

# ACT NOW

## To Save the Marina

Prepared by We ARE Marina del Rey  
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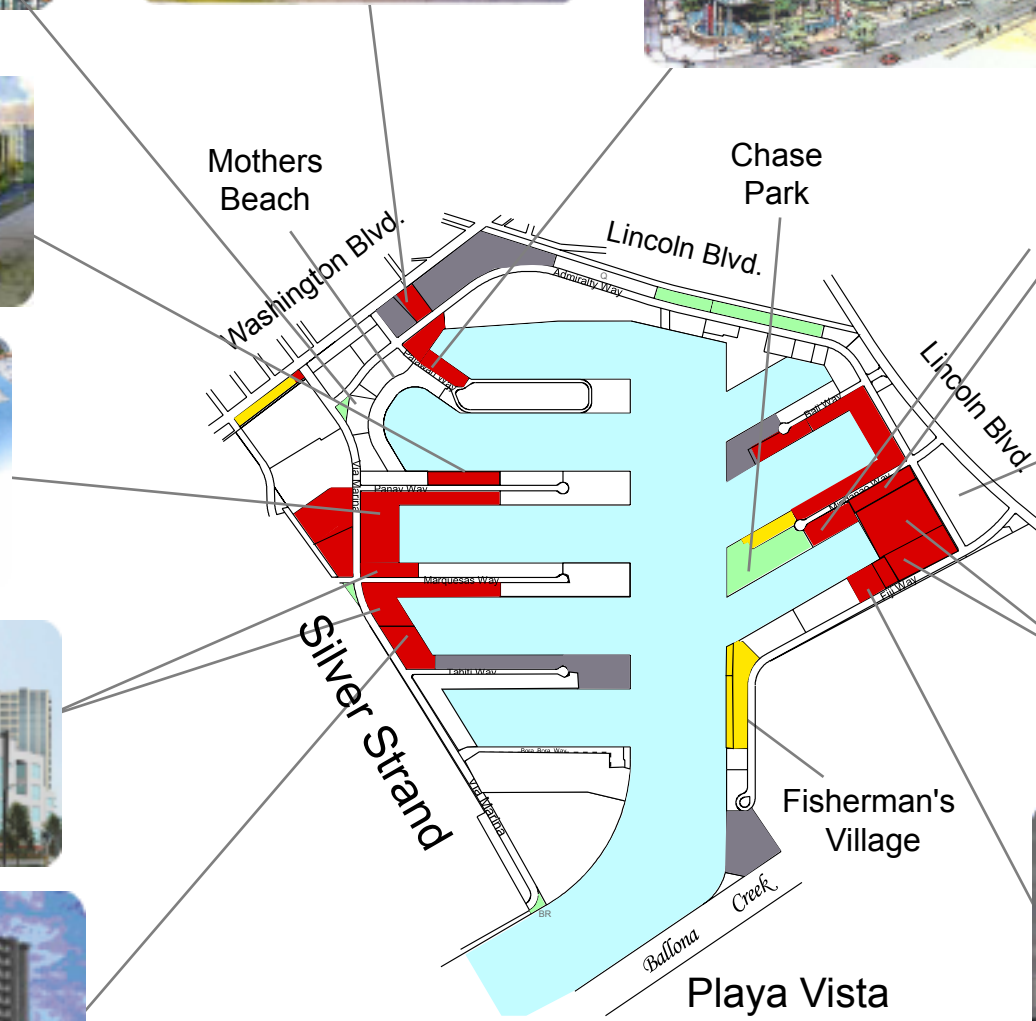


(Parcel 9U/Wetland at Via Marina and Tahiti)

Attached you will find:

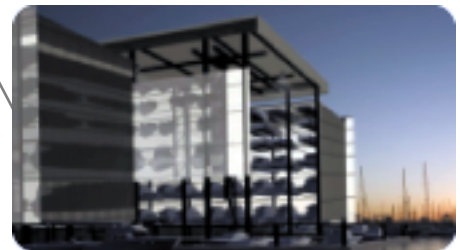
- Map of LA County Development Plans
- Summary of LCP Amendment Impacts
- Traffic Patterns & Impacts
- Description/Status of Selected LA County Proposed Projects
- Frequently Asked Questions
- Take Action Now

