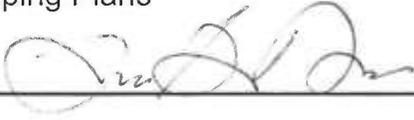


# Hearing Officer Transmittal Checklist

Hearing Date 11/5/2013
Agenda Item No. 14

Project Number: PROJECT NO. R2013-02089-(4)  
Case(s): CONDITIONAL USE PERMIT NO. 201300105  
Planner: Anita D. Gutierrez

- Project Summary
- Property Location Map
- Staff Analysis
- Draft Resolution / Draft Ordinance / 8.5x11 Map (ZC or PA)
- Draft Findings
- Draft Conditions
- Burden of Proof Statement(s)
- Environmental Documentation (ND / MND / EIR)
- Correspondence
- Photographs
- Aerial Image(s)
- Land Use/Zoning Map
- Tentative Tract / Parcel Map
- Site Plan / Floor Plans / Elevations
- Exhibit Map
- Landscaping Plans

Reviewed By: 



Department of Regional Planning  
 320 West Temple Street  
 Los Angeles, California 90012

**PROJECT NUMBER**

R2013-02089-(4)

**HEARING DATE**

November 5, 2013

**REQUESTED ENTITLEMENTS**

Conditional Use Permit No. 201300105

# PROJECT SUMMARY

**OWNER / APPLICANT**

Mike Vaughan, Pro SUP Shop

**MAP/EXHIBIT DATE**

03-24-09

**PROJECT OVERVIEW**

The project includes a conditional use permit request to operate a visitor-serving use (stand up paddle board rental) on the subject site. The site is currently developed with a newly renovated 111-room hotel (Jamaica Bay Inn) with a surface parking lot. The rental operation would be based out of a mobile trailer utilizing six (6) parking spaces in the north east corner of the parking lot for the business, which are currently used as surplus parking spaces.

**LOCATION**

4175 Admiralty Way, Marina del Rey, Lease Parcel No. 27

**ACCESS**

Admiralty Way and Palawan Way

**ASSESSORS PARCEL NUMBER(S)**

4224-004-901

**SITE AREA**

2.39 Acres

**GENERAL PLAN / LOCAL PLAN**

Marina del Rey Local Coastal Program

**ZONED DISTRICT**

Playa del Rey

**LAND USE DESIGNATION**

Hotel and Waterfront Overlay

**ZONE**

Specific Plan

**PROPOSED UNITS**

N/A

**MAX DENSITY/UNITS**

N/A

**COMMUNITY STANDARDS DISTRICT**

None

**ENVIRONMENTAL DETERMINATION (CEQA)**

Class 1 Categorical Exemption – Existing Facilities

**KEY ISSUES**

- Consistency with the Marina del Rey Local Coastal Program
- Satisfaction of the following Section(s) of Title 22 of the Los Angeles County Code:
  - 22.56.040 (Conditional Use Permit Burden of Proof Requirements)
  - 22.46.1730 (Waterfront Overlay Zone – Development Standards)

**CASE PLANNER:**

Anita Gutierrez

**PHONE NUMBER:**

(213) 974 - 4813

**E-MAIL ADDRESS:**

agutierrez@planning.lacounty.gov

### ENTITLEMENTS REQUESTED

- Conditional Use Permit (CUP) to operate a visitor-serving use (stand up paddle board rental) on the subject site in the Marina del Rey Specific Plan Zone within the Hotel and Waterfront Overlay Land Use Category pursuant to County Code Section 22.46.1720.

### PROJECT DESCRIPTION

The applicant (Pro SUP Shop) is requesting a Conditional Use Permit to allow the operation a visitor-serving use (stand up paddle board rental) on the site of an existing hotel (Jamaica Bay Inn), utilizing surplus parking spaces. The rental operation would be based out of a mobile trailer utilizing six (6) parking spaces in the north east corner of the parking lot for the business, which are currently used as surplus parking spaces.

