.

The proposed location is not consistent with the General Plan.

The project is not in conformity with Chapter 3 of the California Coastal Act of 1976.

The development will prejudice the ability of the City of Los Angeles to prepare a local coastal program that is in conformity with Chapter 3 of the Coastal Act.

The interpretive Guidelines for Coastal Planning and Permits as established by the California Coastal Commission are not consistent with the development.

The decision of the permit granting authority has not been guided by §3062 c of the Public Resources Code.

The development is not consistent with the certified Land Use Plan or Coastal Act.

The development is not consistent with the Mello Act.

CEQA

The Lead Agency appears to have failed in its responsibility to address significant effects and or impacts on the environment emanating from the project. Furthermore, it appears that the Lead Agency has failed in executing due diligence regarding the Mitigated Negative Declaration, which is a requirement of the California Environmental Quality Act.

Substantial evidence as defined in *Title 14. California Code of Regulations Chapter 3. Guidelines for Implementation of the California Environmental Quality Act § 15384* is hereby submitted. It shows that on 2/5/03 the West Los Angeles Planning Commission as the Decision-Making Body §15356 abused its discretion by Approval §15352 of a Discretionary Project §15357 and approval of a Mitigated § 15370 Negative Declaration §15371 concerning Significant Effects on the Environment §15382 requiring a Environmental Impact Report §15362.

The Decision Making Body and Lead Agency §15367 failed to contact the following Responsible Agencies §15381; California Department of Conservation. (hereafter CDC), Division of Mines and Geology, CDC Division of Geothermal and Oil Resources, California Environmental Protection Agency Department of Toxic Substance Control, California Regional Water Quality Control Board, and the County of Los Angeles Department of Public Works Watershed Management Division Environmental Section.

COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 8
PAGE 4 OF 6

The project would cause substantial and or potentially substantial, adverse changes in physical conditions within the area affected by the project, including land, air, water, minerals, fauna, ambient noise, and objects of historic or aesthetic significance.

The project will further cause a social and or economic change related to physical changes caused by the project resulting in a significant effect on the environment.

There is significant opposition to the project by residents and business owners.

The Project will generate excessive automobile traffic affecting access to the Coastal Zone therefore the project imposes a significant effect on the environment.

The Decision-Making Body failed utilize an adequate traffic study. A condition imposed on the project requires the impossible use of a Valet Car Parking Service to mitigate parking.

The Project will with other approved and pending projects in the area have a negative Cumulative Impact on the Environment §15355 therefore imposing a significant effect on the environment.

The Project is in a State of California Seismic Hazard Zone therefore the project automatically imposes a significant effect on the environment in that the permit is inconsistent with the California Seismic Hazard Mapping Act.

The project is in near proximity to a complex of abandoned oil well indicating potential toxification of soil and groundwater at the location. The Lead Agency has failed to consider the condition of the soil and groundwater.

It is acknowledged that no excavation or grading will be required for this project, however, the Lead Agency must still consider the highly probable ramifications of leaking oil field gases that could potentially cause adverse health effects to humans and the environment. The introduction of an increased number of people using the facility must be considered in relative to potential increase of exposures, creating a significant effect and or impact on the environment. Exposure standards set forth by the Governors Office of Health Hazard Assessment, CALOSHA, and OSHA.

There is furthermore a former sanitary landfill hydrogeologically up gradient that may have contributed to toxicity of groundwater at the proposed site of development.

LOS ANGELES COUNTY METHANE CODE

The project must comply with §110.4 of the Los Angeles County Methane Code and has not.

CALIFORNIA SEISMIC HAZARD MAPPING ACT

The project as approved is inconsistent with California Codes **Public Resources Codes §2690-2699.6**. According to the Venice Quadrangle Seismic Hazard Map the project lies in an area where historic occurrences of liquefaction and or local geotechnical and or groundwater conditions indicate a potential for permanent ground displacement such that mitigation as defined in **Public Resources Code (PRC hereafter) §2693** would be required. The project is clearly not in conformance with **PRC§2693** among others.

CONCLUSION

The public has it's lost faith in the ability of the West Los Angeles Area Planning Committee to execute its legal responsibilities in the issuance permits for development within the constraints of CQEA, the California Coastal Act, Seismic Hazard Mapping Act and places the public at risk thereby.

COASTAL COMMISSION
A5-VEN-03-067

EXHIBIT # 8
PAGE 6 OF 6

LAW OFFICES
CHRISTENSEN, MILLER, FINK, JACOBS, GLASER, WEIL & SHAPIRO, LLP

2121 AVENUE OF THE STARS
EIGHTEENTH FLOOR
LOS ANGELES, CALIFORNIA 90067-5010
(310) 553-3000
FAX (310) 556-2920

DIRECT DIAL NUMBER
(310) 282-6254

EMAIL: CBRONOWSKI@CHRISMILL.COM

March 10, 2003

III MERITAS LAW FIRMS WORLDWIDE

RECEIVED
South Coast Region

MAR 11 2003

CALIFORNIA
COASTAL COMMISSION

VIA OVERNIGHT MAIL

Mr. Charles Posner
California Coastal Commission
200 Oceangate, 10th Floor
Long Beach, CA 90802

Re: Best Western Marina Pacific Hotel – 1697 Pacific Avenue
Coastal Commission Appeal A-5-VEN-03-067
City of Los Angeles 2001-5955
Our File No.: 04342-001

Dear Mr. Posner:

This letter is submitted on behalf of the Best Western Marina Pacific Hotel regarding the proposed expansion of the existing hotel in the Venice Beach area. The proposed expansion requires, among other entitlements, Coastal Development Permits from both the City of Los Angeles ("City") and the California Coastal Commission ("Commission"). The Hotel obtained a Coastal Development Permit and other needed City approvals from the City of Los Angeles on October 30, 2002 (Case No. 2001-5955 CDP).

The Commission and one other appellant appealed the City's Coastal Development Permit on February 19, 2003. The basis of the Commission's appeal is the City's approval of a development that "exceeds the 35-foot height limit for the North Venice area as set forth in the City's certified Land Use Plan (LUP) for Venice" and that "does not provide the on-site parking supply as required by the certified LUP." The Commission's appeal states that these two factors raise "substantial issues" with regard to the proposed project's compliance with relevant provisions of the Coastal Act.

In response to the Commission appeal, I want to provide some further information about the height and parking for the proposed expansion and about the project's consistency with the LUP and the Coastal Act.

1. Height

The City Council granted the project a Specific Plan Exception from the current 35-foot height limitation imposed by the Venice Specific Plan and Venice LUP. The City Council adopted a set of findings to support the Specific Plan Exception and found, among other things, that, because of its sensitive design, the proposed expansion would have no greater height impacts than the existing grandfathered building, and that the building would continue to be compatible with surrounding commercial and residential uses, including various multi-story apartment buildings.

The existing hotel building, constructed pursuant to building permits issued in February, 1972, includes an elevator tower with a maximum height of approximately 62 feet. The roof line of the hotel also includes sharp peaks on Pacific Avenue and Speedway. These height elements are grandfathered from the newer requirements of the Specific Plan and LUP. The applicant proposes to add the 30 rooms behind these existing roof elements.

Through the use of setbacks and the removal of existing roofline elements, the addition will have no visible impact on pedestrians at ground level. From Pacific and Speedway, the existing frontages will remain unchanged. The additional roof height will be set back more than 29 feet from those frontages, and will not be visible from the public beach or public roads. On the Windward Court and 17th Avenue frontages, the present mansard roofs, approximately five feet high, will be removed and replaced with much shorter balcony railings around the proposed new rooms. The hotel extension will be set back four feet from the Windward Court and the 17th Avenue building edges -- a large enough setback that the existing borders of the hotel will block the view of the addition from the ground. Because of these design features, the building will actually look *shorter* to pedestrians on these frontages. For these same reasons, the proposed addition will actually reduce shadow impacts now caused by the existing roofline in most areas and will increase shadow impacts by only five minutes in the late afternoon on any adjacent residential use. (Attached as Exhibit A are project elevations and illustrations demonstrating how the addition has been designed to fit within the roofline of the existing building. Attached as Exhibit B are a photograph of the hotel now and a computer-altered photograph depicting how the hotel will look with the addition.)

Because the proposed addition will remain within the existing building height envelope, and be barely visible from the ground, the height exception granted by the City was justified, and the hotel will remain consistent with the Specific Plan and LUP.

2. Parking

Because the hotel has grandfathered rights with respect to its existing size, configuration, and parking, additional parking need only be provided for the proposed additional hotel rooms. The hotel has 92 existing spaces. As set forth in the attached exhibit (Exhibit C), only 10 new spaces, for a total of 102, are required. As approved by the City, the hotel will provide 16 additional spaces, for a total of 108, by restriping and providing an attendant. Therefore, the project will provide six spaces more than it is required to provide. If the expanded hotel were built now for the first time and did not have grandfathered parking rights, it would require a total of 115 spaces under the Venice Specific Plan and LUP, only seven spaces more than the number that will actually be provided.

