

# CALIFORNIA COASTAL COMMISSION

SOUTH COAST DISTRICT OFFICE  
301 E Ocean Blvd, Suite 300  
Long Beach, CA 90802  
PHONE: 562-590-5071



# W7a

**5-18-1148 (CITRIN)**

**JULY 10, 2019**

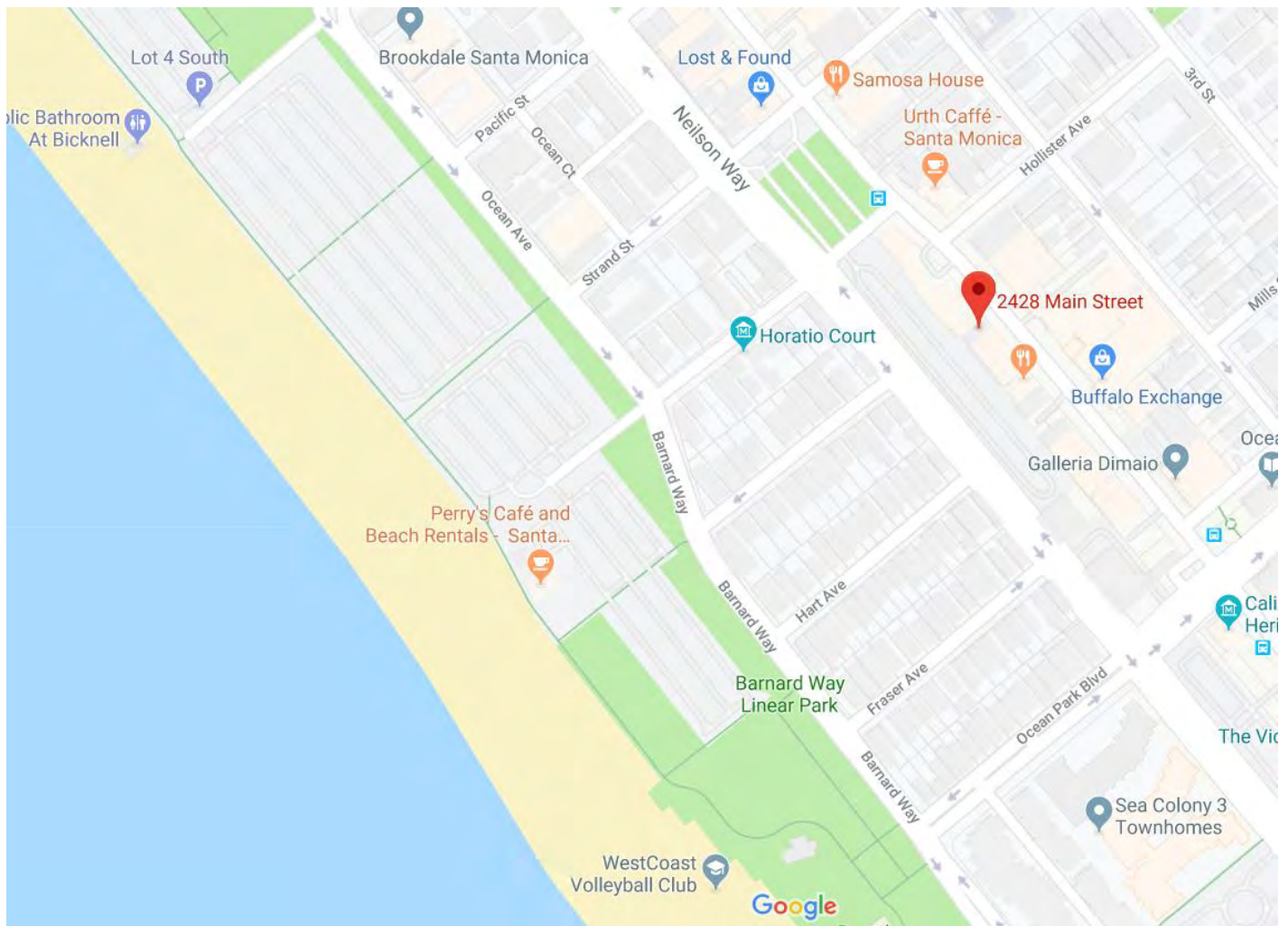
## **EXHIBITS**

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**Exhibit 1** –Vicinity Map/Project Site

