II. PROJECT DESCRIPTION

A. LOCATION AND BOUNDARIES

The proposed Project consists of two components; the development of a mixed use project consisting of residential and retail uses (the “Mixed Use Project”), and two parcels for which the City is initiating a Community Plan Amendment and Zone Change in order to create land use designations that are consistent with existing uses on and around the subject parcels (the “Add Areas”). The land areas that comprise the Mixed Use Project and the Add Areas are collectively referred to as the “Project Site”. The Project Site is located within the boundaries of the Palms Mar Vista Del Rey Community Plan of the City of Los Angeles, the California Coastal Zone and the City of Los Angeles Coastal Transportation Corridor Specific Plan.

The Project Site consists of a total of 9.32 acres. Of this total, the Mixed Use Project would occupy 4.04 acres, while the Add Areas would comprise the remaining 5.28 acres.

The proposed Mixed Use Project consists of 310 residential units and 9,000 square feet of retail floor area. The site proposed for the Mixed Use Project is currently occupied by five individual structures with the following addresses: 13470 and 13490 Maxella Avenue; and 4350, 4356, and 4358 Lincoln Boulevard. Located on the western edge of the Community Plan area, the site of the Mixed Use Project is bounded by Lincoln Boulevard (State Route 1/Pacific Coast Highway) to the east, the Marina Freeway (State Route 90) to the south, and Maxella Avenue to the north. The Mixed Use Project is proposed to be developed within the westernmost portion of the 24-acre Villa Marina shopping center. As such, the Mixed Use Project is bounded on the east by the portion of the Villa Marina shopping center that is not proposed for development as part of the proposed Mixed Use Project.

The two parcels that comprise the Add Areas are currently occupied by two structures; a Marriott Hotel located at 13480 Maxella Avenue and a Union 76 Gas Station located at 4300 and 4308 Lincoln Boulevard. The Add Areas are located at the northwest corner (i.e., the gas station) and south (i.e., the Marriott Hotel) of the Mixed Use Project. The Add Area occupied by the Marriott Hotel is 4.76 acres in size, while the Add Area occupied by the Union 76 Gas Station is 0.52 acres in size. To promote a consistent pattern of land use designations on and around the Project Site, the City is initiating a Community Plan Amendment and Zone Change for the Add Areas. No physical development is proposed as part of this Project within the two Add Areas.
Situated approximately 0.2 miles east of Los Angeles County’s Marina del Rey Small Craft Harbor, the Project Site is located approximately 16 feet above mean sea level. Residential uses are located to the west of the site, across Lincoln Boulevard and consist of high-density, multi-family dwelling units that are situated north and south of the western terminus of Maxella Avenue. Commercial shopping center uses are located north and east of the Project Site. Multi-family housing is located approximately 950 feet east of the Project Site on the east side of Glencoe Avenue. South of the Project Site, across the Marina Freeway, is an automotive dealership. Please refer to Figure 1 on page 37 for a regional and site vicinity map and Figure 2 on page 38 for an aerial view of the site of the Mixed Use Project, the Add Areas and the surrounding area.

B. BACKGROUND AND EXISTING CONDITIONS

Subsequent to the close of the NOP comment period, the Applicant of the proposed Mixed Use Project modified the site plan from that shown in the NOP. Specifically, the NOP showed the Mixed Use Project as consisting of two development areas separated by the existing access driveway for the Marriott Hotel. Under the current design, the existing access driveway is proposed to be relocated easterly to align with the eastern boundary of the proposed site for the Mixed Use Project. The Applicant of the Mixed Use Project is proposing to implement this change via a lot line adjustment. The site of the Mixed Use Project is currently occupied by five individual structures. Two of the structures front Maxella Avenue and consist of a local Thai restaurant and a vacant building. The other three structures front Lincoln Boulevard and include a Kinko’s, a Marie Callender’s Restaurant, and a Carl’s Jr. fast food restaurant. The existing structures total 30,000 square feet of retail and restaurant space. Most of the restaurant uses operate primarily for lunch and dinner hours; however, Carl’s Jr. has extended evening hours (until midnight) and Kinko’s is a 24-hour per day operation. The Add Areas are occupied by two structures, a Marriott Hotel and a Union 76 Gas Station.

Development of the Project Site would be directed by the goals and guidelines established by the Palms-Mar Vista-Del Rey Community Plan and the Coastal Transportation Corridor Specific Plan. According to the Community Plan, the Project Site is designated for limited manufacturing use, and is zoned Limited Industrial (M1-1L) under the Los Angeles Municipal Code (LAMC). The City’s Coastal Transportation Corridor Specific Plan promotes coordinated and comprehensive transportation planning focused on reducing commuter trips, avoiding deterioration of Level of Service (LOS), and providing a mechanism to fund specific transportation improvements. The Project Site is also located within the California Coastal Zone.

SECOR, Phase II Investigation for Villa Marina Shopping Center Marina del Rey, California, September 29, 2004.

LOS is defined in section 4.C, Traffic Circulation and Parking, of this Draft EIR.
and is therefore subject to the requirements of the California Coastal Act, which requires that planning and development within the Coastal Zone be consistent and compatible with the unique characteristics of coastal resources.