Moreover, a parking study provided by the hotel demonstrates that, even with the requested expansion, the hotel's parking supply substantially exceeds the parking demand by hotel guests, even during the busy summer months. (Exhibit D). In the parking study, professional traffic engineer Arthur Kassan surveyed the actual use of the on-site parking at peak times in summer, during the highest occupancy period at the hotel and during the busiest traffic period in the area. The parking study concluded that the maximum parking usage never exceeded 56% of the supply. When the parking lot was at its fullest, there were 41 empty spaces, even when the hotel had an occupancy rate over 93%. The study further concluded that, even if the hotel were 100% occupied, the hotel would have approximately 37 empty parking spaces and that, with the proposed addition of 30 rooms, the hotel would still have 18 empty spaces at full occupancy at peak hours.

These results are further supported by the hotel's years of experience which demonstrate that the hotel's clientele includes a large number of foreign tourists and a large number of guests visiting local community members, and that neither of these groups tend to rent or bring personal vehicles to the hotel. The hotel's management practices and convenient location in a commercial area -- the corner of Windward and Pacific -- makes it easy for guests to walk to local destinations such as the beach or the boardwalk and to rely heavily on local transportation, shuttles, and tour vans for more distant venues. The hotel provides a free local shuttle service, which also minimizes cars on site. The hotel advertises these features in its marketing materials, along with the fact that tours to all Los Angeles' major destinations have a pick-up/drop off at the hotel, thereby reducing the need for a car. Thus, the City Council found that, while the existing hotel cannot physically expand its subsurface parking, the hotel has ample parking and can provide additional aisle parking when needed through the use of an attendant.

Indeed, the hotel, which already has excess parking, anticipates that it will continue to have excess parking after the expansion. Indeed, the parking study suggests that, even with the 30-room addition and without the additional 16 spaces, there will typically be 18 extra spaces at

peak hours at full occupancy. When the 16 new spaces are added to the existing surplus, the hotel can be expected to have at minimum 34 unused spaces that can be made available to the general public at any given time. This will benefit the neighborhood by adding to the existing parking supply during peak beach and boardwalk use times.

3. Conformity with LUP

The project is in keeping with one of the overarching goals of the LUP -- to promote beach-oriented visitor-serving commercial activities and overnight accommodations at a moderate price. The thoughtful design proposed by the hotel will enable it to add 30 rooms of moderately priced overnight accommodations to the Venice Beach area, without creating any additional visual, shadow, parking, traffic, or other neighborhood impacts.

The LUP emphasizes the value of the Venice beach area to the general public, and the need for moderately-priced hotel accommodations in the area to make it as accessible as possible to residents and tourists alike. The hotel has for many years provided high-quality, moderately priced visitor accommodations to the Venice Beach area, which is an area severely under-served by overnight accommodations. The proposed expansion would enable the hotel to maintain its current operations, continue its affordable prices (which average \$118/night) and serve a greater number of visitors.

The hotel's proximity to the beach and popular visitor-serving commercial areas means that the proposed upgrade will increase the number of visitors who can access these coastal resources. The proposed expansion of the hotel represents an investment of several million dollars in the neighborhood and will serve to substantially upgrade not only the hotel itself but the immediately surrounding commercial area. The hotel has for many years provided high-quality, moderately priced visitor accommodations in Venice Beach and has become an integral part of the community. It is located in a heavily commercialized area of Venice in close proximity to the beach, the boardwalk, stores, restaurants, and public transit. The area is the commercial heart of old Venice, and has been a busy urban commercial hub since the 1920's. The area attracts millions of visitors weekly who come primarily to see the Venice Boardwalk which extends both north and south of the hotel.

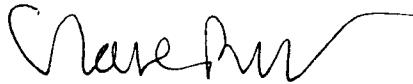
The project thus serves the intent of the LUP by providing additional moderately priced high-quality visitor accommodations in an extremely popular area where demand for moderately priced visitor facilities is very high and is not met by existing facilities.

Mr. Charles Posner
March 10, 2003
Page 5

Conclusion

I look forward to presenting this project to the Commission in further detail. Feel free to call me if you have any further questions.

Sincerely,



Clare Bronowski
of CHRISTENSEN, MILLER, FINK, JACOBS,
GLASER, WEIL & SHAPIRO, LLP

CB:vs
Enclosures

cc: Erwin Sokol
Mark Sokol

Best Western Marina Pacific Hotel
1697 Pacific Avenue

Summary of Parking Requirements

Expansion (Including Grandfathered Rights)

Component	Parking Rate	Number of Spaces Required
Existing uses	varies	92 existing
Guest Rooms 93-122 (30 rooms)	1 per 3 guest rooms	10 new
TOTAL REQUIRED FOR ADDITION		102
TOTAL TO BE PROVIDED		92 (existing) + 16 (aisle) = 108
DIFFERENCE		6 spaces in excess of requirements

Current Standards for Expanded Hotel (If first built at proposed size today)

Component	Parking Rate (Specific Plan)	Number of Spaces Required
General (765 s.f. lobby)	1 per 500 s.f.	2
Guest Rooms 1-30	1 per guest room	30
Guest Rooms 31-60	1 per 2 guest rooms	15
Guest Rooms 61-122 (61 rooms)	1 per 3 guest rooms	21
Meeting Room (1,035 s.f.)	1 per 35 s.f.	30
Breakfast Room (504 s.f.) (used for guests only and closed by 11:00 a.m.)	1 per 35 s.f. (1 per 100)	14 (5)
Beach Impact Zone	1 per 640 s.f. ground floor area (1,906.8)	3
Total Required if New Use		115 (106)
TOTAL TO BE PROVIDED		92 (existing) + 16 (aisle) = 108

ARTHUR L. KASSAN, P.E.

Consulting Traffic Engineer

RECEIVED
South Coast Region

FEB 14 2003

CALIFORNIA
COASTAL COMMISSION

February 11, 2003

Ms. Clare Bronowski
Christensen, Miller, Fink, Jacobs, Glaser, Weil & Shapiro, LLP
2121 Avenue of the Stars
18th Floor
Los Angeles, CA 90067

Subject: Best Western Marina Pacific Hotel
1697 Pacific Avenue, Venice
Coastal Development Permit

Dear Ms. Bronowski:

This in regard to the proposed expansion of the existing 92-room hotel at 1697 Pacific Avenue in Venice. If expanded as proposed, the hotel will have 30 more guest rooms for a total of 122 rooms.

I wish to address the traffic flows to and from the hotel and the parking for the hotel.

Traffic Flows

Based on formulas and rates published by the Institute of Transportation Engineers (ITE) in the book, *Trip Generation, 6th Edition*, 1997, the proposed expansion of the hotel by 30 rooms will add the following numbers of vehicle trips:

<u>TIME PERIOD</u>		<u>ADDED VEHICLE TRIPS</u>
24 Hours	-	268
Morning Peak Hour	-	20
Afternoon Peak Hour	-	21

Those volumes are **less than one-half of the City Department of Transportation threshold** for requiring a Traffic Impact Study, and, therefore, there would be **no significant impacts attributable to the hotel expansion**. [The Department's threshold for requiring a study is 43 or more trips in any hour.]

According to trip generation rates attached to the **Venice Coastal Zone Specific Plan**, the afternoon peak-hour traffic at the hotel would increase by only 18 trips per hour, which is even **less than the estimated trip generation using the ITE rate**. [The Specific Plan attachment addresses trip generation rates for only the afternoon peak hour.]

COASTAL COMMISSION
AS-VEN-03-067

Telephone
(310) 558-0808

5105 Cimarron Lane
Culver City, California 90230

FAX EXHIBIT # 9
PAGE 7 OF 9

Parking Demand and Supply

Based on the Venice Coastal Zone Specific Plan requirements, if the expanded hotel were to be constructed new, it would require 115 parking spaces. Because the hotel has grandfathered rights with respect to its existing configuration, parking requirements are to be calculated based upon the size of the proposed addition. The addition will require 10 additional spaces.

Currently, the hotel has 92 spaces – 89 spaces in two levels of parking structure, and 3 spaces adjacent to the hotel lobby. In conjunction with the expansion, an additional 16 spaces could be added in the existing parking level aisles, with an attendant on duty to maneuver the vehicles. Those 16 aisle-based spaces would be made available when the hotel occupancy and the guest parking demands warrant. The total supply, with the 16 additional spaces, would be 108 parking spaces.

The particular experience at the Best Western Marina Pacific Hotel has been that the **use of vehicles by guests is at a lower rate than at other hotels**, because the subject hotel provides transportation to the airport and to various tourist and shopping attractions in the vicinity, and there is coordination of guest pick-up and drop-off with the various sightseeing bus companies.