**Exhibit 2** – Project Plans

**Exhibit 3** – Transportation and Parking Management Plan dated June 10, 2019



**Project Vicinity:** Santa Monica, Los Angeles County



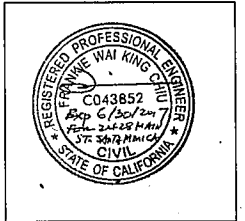
**Project Site:** 2428 Main Street, Santa Monica





FE DESIGN & CONSULTING

327 E. 2ND ST. #222 LOS ANGELES, CALIFORNIA 90012



PROJECT INFO.

**DAVE'S DOG HOUSE**

2428 MAIN STREET  
SANTA MONICA, CA 90405

SUBMITTAL

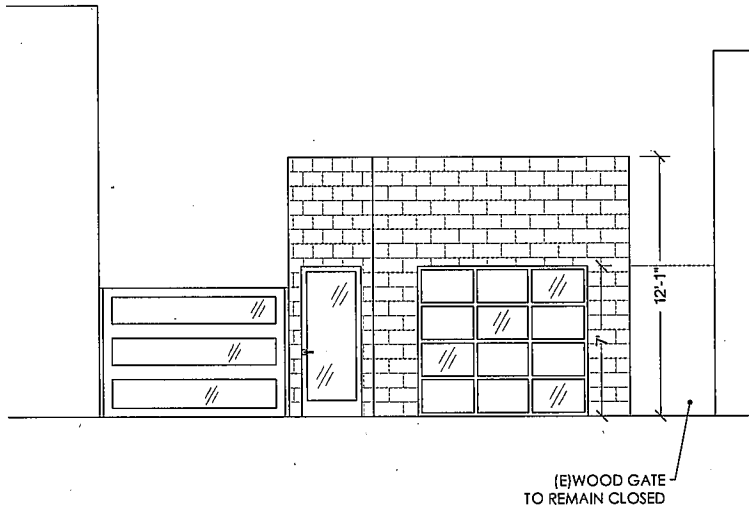
DATE	DESCRIPTION
	FINAL APPROVED SET
4-25-17	CORRECTED SET
10-5-16	SUBMITTAL TO BLDG

NOTES:

**PROPOSED EXTERIOR ELEVATIONS**

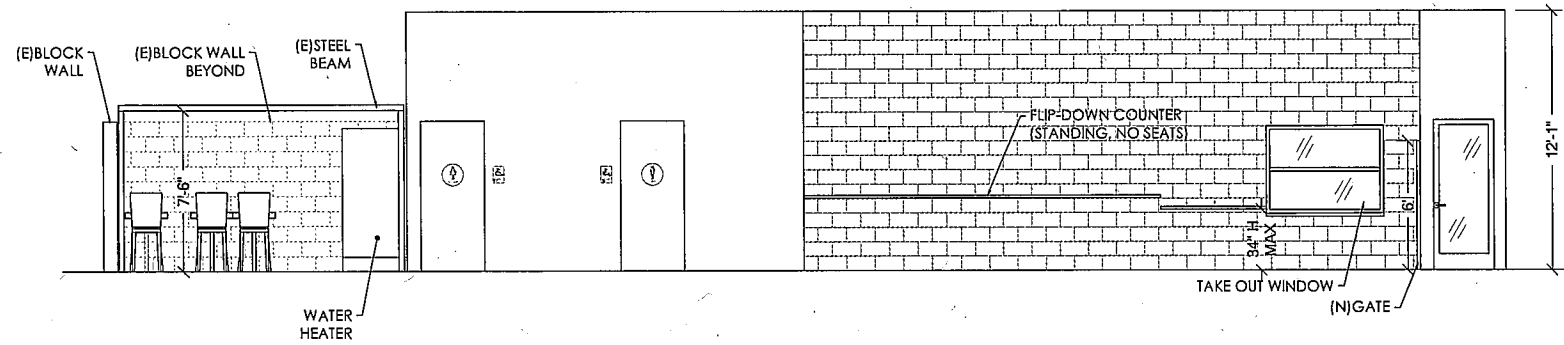
SHEET NO.