C. STATEMENT OF PROJECT OBJECTIVES

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines (14 Cal. Code Regs. 15000 et. seq.) states that the Project Description shall contain “a statement of the objectives sought by the proposed project.” Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” Consistent with the Guidelines, this section of the Draft Environmental Impact Report (Draft EIR) states the objectives that the Applicant of the Mixed Use Project and the City relative to the Add Areas seeks to achieve.

The Applicant of the Mixed Use Project and the City have developed a series of specific objectives for the proposed Project. These objectives fall under three primary categories: (1) Development Objectives; (2) Design Objectives; and (3) Economic Objectives.

Development Objectives

• Provide residential and commercial spaces in an urban context that encourages pedestrian oriented and non-motorized transportation, recreational, and shopping opportunities.

• Provide new housing units within the Palms-Mar Vista-Del Rey Community without displacing existing housing.

• Transform the use of the existing parcels to optimize the provision of market-rate housing as well as affordable housing in response to projected population growth rates and demand for such housing, as identified in the Palms-Mar Vista-Del Rey Community Plan.

• Locate residential units near major transportation corridors and within close proximity to public transportation.

• Provide new housing units to help meet the market demand for housing in Southern California and, in particular, on Los Angeles’ Westside.
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Design Objectives

• Create a design for the proposed Mixed Use Project that fosters quality living, desired neighborhood services, and compatibility among on-site uses.

• Create a design for the proposed Mixed Use Project that serves the Palms-Mar Vista-Del Rey Community’s residential and commercial marketplace.

• Design the interiors and exteriors of the proposed Mixed Use Project so that they promote quality individual and family living spaces that effectively connect with the surrounding urban and coastal environments.

• Design the commercial uses to be included within the proposed Mixed Use Project so as to reflect neighborhood and market needs.

• Design the landscape features to be included within the proposed Mixed Use Project in a manner that provides natural character and texture in an urban environment and enhances the visual character of the development, facilitates a sense of separation and privacy for Project residents, and provides an entryway for the Project’s commercial uses.

Economic Objectives

• Maximize the value of the site of the proposed Mixed Use Project through the replacement of individual retail and commercial uses with housing and community-serving commercial development, consistent with anticipated market demands.

• Invest in the future of the Palms-Mar Vista-Del Rey Community by developing needed housing and community commercial uses on an underutilized parcel.

• Provide an opportunity for people of varying socio-economic backgrounds to own quality housing in a dynamic community.

The inclusion of the Add Areas as part of the Project meets the City’s objective to establish a consistent pattern of land use designations by initiating Community Plan Amendments and Zone Changes in order to create land use designations that are consistent with existing uses on and around the subject parcels. Furthermore, the City of Los Angeles has adopted policies and objectives that relate directly to the implementation of the proposed Mixed Use Project. These policies and objectives are articulated in the Palms-Mar Vista-Del Rey Community Plan of the City of Los Angeles General Plan. The manner in which the Mixed Use Project aids in the achievement of these policies and objectives is discussed in more detail in
II. Project Description

Section IV.G, Land Use, of this Draft EIR. Policies within the Community Plan that are relevant to the proposed Mixed Use Project include the following:

- Provide for adequate multi-family residential development;
- Locate higher residential densities near commercial centers and major bus routes where public service facilities and infrastructure will support this development;
- Promote greater individual choice in type, quality, price and location of housing;
- New commercial uses should be located in existing established commercial areas or shopping centers; and
- Promote mixed use projects along designated transit corridors and in appropriate commercial centers.

The Palms-Mar Vista-Del Rey Community Plan, in its Coastal Resources policies and objectives, addresses the protection of resources pursuant to the California Coastal Act. The Coastal Resources Section of the Community Plan includes the following relevant goal, objective and policy for the proposed Mixed Use Project:

- Preservation of the Scenic and Visual Qualities of Coastal areas; and
- The location and amount of new development should maintain and enhance public access to the coast.

The California Coastal Act has also established several basic goals to guide development within the Coastal Zone. California Coastal Act goals applicable to the Mixed Use Project and the Project Site include the following:

- The Coastal Commission shall encourage housing opportunities for persons of low and moderate income in the Coastal Zone;
- Protect, maintain, and, where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources;
- Assure orderly, balanced utilization and conservation of coastal zone resources taking into account the social and economic needs of the people of the state; and
II. Project Description

- Encourage state and local initiatives and cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses, including educational uses, in the coastal zone.

D. PROJECT CHARACTERISTICS

1. Mixed Use Project

Development of the proposed Mixed Use Project includes the demolition of existing structures and pavement; grading; and construction of a planned, landscaped residential community consisting of 310 condominium units in a proposed mix of 60 one-bedroom, 190 two-bedroom, and 60 three-bedroom units. Of these, 10 percent of the total units would be set aside as affordable housing. Figure 3, Figure 4 and Figure 5 on pages 43, 44, and 45, respectively, illustrate the conceptual site plan and elevations of the proposed Mixed Use Project. Architectural renderings of the proposed Mixed Use Project from public vantages along Maxella Avenue and Lincoln Boulevard are presented in Figure 6, Figure 7 and Figure 8 on pages 46, 47 and 48. As part of the Mixed Use Project, residents would be provided with several amenities including a community meeting room, a swimming pool and/or spa, and an exercise room. Additionally, the Mixed Use Project’s commercial component would include 9,000 square feet of floor area that would be developed in two spaces consisting of 5,000 and 4,000 square feet, respectively, to be occupied by businesses such as a florist, café, and/or copying services, or similar businesses.