In August 2001, historically a **peak month for the hotel's occupancy**, we studied the **actual use of the available parking spaces** at the hotel. The number of parked vehicles at the hotel was counted every half-hour between 7:00 and 10:30 p.m. on two evenings, Friday, August 24, and Saturday, August 25, 2001. The hotel occupancy on those two days was 95.7% (88 rooms) on Friday and 93.5% (86 rooms) on Saturday.

[As shown in the book, *Shared Parking*, published by the Urban Land Institute (ULI) in 1983, parking for hotel guest rooms is at its highest percentages during the hours of the study. During the morning and afternoon hours (8 a.m. to 5 p.m.), the parking demand at a hotel does not exceed 60% of the maximum parking demand.]

The maximum parking use counted in our evening study at the subject hotel was 51 spaces, at 7:00 p.m. on Saturday. With 86 rooms occupied, the **actual maximum parking usage counted was at the rate of 0.6 spaces per occupied room** ($51 \text{ spaces} \div 86 \text{ occupied rooms} = 0.59 \text{ spaces per room}$). If that maximum were factored upward to estimate 100% occupancy of the hotel, there would have been 55 parked vehicles with the existing 92 rooms.

When the hotel is expanded, as proposed, from 92 rooms to 122 rooms, the parking usage can be expected to increase proportionally. The maximum parking usage rate with the current room total was 0.6 spaces per occupied room. Based on that ratio, if the total **122 rooms** after expansion were **100% occupied**, there would be a **maximum of**

COASTAL COMMISSION
AS-YEN-03-067

Ms. Clare Bronowski
February 11, 2003


Page 3

73 vehicles parked on-site. That would leave **19 empty spaces**, approximately 20% of the total on-site supply of 92 spaces. During other hours of the evening, there would be even fewer parked vehicles and, therefore, more empty spaces.

Based on the empirical data gathered during the peak season for the hotel, the parking for the proposed hotel will be accommodated by the existing on-site supply of 92 spaces with a substantial surplus (20%) in case of an occasional higher parking demand. An additional 16 spaces can be made available, with attendant service, when conditions warrant.

I would be pleased to discuss my findings regarding traffic flows and parking related to the expansion of the Best Western Marina Pacific Hotel with members of the Coastal Commission and with Commission staff. Please contact me if you have any questions about my analyses.

Very truly yours,



Arthur L. Kassan, P.E.
Registered Civil Engineer No. 15563
Registered Traffic Engineer No. 152

COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 9
PAGE 9 OF 9

LAW OFFICES
CHRISTENSEN, MILLER, FINK, JACOBS, GLASER, WEIL & SHAPIRO, LLP
2121 AVENUE OF THE STARS
EIGHTEENTH FLOOR
LOS ANGELES, CALIFORNIA 90067-5010
(310) 553-3000
FAX (310) 556-2920

DIRECT DIAL NUMBER
(310) 282-6254

EMAIL: CBRONOWSKI@CHRISMILL.COM

April 29, 2003

 MERITAS LAW FIRMS WORLDWIDE

RECEIVED
South Coast Region

APR 30 2003

CALIFORNIA
COASTAL COMMISSION

VIA FEDERAL EXPRESS

Mr. Charles Posner
California Coastal Commission
200 Oceangate, 10th Floor
Long Beach, CA 90802

Re: Best Western Marina Pacific Hotel – 1697 Pacific Avenue
Application No. 5-03-071; Appeal No. A5-VEN-03-067

Dear Mr. Posner:

This letter is submitted on behalf of the Best Western Marina Pacific Hotel and Suites in response to your request for additional information dated March 14, 2003.

1. **Visual Impact Analysis:**

Enclosed as Exhibit A please find a Visual Impact Analysis using photographs showing the existing hotel and the proposed addition for three representative locations seaward of the project site, both from Ocean Front Walk and from the public beach. This analysis was prepared by the project architect, Michael King of Studio of Architecture, based on the project plans and elevations.

2. **Parking Management Plan:**

Enclosed as Exhibit B please find a Parking Management Plan for the hotel's on-site parking supply. This Parking Management Plan describes existing and proposed operations. Except for the addition of sixteen (16) aisle parking spaces in the hotel garage, the proposed operations will be the same as existing operations. The hotel proposes to continue to rent available surplus parking to beachgoers. As outlined in the parking study prepared by Arthur Kassan submitted with the application, with the proposed 30-room addition and the 16 new aisle spaces, it is anticipated that the hotel will have at least 34 unused spaces even at peak periods during peak occupancy.

325287.1

COASTAL COMMISS
A5-VEN-03-067
5-03-071

EXHIBIT # 10
PAGE 1 OF 11

3. **Original Permits:**

Enclosed as Exhibit C please find a copy of the original City of Los Angeles building permit for the site dated February, 1972 and a copy of the City of Los Angeles Certificate of Occupancy issued January 8, 1975 referencing Building Permit number WLA 89209, dated 1972.

4. **Construction Staging Plan:**

Enclosed as Exhibit D please find a Construction Staging Plan identifying where project staging, equipment and building material storage will occur. It is anticipated that 10 to 20 parking spaces in the lower parking level will be displaced during construction. These are generally excess parking spaces as the hotel finds there is little demand for the lower level parking. In addition, some rooms on the existing top floor will be temporarily closed during construction further reducing parking demand. Construction will be scheduled to avoid the peak summer months, to avoid impacts both to the hotel and to the beach parking demand.

5. **Water Quality Plan:**

Enclosed as Exhibit E please find a Water Quality Plan to minimize and mitigate the potential negative impacts caused by run-off from the hotel site during construction. The requirements of this plan are found in the City approvals and standard City requirements.

6. **Structural Safety:**

Enclosed as Exhibit F please find a letter from Max Falamaki, Structural Engineers, dated April 1, 2003 stating that the structural safety of the proposed addition has been reviewed and that it will comply with current City codes.

Finally, for your information, I have enclosed a brochure from the hotel (Exhibit G) which gives additional information about hotel operations and demonstrates that the hotel operates as a full-service visitor-serving guest room and guest suites hotel. The owners and operators, Erwin and Mark Sokol, would be happy to meet with you to provide you with further information and a give you a tour of the hotel if that would be helpful.

Mr. Charles Posner
April 29, 2003
Page 3

I hope that this information is adequate to respond to each of the questions you have raised. If you need any additional information, please contact me immediately so that we can meet any necessary deadline to have this project heard by the Coastal Commission at its August, 2003 meeting. Thank you.

Sincerely,



Clare Bronowski
of CHRISTENSEN, MILLER, FINK, JACOBS,
GLASER, WEIL & SHAPIRO, LLP