**A-2.1**



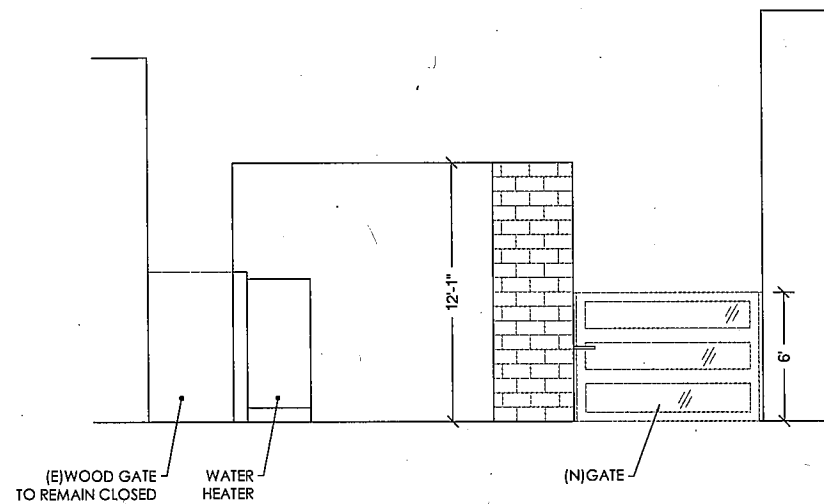
**PROPOSED NORTH ELEVATION**

SCALE 1/4" = 1'-0"



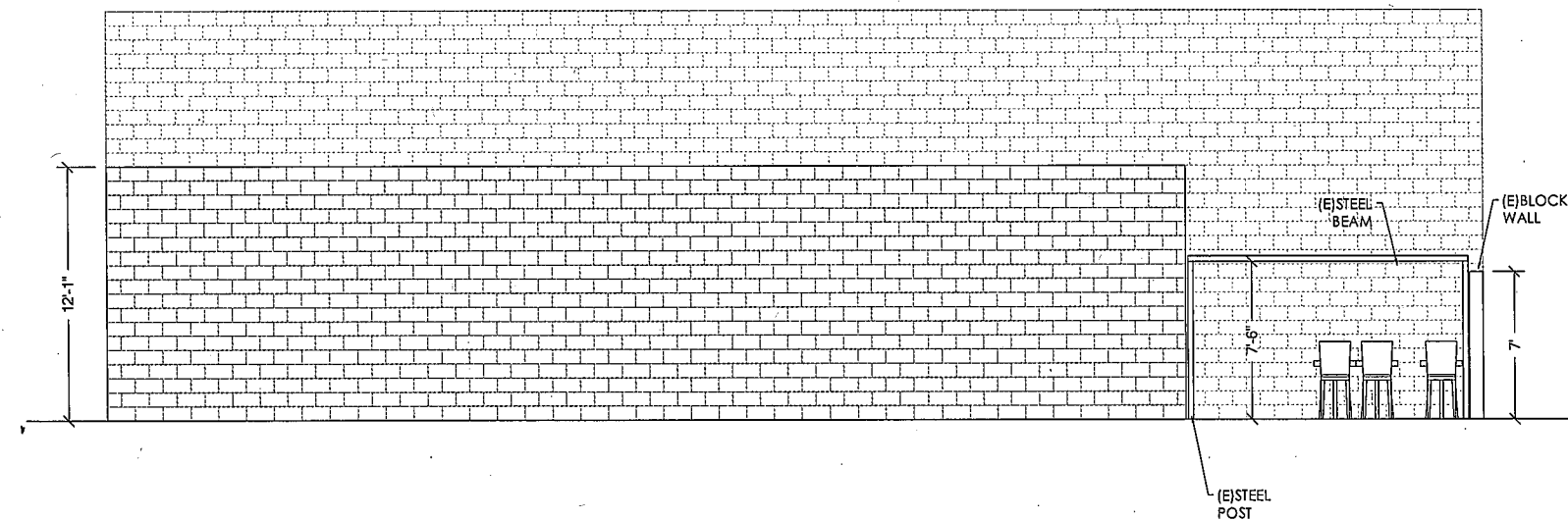
**PROPOSED EAST ELEVATION**

SCALE 1/4" = 1'-0"