# LA County Redevelopment Plan - Next 2 to 5 Years



**Beaches & Harbors Admin. Building- 26,000 sq ft no images/details available**

**On Boat Launch Ramp 135,000 Square Foot Shopping Center (same size as Waterside) no images/details available**



- Proposed Projects We oppose
- Renovation Projects We support
- Projects we need more info

# Summary of Development Impacts

## 1) **Purpose of LA County's Local Coastal Program (LCP) Amendment**

(i.e. purpose of changes to the Marina's planning/zoning/development laws)

- Change the types of development allowed in the Marina by re-defining 'recreation'
- Change where such development can be placed within the Marina
- Change traffic impact conclusions and re-define mitigation measures
- Change public parking supply by reducing the quantity and shifting the burden
- Reduce overall open space and recreational usage in the Marina
- Adds a conservation mgmt plan that puts development ahead of bird protection

## 2) **If the proposed LCP Amendment is approved by the Coastal Commission, LA County can approve the following NEW development in the Marina:**

- 1954 more Residential Units (3 times the size of the Marina City Club which is the 3 huge 17 floor towers located on Admiralty Way)
- 505 more Hotel Rooms (5 times the size of the MdR Jamaica Bay Inn which is located at Palawan and Admiralty Way)
- 1323 more Restaurant Seats (3 times the size of the MdR Cheesecake Factory)
- 273,000 more sq ft of Retail Space (2 times the size of newly remodeled Waterside Shopping Center located at the corner of Mindanao and Admiralty Way - and the new "high end" shopping center will be directly across the street from Waterside!)
- 53,000 more sq ft of Office Space (3 times the size of Marina Fitness Center which is located near Mother's Beach and Cheesecake Factory restaurant.)

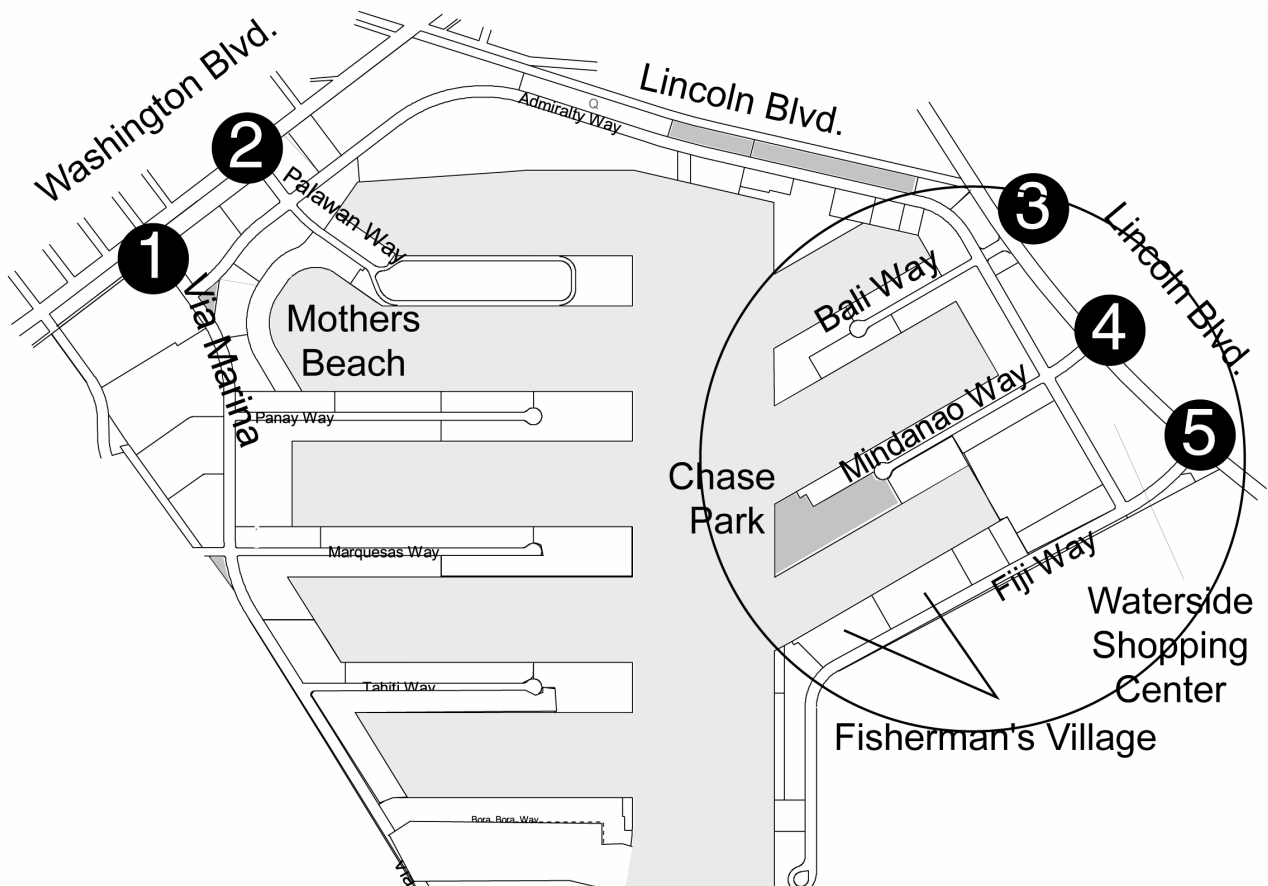
## 3) **Impacts of the LCP Amendment include:**