CB:cb
Attachments

cc: Erwin Sokol
Mark Sokol



VENICE BEACH VIEW FROM SOUTH - BEFORE

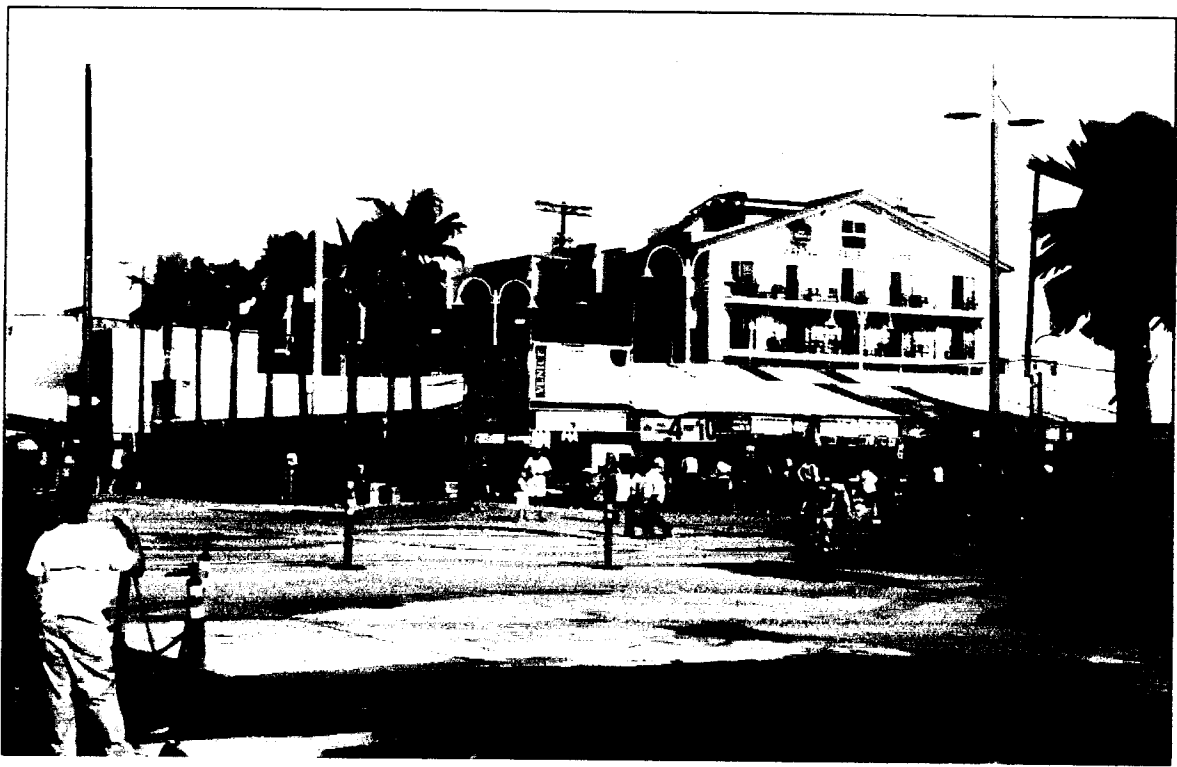


VENICE BEACH VIEW FROM SOUTH - AFTER

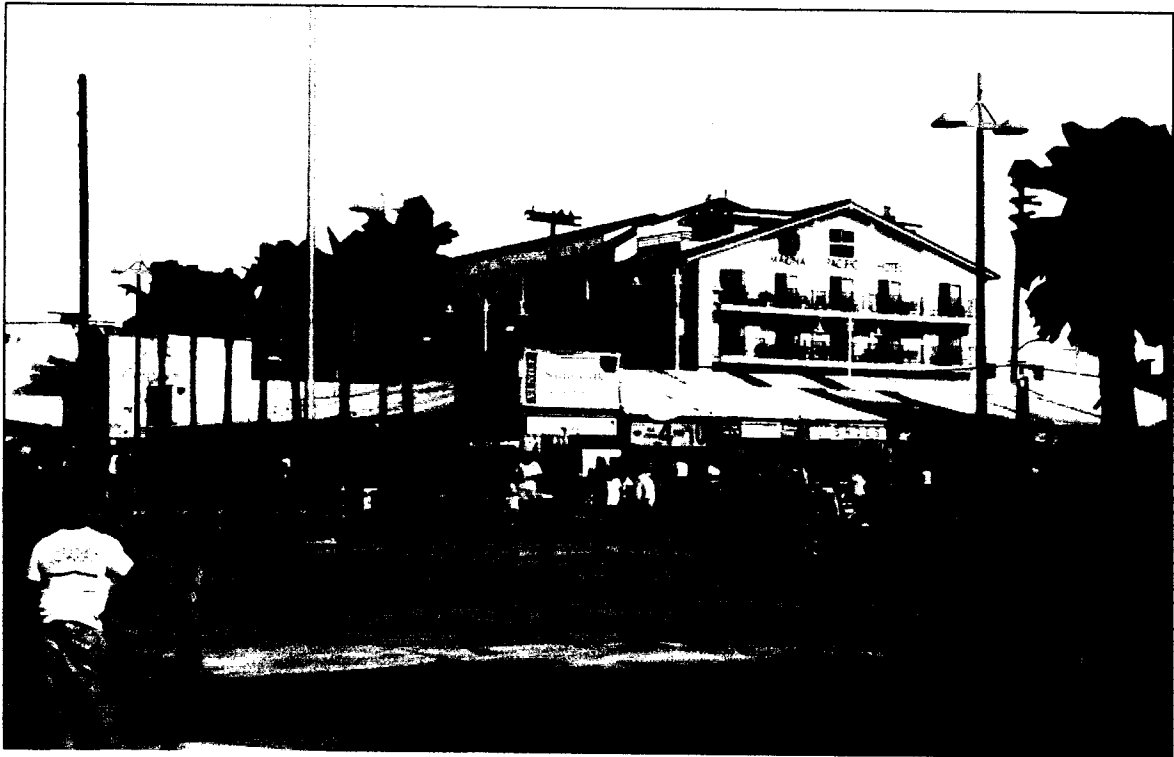
MARINA PACIFIC HOTEL
VENICE BEACH, CA

AS-VEN-03-067
STUDIO OF COASTAL COMMISSION
5-03-071

EXHIBIT # 10
PAGE 4 OF 11



BOARDWALK VIEW FROM NORTH - BEFORE



BOARDWALK VIEW FROM NORTH - AFTER

MARINA PACIFIC HOTEL
VENICE BEACH, CA

5-03-071
 A5-VEN-03-067
 COASTAL COMMISS

STUDIO OF ARCHITECTURE

EXHIBIT # 10
 PAGE 5 OF 11

EXHIBIT B

PARKING MANAGEMENT PLAN

The hotel has always managed and will continue to manage its parking supply with its guests' parking needs as the highest priority. Generally, during the hotel's operating history, since 1975 and continuing consistently through today, about one out of every two hotel rooms occupied uses a parking space. This fact has been verified based on hotel records and based on the on-site parking study prepared by Arthur Kassan and submitted with the application.

The low vehicle use is attributable to a number of factors, including the fact that the hotel serves foreign visitors who often do not rent cars and also serves local community visitors and relatives who come to Venice. In general, Venice Beach is a convenient destination close to LAX. In addition to the range of activities available within walking distance of the hotel, the hotel offers other amenities that help prevent the need for a car while staying. The hotel has a shuttle van that transports guests to nearby locations. In addition, the hotel is served by tour buses that pick-up and drop off at the hotel and can take hotel guests to all of Los Angeles' most visited tourist locations including Universal Studios, Hollywood, and Beverly Hills.

The hotel charges extra for overnight parking and does not include the charge in the room rate. Since only about half of all guests have the need for parking, this helps maintain the moderate pricing for hotel rooms at the Marina Pacific Hotel. The rate the hotel currently charges, \$9.00 per night for self-parking, is much lower than other establishments in beachside areas nearby where parking often costs as much as \$20 per night or more for valet parking. The additional charge also helps the hotel keep track of the amount of parking being used by its guests on a daily basis.

The hotel is proposing to rent parking to beachgoers. The rate the hotel currently charges for all day beach parking is \$9.00, the same as the hotel guest rate. Therefore, the hotel has no incentive to dislocate a hotel guest to accommodate a beachgoer. In fact, as stated above, the hotel's first priority is to ensure adequate parking for registered hotel guests.

The hotel has rented daily beach parking for a number of years and has devised a parking management system that works well. First, in order to establish and maintain goodwill with hotel guests, the hotel always ensures there is ample parking available for guests. The hotel cannot risk a guest returning in the evening and being unable to park on site. Therefore, careful attention is always paid to the number of guest parking spaces needed on a daily basis, based on occupancy levels and the number of parking passes requested.

Because of the low vehicle usage by hotel guests and because the hotel is not always full, there are always surplus parking spaces in the hotel garage. In addition

because many hotel guest cars leave during the day and return in the evening, additional daytime spaces are available. In general, beachgoers arrive in the late morning and leave by the late afternoon, because Venice Beach is primarily a daytime destination. This, coupled with the abundance of unused spaces lends itself well to renting parking to beachgoers.

In order to manage its parking and protect parking for hotel guests, when renting daytime beach parking, the hotel employs parking attendants onsite who communicate by two-way radio both together and with the guest service agents at the front desk. The front desk keeps the parking attendants up to date with information about the parking needs for registered hotel guests to insure that there are always enough spaces available for guests. With the addition of aisle parking when needed for the proposed addition, the parking attendants will collect parking payments from daily parkers and will also move and park cars as necessary to fully utilize the aisle spaces.

COASTAL COMMISSION
A5-VEN-03-067
5-03-071

EXHIBIT # 10
PAGE 7 OF 11

Address of **1697 Pacific Avenue**
Building

CITY OF LOS ANGELES
CERTIFICATE OF OCCUPANCY



NOTE: Any change of use or occupancy must be approved by the Department of Building and Safety. This certifies that, so far as ascertained by or made known to the undersigned, the building at the above address complies with the applicable requirements of the Municipal Code, as follows: Ch. 1, as to permitted uses, Ch. 7, Arts. 1, 3, 4, and 5; and with applicable requirements of State Housing Law—for following occupancies:

Issued **1-8-75** Permit No. and Year **WLAB9209/72**

Four story, Type III/1, 63' x 290', apartment hotel with 98-car subterranean garage, 35 apartments, 57 guest rooms, restaurant dining 33 maximum occupants, recreation room 58 maximum occupants, 98 parking spaces required and provided, U-1/U-2/J-1/H-4/F-1/B-2 occupancy.

EXCEPT FOR DEVIATION APPROVED PER SECTION 98.0403 L.A.M.C.

Owner

Owner's **A. Sokol**

Address **6200 Warner Drive
Los Angeles, Calif.**

90048

Form B-95b—2M Sets—1-72 (C-10)


By **A.R. MENDENHALL**

COASTAL COMMISSION
AS-LEN-03-067
5-03-071
EXHIBIT # **10**
PAGE **8** OF **11**

EXHIBIT D

CONSTRUCTION STAGING PLAN

The hotel has designed a construction plan that minimizes the temporary construction impacts on the surrounding community and on hotel operations. The hotel addition will take approximately ten months to construct. It is in the owners' best interest not to disrupt their peak summer rentals. Therefore, the construction will not start until September, after the peak summer season. Before that time period, the structural members for the addition will be fabricated off-site and prepared for installation. Thus, because fabrication will take place off-site, the construction efforts and storage requirements on-site will be minimal and limited to only attaching the new members.