**SITE PLAN DESCRIPTION** The site is developed with a 111-room hotel with a 161-space surface parking lot. The proposed stand up paddle board mobile rental trailer would be located in North West corner of the parking lot and would utilize six (6) parking spaces for the rental business.

### EXISTING ZONING

The subject property is located in the SP (Specific Plan / Hotel) zone with a Waterfront Overlay within the Marina del Rey Local Coastal Program (LCP).

#### Surrounding Properties

North: RV (Residential V) and H (Hotel)

South: OS (Open Space – Mother's Beach)

West: P (Parking) and OS (Open Space)

East: VS/CC (Visitor-Serving/Convenience Commercial)

### EXISTING LAND USE

A 111-room hotel with a restaurant, meeting/banquet room, pool, and surface parking lot.

#### Surrounding Properties

North: Hotel, parking, retail, restaurant

South: Open space, Mother's Beach

West: Parking, Open Space, hotel

East: Parking, restaurants

### PREVIOUS CASES/ZONING HISTORY

- **CUP 1053 and Variance 520:** To authorize expansion and remodeling of the existing hotel and restaurant, lounge, entertainment, modify parking standards and provide less than the required amount of off-street parking. Approved 3-9-1977.

- **CUP 2089:** To continue a non-conforming arcade in a restaurant. Inactive since 1989.
- **Plot Plan 13479:** Plot Plan to authorize a pole sign, approved 3-3-89.
- **Parking Permit 85-007:** To authorize off-site parking for hotel and restaurant. Inactive since 1990.
- **Coastal Development Permit No. 200500006 and Conditional Use Permit No. 200500233:** Authorized the renovation and expansion of the existing hotel, including 69 additional guest rooms (total of 111 guest rooms), an expanded and renovated restaurant, outdoor dining, new swimming pool and spa, patio, demolition of the existing one-story hotel building section and replacement with a four-story hotel building section, demolition of an existing one-story accessory building, new landscaping plan, parking and for the sale of a full-line of alcoholic beverages for on-site consumption in association with a hotel, restaurant, patio café, and hotel accessory uses on Parcel 27 in Marina del Rey,

#### ENVIRONMENTAL DETERMINATION

Los Angeles County ("County") Staff recommends that this project qualifies for a Categorical Exemption (Class 1 Exemption, Existing Facilities) under the California Environmental Quality Act (CEQA) and the County environmental guidelines. The project would be located within an existing developed parking lot and would consist of a mobile trailer. Therefore, staff recommends that the Hearing Officer that the project is categorically exempt from CEQA.

#### STAFF EVALUATION

##### General Plan/Community Plan Consistency

The project site is located within the Hotel and Waterfront Overlay land use category of the Local Coastal Program. This designation is intended to encourage coastal-related and coastal-dependent land uses while increasing development flexibility. The proposed project would allow for stand up paddle board rentals, which is coastal-related use and is therefore consistent with the permitted uses of the underlying land use category.

The following policies of the Marina del Rey Land Use Plan are applicable to the proposed project:

#### A. RECREATION & VISITOR-SERVING FACILITIES (Applicable LCP Policies & Actions)

- *(Policy 4) Lower cost visitor-serving facilities shall be protected and, to the extent feasible, new lower cost visitor-serving uses shall be encouraged and provided within the existing Marina. For the purposes of this policy, low or no cost visitor-serving facilities include but are not limited to parks, promenades, transient docks, open public plazas and seating areas, wildlife viewing areas, WaterBus transportation, public transit transportation, and special events*

The stand up paddle board rental use would provide an added low-cost visitor-serving use adjacent to the water (Marina Beach).