- Re-defining 'recreation' to mean 'shopping, dining, and staying in hotels or time-shares'.
- Converting 4 public parking lots to private development (see list above)
- Concluding that traffic is not an issue (see Traffic Patterns & Impacts page)
- Reducing the traffic mitigation that needs to take place
- Ignoring the external traffic impacts on the City of Los Angeles
- Increasing retail development by reducing hotel/restaurant development
- Concentrating retail and recreational uses to the East side of the Marina
- Removing 17 acres of net open space (See Open Space and Recreation Use Analysis)
- Removing 8 acres of net boating and public parking recreational uses
- Removing 800+ small boat slips (35 feet and under)
- Reducing protection of birdlife in the Marina via conservation management plan
- Allowing land-side boating uses throughout the Marina to be diminished or removed based on economic conditions

# Marina Traffic Patterns & Impacts

LA County alleges traffic is better than expected and is not an issue. And with a few internal traffic intersection improvements, there will be sufficient capacity to build out the Marina to its full potential. However, the County ignores the fact that the Marina is like a 'container' with only 5 ways to enter or exit: 2 on Washington Blvd. and 3 on Lincoln Blvd. And all cars entering or exiting the Marina must drive into or out of the City of LA. But once in the Marina, the traffic will be (1) slowed down by the "No Right Turn on Red" restriction at every intersection, and (2) duplicated because all cars driving towards the water must turn around and come back. Since all of the proposed developments will bring more people to the Marina, the 'container' will explode and spill into surrounding communities. Traffic impacts and issues include:

- County has stated it is no longer concerned with external Marina traffic circulation;
- New Residential/Restaurant development alone will bring more than 7,000 cars into and out of the Marina each day;
- Concentration of Retail development along Admiralty Way at Mindanao Way, along with increased recreation and visitor usage at Chase Park, will create a traffic bottleneck (see circle below).



# Description/Status of LA County Proposed Projects

## 1. **Oceana Retirement Facility next to Oxford Basin (Parcel OT)**

114-unit luxury senior retirement facility on public parking lot OT for active seniors 60+. Will include limousine service, 3 meals/day.

Potential Impacts: increased traffic; loss of public parking (90+ spaces moved from Parcel OT to a proposed structure on Panay Way); insufficient parking; loss of open space/views; wrong project for this location. Status: approved by Regional Planning Commission Board hearing not yet scheduled.

## 2. **The “Czucker Project” - Organic Panificio site (Parcels 33/NR)**

3 5-story buildings, 292 apartments plus 32,000 square feet retail/ restaurants on public parking lot (Parcel NR) and the former Edies Diner/Harbor House/Organic Panificio lot. Project may include a Trader Joes or CVS.

Potential Impacts: major traffic from supermarket use; loss of boater parking facilities; loss of open space and views; wrong project for this location. Status: taken out of LCP Amendment but still on the table.

## 3. **Holiday Harbor Project to replace Marina Fitness/Mermaids Café (Parcel 21)**

Holiday Harbor 5-story, 30,000 square foot commercial/gym complex with adjacent 5-story private parking structure on Panay Way.

Potential Impacts: 5-story private parking structure on waterfront property; loss of open space and views; wrong project for this location. Status: approved by Regional Planning Commission, decision appealed to Board of Supervisors by We ARE Marina del Rey. Hearing by Board not yet scheduled.