In addition, there is the unique opportunity to locate/stage many of the construction materials immediately on the roof. There will only be an occasional need to set cranes along 17th Street or the alley next to the hotel to lift large items that will not fit in the service elevator. The hotel does not anticipate needing any street closures during construction, except for occasional lane closures for setting the crane.

Because there is very little parking demand to use the lower parking level, especially during off-peak season, the contractor will use a portion of that area for parking, staging and material storage. In addition, the hotel anticipates closing portions of the top floor rooms during construction, which will also reduce parking demand. The construction staging area in the lower parking level will allow access to the service elevator to move most materials directly up to the roof. It is anticipated that between 10 and 20 parking spaces will be used for construction purposes during construction along the back of the lower garage, depending upon the phase of the work. Furthermore, in order to prevent the need to set a construction trailer on the surrounding streets, the hotel will allow the contractor to use a portion of the existing hotel offices in the building.

COASTAL COMMISSION
AS-VEN-03-067
5-03-071

EXHIBIT # 10
PAGE 9 OF 11

EXHIBIT E

WATER QUALITY PLAN

As part of the City of Los Angeles permitting process, the hotel will be required to submit a site-specific SWPPP (Storm Water Pollution Prevention Plan). Currently, the existing garage drainage does not connect to the sewer system per City code. As the garage lower level is below grade, materials entering the garage drains must be carried to a separate sump pit with an ejector pump. As part of the SWPPP requirements, during construction any effluent from the ejector pump will be captured and collected in a tank for offsite disposal at a City-certified location for contaminated effluent.

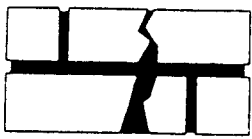
As mentioned in the Construction Staging Plan, the majority of fabrication activities for the hotel construction will take place off-site and prefabricated structural members will be transported to the site and installed. This will also reduce the potential for ground water impacts from construction materials. All construction staging and storage will take place on site, either on the roof or in the lower parking level of the garage.

The City approvals also include (as Environmental Conditions 14, l, m, n, o and p) the following mitigation measures for potential ground water impacts:

1. All waste shall be disposed of properly. Use appropriately labeled recycling bins to recycle construction materials including: solvents, water-based paints, vehicle fluids, broken asphalt and concrete; wood, and vegetation. Non recyclable materials/wastes must be taken to an appropriate landfill. Toxic wastes must be discarded by a licensed regulated disposal site.
2. Clean up leaks, drips and spills immediately to prevent contaminated soil on paved surfaces that can be washed away into the storm drains.
3. Do not hose down pavement at material spills. Use dry cleanup methods whenever possible.
4. Cover and maintain dumpsters. Place uncovered dumpsters under a roof or cover with tarps or plastic sheeting.
5. Conduct all vehicle/equipment maintenance, repair, and washing away from storm drains. All major repairs are to be conducted off-site. Use drip pans or drop clothes to catch drips and spills.

MC

COASTAL COMMISSION
AS-LEN-03067
5-03-071
EXHIBIT # 10
PAGE 10 OF 11



**MAX
FALAMAKI**
STRUCTURAL ENGINEERS

A DIVISION OF ANGELES FABRICATORS INC.

April 1, 2003

Mr. Erwin H. sokol
Best Western Marina Pacific Hotel
1697 Pacific Avenue
Venice, CA 90291

**RE: STRUCTURAL SAFETY FOR
ADDING NEW FLOOR TO EXISTING BUILDING AT
1697 PACIFIC AVE., VENICE
JOB# 21209**

Dear Mr. Sokol:

This is to confirm that we have performed preliminary structural study for construction of an additional floor to the existing hotel. We have met with City of Los Angeles Department of Building and Safety and the addition will comply with current Building Code requirements for structural safety.

If you have any questions or comments, please call us.

Sincerely,

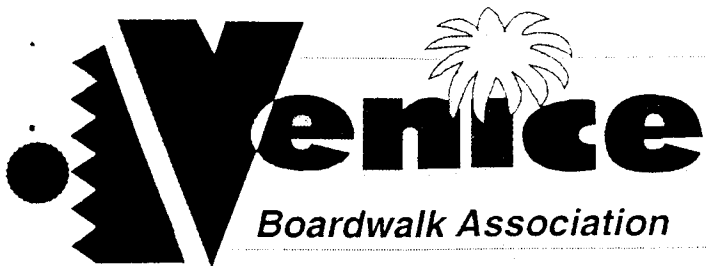

Max Falamaki, SE
President



cc: 21209-pacific hotel-sokol.let

COASTAL COMMISSION
AS-VEN-03-06
5-03-071

EXHIBIT # 10
PAGE 11 OF 11



8 Horizon Avenue • Venice, California 90291 • Telephone 310-392-4687 ext. 6 • Facsimile 310-399-4512

June 26, 2003

RECEIVED
South Coast Region

JUL 1 2003

California Coastal Commission
Attn: Mr. Chuck Posner
200 Oceangate, 10th Floor
Long Beach, CA 90802

CALIFORNIA
COASTAL COMMISSION

Re: Coastal Application No. 5-03-071; Appeal No. A5-VEN-03-067

Dear Mr. Posner:

The Board of Directors of the Venice Boardwalk Association is writing to strongly support the application for the addition of thirty hotel rooms to the Best Western Marina Pacific Hotel.

The hotel has been a valuable asset to our community for nearly thirty years, providing moderately-priced lodging for friends and family of Venice residents as well as visitors to Venice Beach.

Accommodations in the Venice area are limited. World-famous Venice Beach attracts millions of visitors annually and additional guest rooms are needed, particularly in close proximity to this valuable recreation resource.

We strongly urge you to grant the necessary approvals to make this project a reality.

Sincerely,

A handwritten signature in cursive script that reads 'Steve Heumann'.

Steve Heumann
President

COASTAL COMMISSION

EXHIBIT # 11
PAGE 1 OF 1

RECEIVED
South Coast Region

JUN 3 0 2003

CALIFORNIA
COASTAL COMMISSION

Frank Toshi Seguirra
1611 Pacific Ave.
Venice, CA 90291

Mr. Chuck Posner, California Coastal Commission,
200 Oceangate, 10th Floor
Long Beach CA 90802

Re: Application No. 5-03-071; Appeal No. A5-VEN-03-067

FAX (562) 590-5084

Honorable Commissioners:

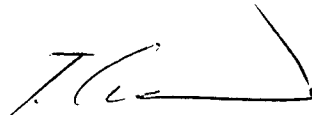
I am a next-door neighbor (within 50 feet) of the Marina Pacific Hotel and I am writing to support their project for the addition of 30 rooms. This is the type of project the Coastal Commission should embrace and approve because it is well-designed and will really benefit Venice Beach.

The project will have no negative consequences on the neighborhood because there is more than enough parking at the hotel and the architectural design will enhance the existing building. The project will help in a very small way fulfill a need for hotel rooms at Venice Beach. Plus, this is a moderately priced hotel that really benefits the public.

Positive and needed change has occurred in Venice Beach over the past few years with the Ocean Front Walk refurbishment. There is still a lot more room for improvement and projects like this help drive positive change.

I urge you to grant the necessary approvals to enable this project to move forward.

Sincerely,


Frank Toshi Seguirra

COASTAL COMMISS

EXHIBIT # 12
PAGE 1 OF 1



NSB ASSOCIATES, INC.
Real Estate Development/Investment

433 North Camden Drive, Suite 820
Beverly Hills, California 90210
Telephone (310) 550-1570
Facsimile (310) 550-1826

RECEIVED
South Coast Region

JUN 19 2003

CALIFORNIA
COASTAL COMMISSION

June 18, 2003

Via Facsimile and U.S. Mail

Chuck Posner
California Coastal Commission
200 Ocean Gate, 10th Floor
Long Beach, CA 90802

Re: Coastal Application No. 5-03-071
Appeal No. A5-VEN-03-067
Marina Pacific Hotel
Venice, CA

Dear Mr. Posner:

I am a Board Member of the Venice Boardwalk Association, and I am writing to express my strong support for the proposed addition to the Marina Pacific Hotel as set forth in the above application. The project, when complete, will result in increased tourist capacity in Venice at a time when it is extremely important to attract such business. In addition, the increased tax revenue to the local jurisdictions resulting from the project is also much needed. The coastal and environmental impacts of this project will be extremely limited since it does not involve any increase of the existing structure's footprint and is a relatively minor addition to an existing hotel.

I respectfully urge the Commission to approve the project as proposed by the applicant.