- **(Policy 6)** *All development, including redevelopment, expansion projects or new construction, shall be subject to the applicable parking requirements set forth in Los Angeles County Code, Title 22 (Zoning), as certified by the Commission in Appendix B of the LIP Specific Plan. In addition, public recreation areas shall be supported with visible public parking, consistent with the standards of Title 22, except that boat launch, boat storage, and marina parking and design shall be provided as specified in the Dept. of Beaches and Harbors' Specifications and Minimum Standards of Architectural Treatment and Construction, adopted in 1989.*

Parking ratios for a stand up paddle board use are not specified in Title 22, however staff has determined that the commercial parking ratio of one parking space per every 250 square feet of area is appropriate for the use. The area which would be occupied by the use, including the mobile rental trailer is approximately 918 square feet, which would require four (4) parking spaces.

## **B. LAND USE PLAN FOR MARINA DEL REY NEW DEVELOPMENT POLICY (Applicable LCP Policies & Actions)**

- **(Policy 1)** *Preservation of the Small Craft Harbor facility a Priority. The primary purpose of the Land Use Plan shall be to maintain Marina del Rey as a Small Craft harbor for recreational purposes. A secondary purpose shall be to promote and provide visitor-serving facilities. Development shall not detract from, nor interfere with the use of existing or planned boating facilities, nor the ancillary uses which support these facilities.*

The proposed project supports the Land Use Plan in providing an opportunity for recreation within the harbor, as well as providing a visitor-serving use available to the public.

- **(Policy 4) Design Control Board.** *The Design Control Board (DCB), appointed by the Board of Supervisors, shall review all new development proposals, including renovations, for consistency with the Manual for Specifications and Minimum Standards of Architectural Treatment and Construction, the Statement of Aims and Policies and the Revised Permanent Sign Controls and Regulations.*

Any signage proposed will be reviewed by the Design Control Board.

- **(Mapped Policy) Waterfront Overlay Zone (WOZ):** The Waterfront Overlay Zone is intended to provide additional flexibility for development of coastal-related and marine dependent land uses, primarily on waterfront parcels. Permitted uses include: Hotel, Visitor-serving Commercial, Open Space, Boat Storage, and Marine

Commercial. The lessee of any parcel with this overlay zone designation, may apply for any of the permitted land uses within this category, regardless of the principal permitted use on the specific parcel. Development in the WOZ may not displace existing public recreation, visitor serving or coastal dependent boating uses, unless the use is relocated within the development zone in a comparable manner. The development potential available to each applicant is subject to the limitations of the zone in which the parcel is located. Height limits are subject to the standards of each land use category noted above.

The proposed project would provide a coastal-related use, while maintaining the principal permitted use within the zone (Jamaica Bay Inn).

Zoning Ordinance and Development Standards Compliance

Pursuant to Sections 22.46.1060 and 22.46.1730 of the County Code, establishments in the Waterfront Overlay Zone are subject to the following development standards:

- **Parking**

Parking ratios for a stand up paddle board use are not specified in Title 22, however staff has determined that the commercial parking ratio of one parking space per every 250 square feet of area is appropriate for the use. The area which would be occupied by the mobile rental trailer is approximately 918 square feet, which would require four (4) parking spaces ( $918/250 = 3.6$ ).

- The parking standard for hotels is one (1) parking space per two (2) guest rooms (Sec. 22.52.1130). The restaurant and meeting rooms were considered accessory to the primary use, a hotel, therefore 56 parking spaces were required under Conditional Use Permit Number 200500006 for the hotel use. There are 161 parking spaces provided on-site.

<b>PARKING ANALYSIS</b>	
<b>USE</b>	<b>NO. OF SPACES</b>
111 Hotel Rooms (1 per 2 rooms)	56
Visitor parking for Stand up Paddle Board Rental ( 1 per 250 sq ft)	4
<b>TOTAL REQUIRED</b>	<b>60</b>
<b>TOTAL PROPOSED</b>	<b>161</b>

\*In addition six (6) parking spaces would be used to locate the rental trailer, therefore 155 parking spaces would be available during times the trailer is present.

- All other development standards have been met with the previous approval of Coastal Development Permit No. 200500006 and Conditional Use Permit No. 200500233

Site Visit

Staff visited the site on August 13, 2013.