## 4. **Neptune Apartments at corner of Marquesas and Via Marina (Parcels 10/FF)**

526 apartments in four, 4-story residential buildings. To replace public parking lot on parcel FF which is supposed to be developed into a park/green space for visitors and residents.

Potential Impacts: increased traffic; loss of public parking facilities; loss of open space and views. Status: approved by Regional Planning Commission, hearing by Board not yet scheduled..

## 5. **Woodfin Hotel & Timeshares/Wetland Park on vacant lot (Parcel 9U)**

19 story, 288 room hotel (136 timeshare) plus 5-story 332-stall parking structure on the vacant parcel of land at Via Marina and Tahiti Way. Currently a wetland and foraging site for Great Blue Herons and Great Egrets.

Potential Impacts: major traffic impacts from hotel use; wind impacts on sailing; loss of bird habitat; destruction of wetlands; insufficient parking; loss of open space and views; wrong project for this location. Status: approved by Regional Planning Commission, decision appealed to Board of Supervisors by We ARE Marina del Rey. Hearing by Board not yet scheduled.

## 6. **High-End Shopping Center on Public boat launch ramp across from Waterside Shop Ctr (Parcels 49/77)**

Mixed use development consisting of 135,000 square foot retail/commercial complex plus 26,000 square foot administration building plus 255 apartment units on the existing public parking, public boat launch ramp and dry storage lots.

Potential Impacts: major traffic impacts from retail use; loss of boating facilities; loss of open space; wrong project for this location. Status: Approval process has not commenced.

# Save the Marina – Frequently Asked Questions

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## Q: What is this Local Coastal Program or LCP?

A: The LCP includes a Land Use Plan (LUP) which provides the zoning and land use policies and intensities that are allowed in the Marina; and a Local Implementation Plan (LIP), which provides the specific ordinances that implement the land use plan. In most communities these are called the “General Plan” and the “Specific Plan.”

## Q: How much development potential would the LCP, if amended, permit?

A: The LCP was updated in 1996 when LA County was allowed by Coastal Commissioners to add a significant amount of new development potential to what existed at the time. This was opposed by Coastal Commission staff and the community at large. Based on the 1996 LCP and the proposed LCP Amendment, which was approved by the Board of Supervisors on February 1, 2011, LA County may still develop the following:

- o 1,954 more residential units (3 times the size of the 3 Marina City Club towers)
- o 505 more hotel rooms (5 times the size of the MdR Jamaica Bay Inn)
- o 1,323 more restaurant seats (3 times the size of the Cheesecake Factory)
- o 273,000 more sq ft of retail space (2 times the size of newly remodeled Waterside Shopping Center located at the corner of Mindanao and Admiralty Way)
- o 53,000 additional sq ft of office space (3 times the size of Marina Fitness Center)

## Q: Why is this Local Coastal Program (LCP) being amended by LA County?

A: The primary reason county officials give is to allow a handful of developer-driven projects (referred to as pipeline projects) to move forward by changing the land use designation on the parcels of land where they want to develop. For example, developing public parking lots into private development is not allowed by the 1996 LCP.

The amendment will also: shift a significant amount of development potential from hotel and restaurant seats to retail and shopping; expand Burton Chase Park green space by removing boating uses; institute a conservation management plan that claims to protect birds but does not; and shows that traffic will not be impacted by the development potential listed above.

## Q: Does the Marina have a Master Plan from a business standpoint?

A: No. LA County states that the Local Coastal Program is the master plan. However, it provides only a general framework of development but does not integrate proposed developments or development potential into a cohesive economic, design-oriented, community-based plan that a top Master Planner would create. One former County official said that the County’s plans represent poor planning and bad economic policy. Another said long term planning of the Marina for the benefit of the public was scrapped for developer driven projects.

## Q: Does the Marina need to be Revitalized?

A: Absolutely. We can revitalize the Marina in a way that honors the mandate of the Marina as a public recreation resource and lowers the impacts on residents and adjacent communities.