Very truly yours,

Kenneth R. Ayeroff
President

4012

COASTAL COMMISSION

KRA:sa

619ow192

EXHIBIT # 13
PAGE 1 OF 1

Mike McAllister
24 17th Street #209
Venice, CA 90291

June 6, 2003

California Coastal Commission
200 Oceangate, 10th Floor
Long Beach, CA 90802

RECEIVED
South Coast Region

JUN 10 2003

CALIFORNIA
COASTAL COMMISSION

RE: Coastal Application # 5-03-071; Appeal No. A5-VEN-03-067
Best Western Marina Pacific Hotel – 1697 Pacific Avenue in Venice

Dear Commissioners:

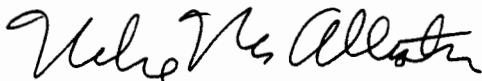
The purpose of this letter is to urge the commission to approve the project to add 30 new guest rooms to the Best Western Marina Pacific Hotel.

I have lived across 17th Street from the Marina Pacific Hotel for the past 10 years and I cannot think of a better neighbor. My apartment faces 17th Street so I am very aware of its positive impact on the quietness and the feeling of safety the hotel's presence brings to our street. The hotel is a wonderful "reasonable cost" resource for our community when family and friends come to visit. Three years ago while successfully battling cancer, I can't begin to tell you what a godsend it was to be able to have my support group housed right across the street.

I can also speak, with personal experience, to the parking space request to remain at 92 spaces. On several occasions I have had relatives stay at the hotel and have always noticed that the garage's existing spaces were underutilized, so that the need for additional parking caused by the 30 new guest rooms would be more than met by the existing 92 spaces.

In summary, as a long term resident of the neighborhood, I feel that the merits of the expansion far outweigh other considerations as it relates to existing land use regulations because it will help keep an affordable resource in our community.

Thank you for considering my feelings in this matter.



Mike McAllister
cc: Best Western Marina Pacific Hotel

COASTAL COMMISS

EXHIBIT # 14
PAGE 1 OF 1

100 Driftwood Street
Venice, CA 90292
October 10, 2002

California Coastal Commission
Attn: Chuck Posner
200 OceanGate, 10th Floor
Long Beach CA 90802

Subject: Coastal Application No. 5-03-071; Appeal No. A5-VEN-03-067- Marina Pacific Hotel

I am an 11 year resident and business owner in Venice and live within the general vicinity of the Marian Pacific Hotel. I have knows this business for many years and am writing to communicate my strong support for their application to add the additional 30 hotel rooms.

This is a positive project for the coastal community of Venice, CA. The Venice community through Venice Community Planning Advisory Commission (CPAC) has previously reviewed this project and approved all the requested variances. I was a member of CPAC and can say that we reviewed this project very thoroughly and discussed in length the requested variances. We believe that all of the variances should be granted. CPAC was created by our City Council representative to provide the local community direct input in the planning process of projects and as a means for city government to hear directly from the community. I hope that when you consider this issue you take into consideration that the Venice community believes this project is beneficial and should be approved.

This project helps in providing moderately priced lodging. The issue of height is not a concern since the improvement is designed to blend into the existing architecture and have the same appearance as is presently there. The request for a variance on the parking is also not an issue as is shown in the backup parking report.

I have personally verify that the property presently under utilizes its parking and the additional rooms will not even come close to using all the parking that is available. I have personally observed excess parking within their building on even the heaviest traffic days.

I hope that the California Coastal Commission supports this project and I urge you to uphold the previous approves by both the community and the City of Los Angeles.

Sincerely;

Mark Van Gessel

Mark Van Gessel

WCI

COASTAL COMMISSION

EXHIBIT # 15
PAGE 1 OF 1

35 Dudley Ave.
Venice, CA 90291
June 17, 2003

RECEIVED
Coastal Region

Mr. Chuck Posner
200 Oceangate, 10th Flr.
Long Beach, CA 90802
att: Coastal Commission

Honorable Commissioners::

Re: Coastal Application # 5-03-071; APPEAL #: A5-VEN-03-067

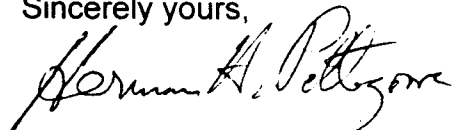
I have been a resident of Venice since 1974. I have known Mark Sokol and the Marina Pacifica Hotel for many years. I am not aware of any case in which the community has not profited by his presence as well as that of the Hotel.

I am familiar with the above-captioned projects and write to support them with enthusiasm. The community has benefited in terms of increased capacity to accommodate tourists and guests. I can remember attempting to obtain a room for the mother of a friend and finding the entire area full to capacity in the season. I think that encouraging improvement which has a record of architectural and environmental responsibility should be encouraged.

Again, I urge increased capacity to meet the needs of tourists as well as locals' guests – so long as this is done responsibly. I believe strongly that the Marina Pacifica project is responsible and a benefit to the community, both in encouraging employment and making the area more accommodating to tourists who bring a financial benefit to the community.

Generally, the history of the Marina Pacific has been a good one for the community and I think supporting the project is good for all concerned. I would be happy to testify before you in support of this project.

Sincerely yours,



Herman H. Pettegrove

COASTAL COMMISSION

EXHIBIT # 16
PAGE 1 OF 1

RECEIVED
SOUTHERN REGION

CALIFORNIA
COASTAL COMMISSION

2205 Ocean Front Walk.
Venice, CA 90291
June 26, 2003

Mr. Chuck Posner
200 Oceangate, 10th floor
Long Beach, CA 90802
att: Commissioners

Honorable Commissioners:

re: Coastal Application No. 5-03-071; APPEAL NO. A5-VEN-03-067

I am a nearby resident and am familiar with the hotel's proposed project. I write to urge your support for this worthy project.

The project is valuable for residents' out-of-town guests and tourists who rely on this hotel for its moderate-priced lodging. Venice Beach is a world-class tourist destination and this small addition will help serve that strong demand.

The project is reasonable in scope and the building will continue to blend in well with its mainly commercial surroundings in Venice. The addition is well-designed to fit into existing building elements and will architecturally upgrade the existing hotel.

This is a great project and I therefore urge you to grant the necessary approvals.

Thank you for considering my comments.

Yours truly,

S. Sinnathamby
Sris Sinnathamby

COASTAL COMMISSION

EXHIBIT # 17

25 Windward Ave.
Venice, CA 90291
June 26, 2003

Mr. Chuck Posner
200 Oceangate, 10th Flr.
Long Beach, CA 90802
att: Coastal Commission

RECEIVED
South Coast Region

JUN 28 2003

Dear Sirs:

CALIFORNIA
COASTAL COMMISSION

Re: Coastal Application # 5-03-071; APPEAL #: A5-VEN-03-067

I live across the street from the Marina Pacific Hotel and I am familiar with the improvement proposal. I am writing to urge your support for the project.

Local residents will benefit because the location is a good one for entertaining guests and tourists will, of course, also benefit by an increased number of affordable rooms. I am employed at another hotel and we are experiencing strongly increased demand which this project will accommodate.

The building is one of the newer and better buildings in a relatively old architectural area. Any increase in its size will benefit the community which is why it makes sense to me.

Generally, the history of the Marina Pacific has been a good one for the community and I think granting the appropriate applications and supporting the project is good for the community and the environment.

If you have any questions please feel free to call me.

Sincerely yours,

[Handwritten signature]

Carmit Katey

COASTAL COMMISSION

EXHIBIT # 18
PAGE 1 OF 1

ROBERT GRAHAM STUDIO

21 MARKET STREET
VENICE, CALIFORNIA 90291

PHONE (310) 399-5374

FAX (310) 392-2690

June 20, 2003

Mr. Chuck Posner
California Coastal Commission
200 Oceangate 10th Floor
Long Beach, CA 90802

Re: Application No. 5-03-071
Appeal No. A5-VEN-03-067

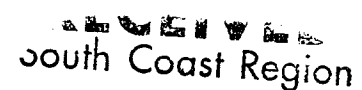
I am both a resident and business owner within 500' of Best Western Marina Pacific hotel and Suite in Venice. The hotel provides a valuable service to the Venice community and guests visiting this neighborhood. I use the hotel for my visiting family and friends, as well as recommend it to business people. As a resident of this community for over 30-years, I have known the Sokol family and they are active in the community, and supportive of the neighborhood issues. I am writing to support the planned expansion of the hotel of additional 30 guest rooms, and I urge the Commission to grant the approval.

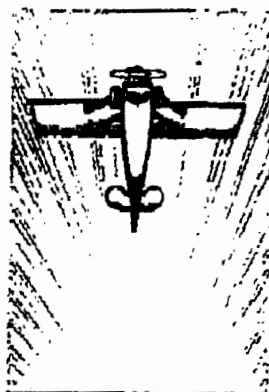
Sincerely


Robert Graham

COASTAL COMMISSION

EXHIBIT # 19
PAGE 1 OF 1


South Coast Region



BARNSTORM FILMS

June 24, 2003

California Coastal Commission
Chuck Posner
200 OceanGate
10th Floor
Long Beach, CA. 90802
562-590-5084

Re: 1697 Pacific Ave.