Burden of Proof

The applicant is required to substantiate all facts identified by Section 22.56.040 of the County Code. The Burden of Proof with applicant's responses is attached. Staff is of the opinion that the applicant has met the burden of proof.

Neighborhood Impact/Land Use Compatibility

The stand up paddle board rental would provide an added amenity to the public, and would be located adjacent to Marina Beach providing easy accessibility. The rental services provide a coastal-related use near the water which is key priority of the Marina del Rey Local Coastal Program. The stand up paddle board rental would be consistent with the surrounding uses as visitor's using Marina Beach could rent the boards as well as nearby hotel guests.

**COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS**

Staff has not received any comments at this time.

**LEGAL NOTIFICATION AND PUBLIC OUTREACH**

Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper, property posting, library posting and DRP website posting.

**PUBLIC COMMENTS**

Staff has received seventeen (17) letters of support from members of the community praising Pro SUP Shop for their friendly service and added amenity to the community.

**FEES/DEPOSITS**

If approved, fees identified in the attached project conditions will apply unless modified by the Hearing Officer.

**STAFF RECOMMENDATION**

The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:

Staff recommends **APPROVAL** of Project Number R2013-02089 and Conditional Use Permit Number 201300105, subject to the attached conditions.

**SUGGESTED APPROVAL MOTION:**

**I, THE HEARING OFFICER, CLOSE THE PUBLIC HEARING, FIND THAT THE PROJECT IS CATEGORICALLY EXEMPT PURSUANT TO STATE AND LOCAL CEQA GUIDELINES, AND APPROVE PROJECT NUMBER R2013-02089 AND CONDITIONAL USE PERMIT NUMBER 201300105 SUBJECT TO THE ATTACHED FINDINGS AND CONDITIONS.**

Prepared by Anita D. Gutierrez, AICP, Principal Planner, Special Projects Section  
Reviewed by Samuel Dea, Supervising Regional Planner, Special Projects Section

Attachments:

Draft Findings, Draft Conditions of Approval  
Applicant's Burden of Proof statement  
Correspondence  
Site Photographs, Photo Simulations, Aerial Image  
Site Plan, Land Use Map

SD:AG  
10/29/2013

**DRAFT FINDINGS AND ORDER OF THE REGIONAL PLANNING COMMISSION  
COUNTY OF LOS ANGELES  
PROJECT NO. R2013-02089-(4)  
CONDITIONAL USE PERMIT NO. 201300105**

1. **ENTITLEMENT REQUESTED.** The applicant, Pro SUP Shop, is requesting a Conditional Use Permit (CUP) to operate a visitor-serving use (stand up paddle board rental) on the subject site in the Marina del Rey Specific Plan Zone within the Hotel and Waterfront Overlay Land Use Category pursuant to County Code Section 22.46.1720 in the Marina del Rey Specific Plan Zone.
2. **HEARING DATE. November 5, 2013**
3. **PROCEEDINGS BEFORE THE HEARING OFFICER.**
4. **PROJECT DESCRIPTION.** The project includes the operation a visitor-serving use (stand up paddle board rental) on the site of an existing hotel (Jamaica Bay Inn), utilizing surplus parking spaces. The rental operation would be based out of a mobile trailer utilizing six (6) parking spaces in the north east corner of the parking lot for the business, which are currently used as surplus parking spaces.
5. **LOCATION.** The Project is located at 4175 Admiralty Way, Marina del Rey, Lease Parcel No. 27 in the Northwest corner of the existing parking lot.
6. **SITE PLAN DESCRIPTION.** The site is developed with a 111-room hotel with a 161-space surface parking lot. The proposed stand up paddle board mobile rental trailer would be located in North West corner of the parking lot and would utilize six (6) parking spaces for the rental business.
7. **EXISTING ZONING.** The subject property is located in the SP (Specific Plan / Hotel) zone with a Waterfront Overlay within the Marina del Rey Local Coastal Program (LCP). The surrounding properties are zoned as follows:  
  