**PROPOSED SOUTH ELEVATION**

SCALE 1/4" = 1'-0"



**PROPOSED WEST ELEVATION**

SCALE 1/4" = 1'-0"

NOTE:  
DEFERRED SUBMITTAL FOR FACADE & SIGN

# TRANSPORTATION AND PARKING MANAGEMENT PLAN

DAVE'S DOG HOUSE

2428 MAIN STREET  
SANTA MONICA, CA

PREPARED BY



**FE DESIGN & CONSULTING**



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### *Proposed Conditions*

Proposed condition #1: Applicant shall maintain a driveway for deliveries and loading to ensure trucks are not using on-street parking.

Proposed condition #2: Applicant shall apply for the “Driveway Parking Permit” program from the Mobility Division at the City of Santa Monica to allow a permit parking space in front of their existing driveway apron during business hours.

Proposed condition #3: Applicant shall implement a local hiring policy by (1) actively advertising open positions to the local community and (2) as much as possible, prioritizing applicants who live close to the restaurant.

Proposed condition #4: Applicant shall offer a monthly pass to any employee who will be using transit to get to work.

Proposed condition #5: Applicant shall maintain on-site bicycle parking for a minimum of 4 (four) bicycles.



## SECTION I: PROJECT BACKGROUND

The property at 2428 Main Street is located in the City of Santa Monica. It was first developed in 1963 (per building permit #B33574 dated 6/6/63) with a one story 16' x 33' 520 square-foot restaurant as well as a nine-foot driveway leading to two rear parking stalls. This permit pre-dates the California Coastal Zone Conservation Act, so the development was permitted by the city only. Permit #B44669 dated 5/15/72 allowed a small interior remodel of the restaurant. This type of development normally does not require a permit from the California Coastal Commission.

There are no permits on file at the City of Santa Monica between the 1972 permit and a permit dated 11/1/1988 (permit #60409) which is for the conversion of a garage into a storage area. This permit also mentions that there is patio seating which was used since 1975. The note about the patio mentions the name of a former Building Supervisor who has long since retired. It appears that the patio seating took the place of the two parking spaces mentioned on the 1963 permit, but there is no explanation on the permit about why this was allowed. In addition, this permit is for the change of use of a rear garage which is not mentioned on either of the prior permits. It therefore seems likely that there was a building permit issued between 1972 and 1988 which has been lost and which permits the construction of the garage and the conversion of parking into patio seating. Regardless, the property currently has no on-site parking and is legally permitted by the City of Santa Monica's building department as a restaurant with a rear storage area and patio seating.

The property has been used as an office for several years, but the property owners have found a restaurateur, Josiah Citrin, to bring back a restaurant use at the site. The proposed restaurant is the newest location of "Dave's Doghouse", a gourmet hot dog stand. The concept began in Arizona by David Cheren, Citrin's cousin, and now has locations inside Staples Center in downtown Los Angeles and The Talking Stick Resort Arena, home of the Phoenix Suns basketball team. Josiah Citrin is well-known to the Santa Monica restaurant scene. He has been the owner of Melisse, a fine dining restaurant in Santa Monica, for the past twenty years – a restaurant which has earned him two Michelin stars. Citrin also owns Charcoal in the Venice neighborhood of LA, and he has recently taken over the food at the Line Hotel in LA's Koreatown. Dave's Doghouse is his most affordable and approachable food, and he is excited to bring this concept to Main Street in Santa Monica.