Dear Commissioners:

I have owned several properties in Venice for the past 26 years. Three of these properties are one block away from the Marina Pacific Hotel. I support the Sokol family and their desire to expand their business.

Over the years the Sokol family has been able to accommodate many of my traveling business associates. In my line of work it is extremely beneficial to have an exemplary, community-serving hotel so conveniently located. In addition, the Sokol family has exhibited strong local community participation and support.

I believe there is a strong need for additional moderately priced lodging in our area which has become one of the most highly visited attractions in the Southern California area. The 30-room addition the Sokols have proposed is very reasonable in scope and sensitive architecturally.

Additionally, I believe the investment in the community the Sokol's propose to make is both valuable and positive for Venice and its residents. I therefore urge you to grant the necessary approvals to enable this project to move forward.

Sincerely,

A handwritten signature in dark ink, appearing to read "Tommy Gill". The signature is fluid and cursive, with a large, stylized "T" and "G".

COASTAL COMMISSION

8 Dudley Ave
Venice, CA 90291
June 26, 2003

RECEIVED
Coast Region
JUN 28 2003
CALIFORNIA
COASTAL COMMISSION

Mr. Chuck Posner
200 Oceangate, 10th floor
Long Beach, CA 90802
att: Commissioners

Honorable Commissioners:

re: Coastal Application No. 5-03-071; APPEAL NO. A5-VEN-03-067

I am a nearby resident and am familiar with the hotel's proposed project. I write to urge your support for this worthy project.

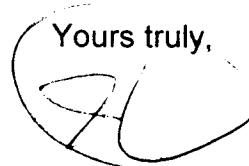
The project is valuable for residents' out-of-town guests and tourists who rely on this hotel for its moderately-priced lodging. Venice Beach is a world-class tourist destination and this small addition will help serve that strong demand.

The project is reasonable in scope and the building will continue to blend in well with its mainly commercial surroundings in Venice. The addition is well-designed to fit into existing building elements and will architecturally upgrade the existing hotel.

This is a great project and I therefore urge you to grant the necessary approvals.

Thank you for considering my comments.

Yours truly,

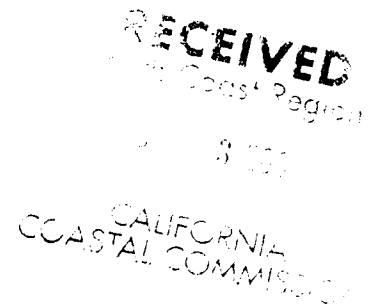


Edward Hilton

COASTAL COMMISSION

EXHIBIT # 21
PAGE 1 OF 1

Paul Trent
1501 Main Street
Venice, CA 90291



Mr. Chuck Posner
200 Oceangate 10th Floor
Long Beach CA 90802

June 19, 2003

Re: Coastal Application No. 5-03-071; Appeal No. A5-VEN-03-067

Dear Commissioners:

I am a neighbor of the Marina Pacific Hotel and am familiar with their proposed project. I am writing to urge the Coastal Commission to approve this worthy project. The project is valuable for both residents' out of town guests and tourists who rely on this hotel for its moderate-priced lodging, a rarity in a beach area today. Venice Beach is a world-class tourist destination and this small addition will help serve strong demand.

The project is reasonable in scope (only one additional story), and the building will continue to blend in well within its mainly commercial surroundings in Venice. The addition is well-designed to fit into existing building elements and will architecturally upgrade the existing hotel.

I therefore urge the Commission grant the necessary approvals.

Thank you for considering my comments.

Very Truly Yours,

Paul Trent

A handwritten signature in black ink, appearing to read "Paul Trent", written over a horizontal line.

COASTAL COMMISSION

EXHIBIT # 22
PAGE 1 OF 1

ART HARVEST PUBLISHING AND DESIGN
Publisher of the Venice Beach Boardwalk Map

PO Box 452
Venice, CA 90294-0452
phone 310-399-4698
info@venicebeachmap.com

RECEIVED
South Coast Region

JUL 3 2003

CALIFORNIA
COASTAL COMMISSION

June 28, 2003

Mr. Chuck Posner
California Coastal Commission
200 Oceangate, 10th Floor
Long Beach, CA 90802

RE: Application No. 5-03-071; Appeal No. A5-VEN-03-067

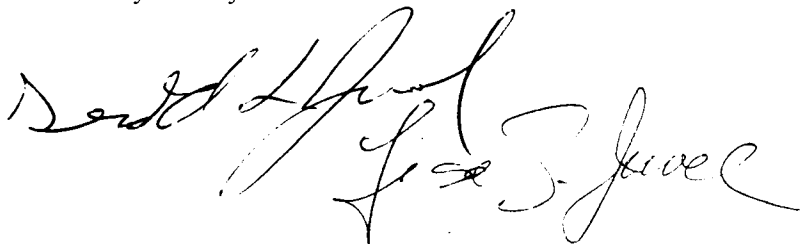
Dear Mr. Posner,

We are writing in regards to the expansion of the Best Western Marina Pacific Hotel. As both residents of Venice (we reside on Clubhouse Ave., approximately three blocks from the hotel) and as publishers of the Venice Beach Boardwalk Map, we are very pleased that the Sokol family has, yet again, decided to make improvements to our community. The well-planned expansion of the hotel is greatly needed in the area. By providing additional rooms without increasing the footprint of the hotel, they bring in continuous business to the area in an attractive way.

We feel that this carefully thought out expansion will not effect either the area wildlife or the natural beach environment.

It is our hope that you will let the project move forward. Please feel free to contact us if you wish to go over any concerns you may have.

Best regards,



Lisa and Jerry Jewel
Owners
Art Harvest Publishing and Design

COASTAL COMMISSION

EXHIBIT # 23
PAGE 1 OF 1

July 15, 2003

Mr. Chuck Posner
200 Oceangate, 10th Floor
Long Beach CA 90802

FAX (562) 590-5084

Re: Support for Hotel Coastal Application No. 5-03-071; Appeal No. A5-VEN-03-067

Dear Commissioners,

I am writing to urge your support for the addition of 30 hotel rooms at the Marina Pacific Hotel. I have seen the plans and do not feel that the design would dominate the skyline or look out of place. These smaller projects are far more desirable than the huge hotels in Santa Monica and the Marina.

The nature of tourism in Venice is changing. Today's visitors are not comfortable in the "shabby chic" hostel type of lodging from the past, and flashy large new structures are not in the spirit of Venice. I think this project is what we need.

The hotel is a family run business with deep roots in Venice. It is very well maintained and shows a pride of ownership not found in chain operations.

My main concerns have been about parking. I have discussed this situation with the hotel management and it was explained that many lodgers are from overseas and use shuttles or are on foot, only renting vehicles for road trips. They have no parking problem at this time and I don't see problems in the future.

This is an excellent project that will provide better quality, reasonable priced, hotel facilities at Venice Beach. If you are satisfied that parking will not be a serious issue, the project should certainly be approved.

Sincerely,


Richard H. Feibusch
211 Dimmick Ave.
Venice, CA 90291
310-392-6605

- * Interim Chair, Grass Roots Venice Neighborhood Council, Traffic Committee
- * Member: Venice Chamber of Commerce
- * Member: Mobility Action Committee
- * Member: Rose Avenue Working Group
- * Member: Community Impact Team

COASTAL COMMISS

EXHIBIT # 24
PAGE 1 OF 1

JUL 15 2003

GLOBAL POSSIBILITIES

1955 Mandeville Canyon Road
Los Angeles, California 90049

310/656-1970 fax 310/656-1959
www.globalpossibilities.org

ADVISORY BOARD

Donald W. Aikens, Ph.D.
Senior Scientist, Union of
Concerned Scientists

Ed Begley, Jr.
Actor/Activist

Steve Bornstein
Consultant

Christopher Flavin
Senior Vice President
Worldwatch Institute

Jean A. Gardner
Department of Architecture
Parsons School of Design
The New School University

Sara Nichols
Environmental Attorney

Walter Scott Perry
Architect
SEARCH

William Riley, Ph.D.
Director, Permaculture Institute
of Southern California

Michael Rosendi FAIA
ROTO Architects, Inc.

Steven J. Strong
President
Solar Design Associates

Mary Tucker
Environmental
Services Specialist
City of San Jose

Robert Wilkinson
Lecturer
Environmental Studies
UC Santa Barbara

July 15, 2003

Mr. Chuck Posner
200 Oceangate, 10th Floor
Long Beach CA 90802

Fax 562-590-5084

Re: Supporting Hotel Coastal Application No. 5-03-071;
Appeal No. A5-VEN-03-067

Dear Commissioners,

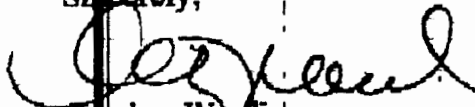
As a concerned Venice resident, I urge you to grant the Marina Pacific Hotel's application for an additional 30 hotel rooms. I prefer and can support this addition to an existing hotel, rather than a new large hotel at the beach.