North: RV (Residential V) and H (Hotel)  
South: OS (Open Space – Mother’s Beach)  
West: P (Parking) and OS (Open Space)  
East: VS/CC (Visitor-Serving/Convenience Commercial)
8. **EXISTING LAND USES.** The existing use on the property is a 111-room hotel with a restaurant, meeting/banquet room, pool, and surface parking lot. The surrounding land uses are as follows:  
  
North: Hotel, parking, retail, restaurant  
South: Open space, Mother’s Beach  
West: Parking, Open Space, hotel  
East: Parking, restaurants

9. **PREVIOUS CASES/ZONING HISTORY.** The following cases are relevant to the subject property:
- **CUP 1053 and Variance 520:** To authorize expansion and remodeling of the existing hotel and restaurant, lounge, entertainment, modify parking standards and provide less than the required amount of off-street parking. Approved 3-9-1977.
  - **CUP 2089:** To continue a non-conforming arcade in a restaurant. Inactive since 1989.
  - **Plot Plan 13479:** Plot Plan to authorize a pole sign, approved 3-3-89.
  - **Parking Permit 85-007:** To authorize off-site parking for hotel and restaurant. Inactive since 1990.
  - **Coastal Development Permit No. 200500006 and Conditional Use Permit No. 200500233:** Authorized the renovation and expansion of the existing hotel, including 69 additional guest rooms (total of 111 guest rooms), an expanded and renovated restaurant, outdoor dining, new swimming pool and spa, patio, demolition of the existing one-story hotel building section and replacement with a four-story hotel building section, demolition of an existing one-story accessory building, new landscaping plan, parking and for the sale of a full-line of alcoholic beverages for on-site consumption in association with a hotel, restaurant, patio café, and hotel accessory uses on Parcel 27 in Marina del Rey,
10. **GENERAL PLAN / LOCAL COASTAL PROGRAM CONSISTENCY:** The project site is located within the Hotel and Waterfront Overlay land use category of the Local Coastal Program. This designation is intended to encourage coastal-related and coastal-dependent land uses while increasing development flexibility. The proposed project would allow for stand up paddle board rentals, which is coastal-related use and is therefore consistent with the permitted uses of the underlying land use category.
11. **RECREATION & VISITOR-SERVING FACILITIES (Policy 4):** *Lower cost visitor-serving facilities shall be protected and, to the extent feasible, new lower cost visitor-serving uses shall be encouraged and provided within the existing Marina. For the purposes of this policy, low or no cost visitor-serving facilities include but are not limited to parks, promenades, transient docks, open public plazas and seating areas, wildlife viewing areas, WaterBus transportation, public transit transportation, and special events.*

The stand up paddle board rental use would provide an added low-cost visitor-serving use adjacent to the water (Marina Beach).

12. **RECREATION & VISITOR-SERVING FACILITIES (Policy 6)** *All development, including redevelopment, expansion projects or new construction, shall be subject to the applicable parking requirements set forth in Los Angeles County Code, Title 22 (Zoning), as certified by the Commission in Appendix B of the LIP Specific Plan. In addition, public recreation areas shall be supported with visible public parking, consistent with the standards of Title 22, except that boat launch, boat storage, and marina parking and design shall be provided as specified in the Dept. of Beaches and Harbors' Specifications and Minimum Standards of Architectural Treatment and Construction, adopted in 1989.*

Parking ratios for a stand up paddle board use are not specified in Title 22, however staff has determined that the commercial parking ratio of one parking space per every 250 square feet of area is appropriate for the use. The area which would be occupied by the use, including the mobile rental trailer is approximately 918 square feet, which would require four (4) parking spaces.

13. **LAND USE PLAN FOR MARINA DEL REY NEW DEVELOPMENT POLICY (Policy 1):** *Preservation of the Small Craft Harbor facility a Priority. The primary purpose of the Land Use Plan shall be to maintain Marina del Rey as a Small Craft harbor for recreational purposes. A secondary purpose shall be to promote and provide visitor-serving facilities. Development shall not detract from, nor interfere with the use of existing or planned boating facilities, nor the ancillary uses which support these facilities.*

The proposed project supports the Land Use Plan in providing an opportunity for recreation within the harbor, as well as providing a visitor-serving use available to the public.