## Q: Is We ARE Marina del Rey Opposed to Development?

A: No. We can support development that results from a carefully constructed community-based master plan in which the concerns of the stakeholders are addressed. We’d like to see the county maximize its overall revenues from the recreational use of the parcels, and attract visitors who will fill our hotels and support our local business community

*We ARE Marina del Rey is a project of the International Humanities Center, a nonprofit public charity exempt from federal income tax under Section 501[c](3) of the Internal Revenue Code*

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# Save the Marina – Frequently Asked Questions

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## **Q: Is We ARE Marina del Rey Opposed to Dock Redevelopments?**

A: No. Many docks certainly need to be rebuilt. We are opposed to the massive amount of reductions (over 800 proposed) in small slips (35 feet and under) as this reduces affordable boating and Marina access. The proposed Dock Redevelopment displaces existing active boaters and encourages the construction of larger buildings which disrupt wind patterns and compromise the safety of boaters in the harbor.

## **Q: Does We ARE Marina del Rey Oppose every project?**

A: No. Despite claims by certain developers and County officials, we have not opposed development projects that renovate existing buildings such as two apartment complexes (Bay Club and Tahiti Marina) and two hotels (Marina International and Marina del Rey Hotel).

## **Q: What Projects does We ARE Marina del Rey Oppose?**

- A: We are opposed to projects that will convert existing open space and/or public land currently used for recreation and access to private development. This includes:
- a luxury “active-seniors” retirement facility proposed on the public parking lot between the Marina International Hotel and the Oxford Basin (Parcel OT). This will create a new land use category that facilitates age discrimination, excludes families with children, and reduces the revenue which the County could gain from residential or hotel development;
  - residential apartments on the public parking lot at Via Marina and Marquesas (Parcel FF), a lot that the County promised in 1996 to be a park in exchange for 1000 additional residential units;
  - a high-end shopping complex/office project on the public boat launch ramp (Parcels 49/77) across from Waterside Shopping Center; and
  - a 19-story Hotel and Timeshare on the wetland at Via Marina and Tahiti (Parcel 9U).

## **Q: Why has the Marina languished and properties deteriorated?**

A: Public opposition was not the cause of the Marina’s current condition. But rather, there are three main reasons. First, the County has been taking \$28-35 million in net revenues per year, generated from the Marina, to subsidize our beaches (\$10M/year), with the balance going into the county general fund. In return, the Marina receives only \$1-3M per year for its capital outlay fund.

Second, a number of developers have been pursuing new projects as far back as 1996 but these projects were not allowed by the LCP because they took public land for private development. Instead of reviewing the laws first and trying to change them, LA County and the developers embarked on the long process of issuing requests for proposals and negotiating lease options and sending the projects through the regulatory process despite not being permitted.

Lastly, certain developers have let their properties deteriorate by “deferring” maintenance for years, in anticipation of redevelopment, yet still charging market rents. The County also neglected its own maintenance responsibilities.

## **Q: LA County says they need to compete with Culver City and the Grove. Why?**

A: We do not understand this statement. These locations do not have a Marina, and were not created to serve the recreational needs of 10.4 million Los Angeles County residents.

# URGENT ACTION NEEDED NOW!

## What you can do

- [Sign up](#) for our email newsletter (we won't sell your names or inundate you with emails)
- [Like US](#) on Facebook and/or [Follow US](#) on Twitter
- Write letters/send emails (best) and/or make calls to staff (see below) at the California Coastal Commission to tell them you are opposed to LA County's LCP amendment (sample email/letter coming soon)
- Attend the California Coastal Commission public hearing which will be during the day on June 15, 16 or 17, 2011 at the Marina International Hotel on Bali Way. Email us at [info@wearemdr.com](mailto:info@wearemdr.com) to **pledge your attendance**.
- Make a [tax-deductible contribution](#) to save the marina (you can donate by check or securely online). We need funds to
  - Obtain professional traffic and parking reports to counter County studies
  - Higher lobbyists to contact Coastal Commissioners
  - Retain the services of prominent land-use attorney
  - Inform the public to help Save the Marina
- Hand out flyers/send emails to friends, neighbors and nearby homes/residences to get them informed and encourage involvement (print [handout](#)).
- **Contact** David Barish or Nancy Marino at [info@wearemdr.com](mailto:info@wearemdr.com) with any questions.

## Your Representatives

Who	Email	Phone #
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- (A) For residents who live in City of LA part of MDR or Venice or Santa Monica  
(B) For residents who live in County of LA part of the Marina  
(C) For residents who live in parts of Mar Vista/Culver City