## SECTION II: PARKING

The restaurant itself is very small. The original 520 square-foot building is being used almost entirely for back-of-house operations including the kitchen, wash area, and storage. In fact, only 69 square feet of interior area is for customers, and there is no indoor seating. Instead, patrons who wish to dine on-site can make use of the 249 square-foot 18-seat patio in the rear of the property. The applicant is also adding a stand-up counter to the side of the building so that people can quickly enjoy their meal on-site before moving onto their next destination. Ultimately, the nature of the restaurant is fast casual, and most patrons will spend less than 20 minutes on-site between ordering and eating. Given the nature of the restaurant, it is extremely unlikely that anyone will be driving into the area just to eat a hot dog at this stand. Instead, the restaurant will be frequented by local residents and workers, as well as people who are already coming to the area for some other purpose and who wish to stop in for a quick meal. Since it is such a small restaurant, there will only be about 4-5 employees on-site at any time, so the parking demand from staff will be very low.

As was mentioned, there is no on-site parking and none required by the City of Santa Monica because the space is already permitted as a restaurant with patio seating and no on-site parking. Main Street is a pedestrian-friendly commercial corridor with a mix of small retail and restaurant businesses. Main Street has metered street parking on both sides of the street which services the local businesses. In addition, there is a parking lot directly behind the property which offers public parking as well as permit parking for local residents and businesses.

Although there is no required parking, the applicant is proposing ways to mitigate parking demand and help with parking supply. The site still has a driveway, which was built to access the on-site parking. Although the rear no longer has parking stalls, the driveway will be available when the restaurant is closed. The applicant intends to use this area for deliveries and loading. This in turn helps with parking supply by ensuring that delivery trucks do not use the limited street parking.

***Proposed condition #1: Applicant shall maintain a driveway for deliveries and loading to ensure trucks are not using on-street parking.***

Since the driveway area will be a customer path of travel during business hours, the area in front of the driveway could be used as a parking space or loading zone when customers are present. After discussions with the Mobility Division at the City of Santa Monica, the applicant will be applying for their “Driveway Parking Permit” program which allows applicants to install a parking space in front of a curb cut. The way the program works is that the parking space would be labelled as “by permit only” and the business would be given the permit to park there. This space could then be used by the business for employee parking, or the permit could be lent to delivery vehicles while they are temporarily parked at the space. The driveway parking program is an



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excellent option for this site because it allows the business to both use the driveway and provide an additional parking stall on the street.

***Proposed condition #2: Applicant shall apply for the “Driveway Parking Permit” program from the Mobility Division at the City of Santa Monica to allow a permit parking space in front of their existing driveway apron during business hours.***

**SECTION III: ALTERNATIVE TRANSPORTATION**

The applicant is intending for his restaurant to serve the local community. As a result, he expects that many employees and patrons will not come to the site by car, and will instead use alternative transportation. In particular, a large number of patrons will come on foot from their home, work, or from some other destination such as the beach.

**Employee Transportation**

While the applicant cannot control where patrons come from, he can be selective in hiring to ensure that employees do not have a long commute. The applicant is intending to hire locally, especially from local schools and colleges. This will in turn make it more feasible for employees to come to the site via alternative transportation and reduce the number of cars coming to the site.

***Proposed condition #3: Applicant shall implement a local hiring policy by (1) actively advertising open positions to the local community and (2) as much as possible, prioritizing applicants who live close to the restaurant.***

In order to encourage employees to take public transportation instead of a private car, the applicant will offer a monthly transit pass to any employee who uses that system to come to work. Students from Santa Monica College, for example, will be able to easily ride to the restaurant from campus on the bus.

***Proposed condition #4: Applicant shall offer a monthly pass to any employee who will be using transit to get to work.***

**Bike Parking**

The site plan already includes two u-rack’s for bicycle parking which will comfortably fit four bicycles. These will be available to employees and patrons who come via bicycle and will offer a safe place for bike storage.

***Proposed condition #5: Applicant shall maintain on-site bicycle parking for a minimum of 4 (four) bicycles.***



**SECTION IV: CONCLUSION**

Dave's Doghouse is a fast casual walk-up restaurant that is intended to serve local residents, workers, and visitors. It is very unlikely that many patrons will drive to the site for a \$10 meal and limited seating. Instead, the restaurant will be popular with people who are already in the area and want a quick, affordable, and tasty meal.

Although there is no required parking and very little anticipated parking demand, the applicant is proposing five conditions to help reduce parking demand and to ensure that the restaurant does not impact the existing parking supply.