The Mixed Use Project would have frontages on both Maxella Avenue and Lincoln Boulevard. It is proposed to be approximately 45 to 70 feet in height, with a varying roofline that would articulate by as much as 25 feet. The proposed mixed use development would be 70 feet in height along the Lincoln Boulevard, Maxella Avenue and Marina Freeway frontages with the top floor stepped back along Maxella Avenue. Commercial uses are proposed in a ground floor setting fronting Maxella Avenue, with signage that would extend along both Maxella Avenue and Lincoln Boulevard. Parking for the residents and their guests and patrons and employees would be developed in a mix of one-level subterranean, second-level podium, and surface-level spaces, with a total capacity of up to 691 vehicles. Of these, 651 spaces would be reserved for the residents of the proposed Mixed Use Project, with the remaining 40 spaces set aside for the commercial and retail uses proposed to be developed as part of the proposed Mixed Use Project. Access to the site of the Mixed Use Project would be provided via a new driveway along Maxella Avenue.

The Applicant has requested a Lot Line Adjustment in order to relocate the existing hotel access driveway to the eastern edge of the site of the Mixed Use Project. Ingress and egress for the Mixed Use Project’s residents, retail patrons and employees is proposed via this new hotel
Figure 6
Mixed Use Project
Rendering from Maxella Avenue
Looking West

Source: Carrier Johnson, 2004
Figure 8
Mixed Use Project
Rendering from Lincoln Boulevard
Looking North

Source: Carrier Johnson, 2004
access driveway on Maxella Avenue. The Mixed Use Project would have easement rights allowing unrestricted use of the new hotel access driveway, where residents and their guests would have access into “resident only” parking via garage gates with an electronic permission feature. The existing driveway serving the retail site would be relocated easterly to the Tower Records parcel. Additionally, restricted access doors and gates shall further enhance resident security in conjunction with nighttime lighting.

The architectural character of the proposed Mixed Use Project shall be contemporary, with colors and details that complement its proximity to the ocean and the surrounding urban development. Lighting would be incorporated into the Mixed Use Project’s design to add decorative highlights to the building façade. To further enhance the Mixed Use Project’s aesthetics, landscaping would complement the new building while providing much needed greenery in an area currently landscaped with minimal parking lot greenery. The landscape program for the proposed Mixed Use Project would include exterior and interior landscaping. Exterior landscaping would incorporate parkways, planters, and street trees where planting materials would be consistent with vegetation used in the surrounding community and nearby open spaces. Interior landscaping would complement the contemporary design proposed for the Mixed Use Project and provide residents, visitors, and business patrons with aesthetically pleasing open spaces.

For construction of the Mixed Use Project, a single-phase development is proposed that would include demolition of existing structures, development of the foundation, and building construction. Construction of the Mixed Use Project would include the excavation and exportation of approximately 70,000 cubic yards of earth for development of the subterranean parking facility. Overall, the Mixed Use Project’s construction is estimated to take 24 months from the beginning of demolition. As such, buildout of the proposed Mixed Use Project would occur in 2007.

2. Add Areas

The City has initiated the inclusion of the Add Areas as part of the Project to establish a consistent pattern of land use designations on and around the Project Site. No physical changes are proposed for the Add Areas at this time.

E. INTENDED USE OF THE EIR

This EIR is a Project EIR, as defined by Section 15161 of the CEQA Guidelines and serves as an informational document. Pursuant to CEQA Guidelines Section 15002, its purpose is to inform governmental decision makers and the public about the potential significant effects of the Project; to identify ways that environmentally significant damage can be avoided and
The proposed Project would require permits or approvals for the following discretionary actions; each action’s approving agency is provided in parentheses:

- Community Plan Land Use designation amendment from Limited Manufacturing to Commercial Manufacturing for the Project Site (City of Los Angeles);
- Zone Change from Limited Industrial to Residential/Accessory Service for the site of the Mixed Use Project (City of Los Angeles);
- Zone Change from Limited Industrial to Commercial (C4) for the Add Areas (City of Los Angeles);
- Lot Line Adjustment to relocate the existing hotel access driveway (City of Los Angeles);
- Parcel Subdivision Approval for the proposed Mixed Use Project (City of Los Angeles);
- Coastal Development Permit for the proposed Mixed Use Project (City of Los Angeles);
- Site Plan Review Approval for the proposed Mixed Use Project (City of Los Angeles);
- Demolition, grading, foundation, and building permits for the proposed Mixed Use Project (City of Los Angeles);
- Haul route(s) approval, as necessary for the proposed Mixed Use Project (City of Los Angeles); and
- Any additional actions as may be determined necessary.