Venice has entered the 21st Century and today's visitors do not want shabby hotel-type lodging, or large new structures. It is a family run business with deep roots in Venice and I think this project is what Venice needs.

If there is a concern about parking, the hotel management has explained that many lodgers are from overseas and use shuttles or are on foot, and only rent vehicles for road trips. They have no parking problem at this time and they don't see problems in the future.

This is an excellent project that will provide better quality, reasonable priced, hotel facilities at Venice Beach. If you are satisfied that parking will not be a serious issue, the project should certainly be approved.

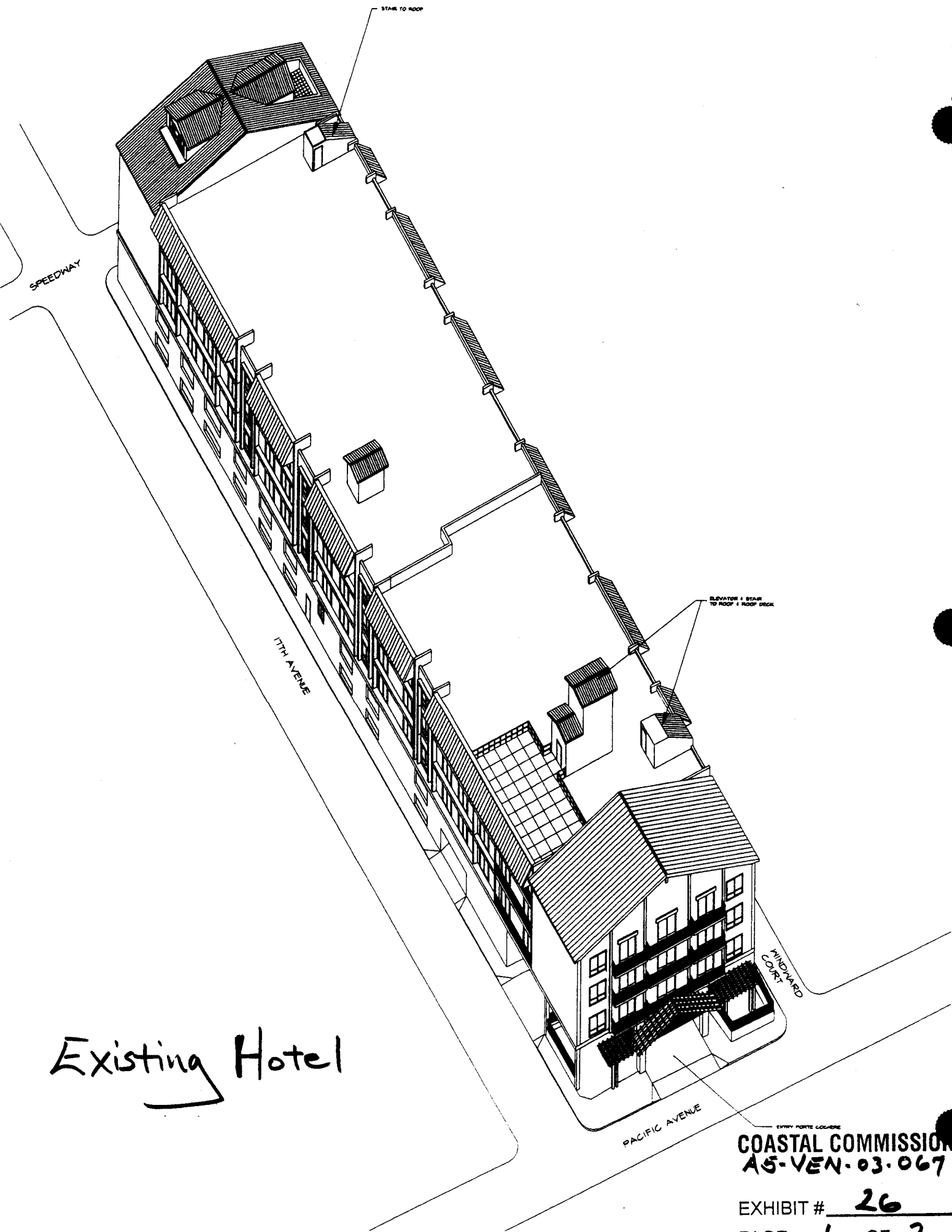
Sincerely,


Carolyn Ward
Managing Director

Events Director, Venice Chamber of Commerce
Member, Rose Avenue Working Group,
Facilitator, Rose Avenue Green Project
Member, Steering Committee, Los Angeles Integrated Resource Plan

COASTAL COMMISSION

EXHIBIT # 25
PAGE 1 OF 1

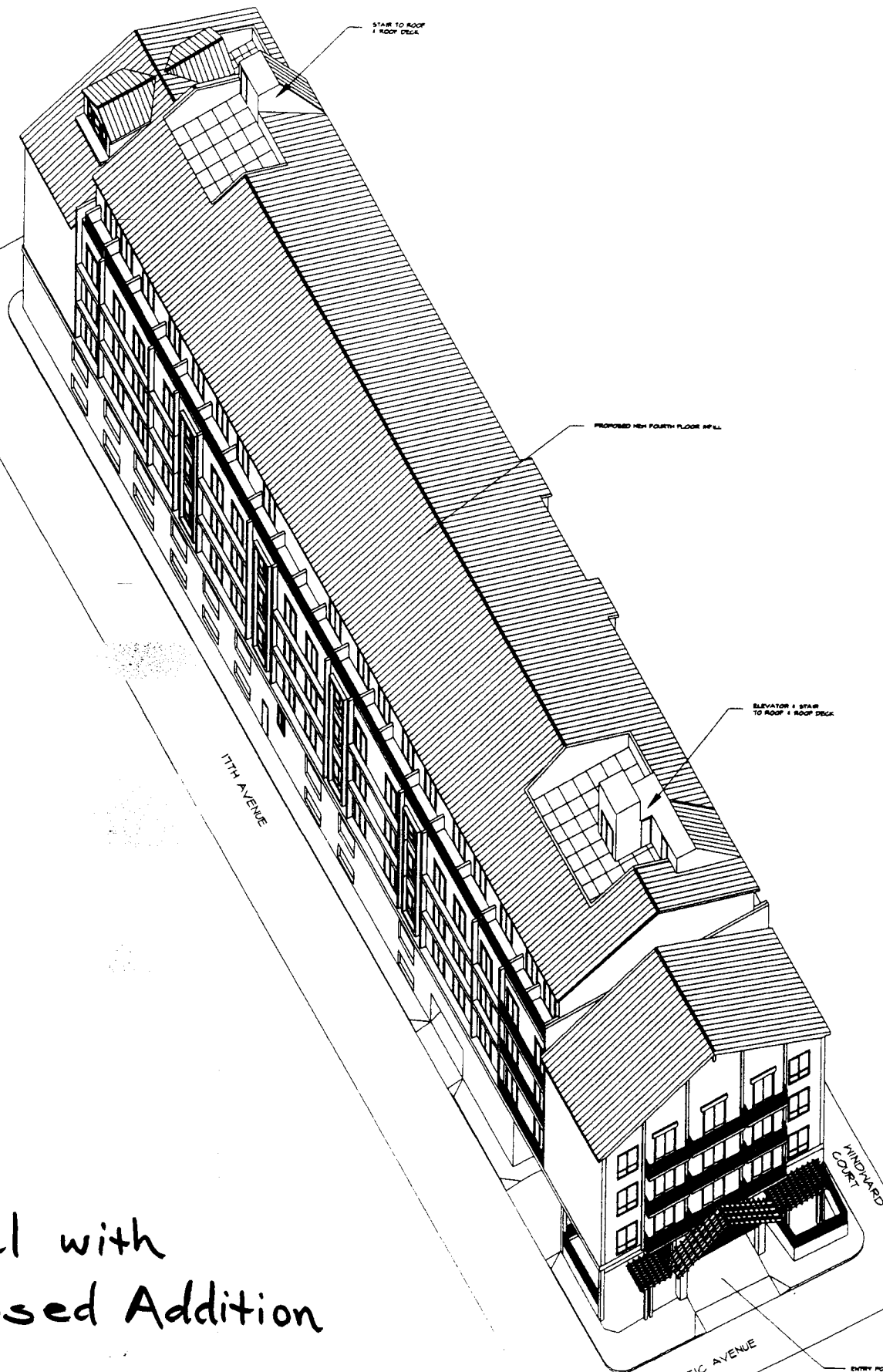


Existing Hotel

COASTAL COMMISSION
A5-VEN-03.067

EXHIBIT # 26

PAGE 1 OF 2



Hotel with
Proposed Addition

COASTAL COMMISSION
AS-VEN-03-067

EXHIBIT # 26
PAGE 2 OF 2