14. **LAND USE PLAN FOR MARINA DEL REY NEW DEVELOPMENT POLICY (Policy 4) Design Control Board.** *The Design Control Board (DCB), appointed by the Board of Supervisors, shall review all new development proposals, including renovations, for consistency with the Manual for Specifications and Minimum Standards of Architectural Treatment and Construction, the Statement of Aims and Policies and the Revised Permanent Sign Controls and Regulations.*

Any signage proposed will be reviewed by the Design Control Board.

15. **LAND USE PLAN FOR MARINA DEL REY NEW DEVELOPMENT POLICY (Mapped Policy) Waterfront Overlay Zone (WOZ):** *The Waterfront Overlay Zone is intended to provide additional flexibility for development of coastal-related and marine dependent land uses, primarily on waterfront parcels. Permitted uses include: Hotel, Visitor-serving Commercial, Open Space, Boat Storage, and Marine Commercial. The lessee of any parcel with this overlay zone designation, may apply for any of the permitted land uses within this category, regardless of the principal permitted use on the specific parcel. Development in the WOZ may not displace existing public recreation, visitor serving or coastal dependent boating uses, unless the use is relocated within the development zone in a comparable*

manner. The development potential available to each applicant is subject to the limitations of the zone in which the parcel is located. Height limits are subject to the standards of each land use category noted above.

The proposed project would provide a coastal-related use, while maintaining the principal permitted use within the zone (Jamaica Bay Inn).

16. The proposed project is in conformity with the public access and public recreation policies of Chapter 3 of Division 20 of the Public Resources Code.
17. The project is located within the California Coastal Commission appealable area and is required to be reviewed by the Hearing Officer or Regional Planning Commission.
18. **ZONING ORDINANCE AND DEVELOPMENT STANDARDS COMPLIANCE.** Pursuant to Sections 22.46.1060 and 22.46.1730 of the County Code, below are the applicable development standards.
19. **Required Parking.** Parking ratios for a stand up paddle board use are not specified in Title 22, however staff has determined that the commercial parking ratio of one parking space per every 250 square feet of area is appropriate for the use. The area which would be occupied by the mobile rental trailer is approximately 918 square feet, which would require four (4) parking spaces ( $918/250 = 3.6$ ).

The parking standard for hotels is one (1) parking space per two (2) guest rooms (Sec. 22.52.1130). The restaurant and meeting rooms were considered accessory to the primary use, a hotel, therefore 56 parking spaces were required under Conditional Use Permit Number 200500006 for the hotel use. There are 161 parking spaces provided on-site. In addition six (6) parking spaces would be used to locate the rental trailer, therefore 155 parking spaces would be available during times the trailer is present.

20. All other development standards have been met with the previous approval of Coastal Development Permit No. 200500006 and Conditional Use Permit No. 200500233
21. **NEIGHBORHOOD IMPACT/LAND USE COMPATIBILITY.** The stand up paddle board rental would provide an added amenity to the public, and would be located adjacent to Marina Beach providing easy accessibility. The rental services provide a coastal-related use near the water which is key priority of the Marina del Rey Local Coastal Program. The stand up paddle board rental would be consistent with the surrounding uses as visitor's using Marina Beach could rent the boards as well as nearby hotel guests.
22. **LEGAL NOTIFICATION AND PUBLIC OUTREACH.** Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was

appropriately notified of the public hearing by mail, newspaper and property posting.

23. **PUBLIC COMMENTS.** Staff has received seventeen (17) letters of support from members of the community praising Pro SUP Shop for their friendly service and added amenity to the community.

#### CONDITIONAL USE PERMIT SPECIFIC FINDINGS

24. The project site is located within the Hotel and Waterfront Overlay land use category of the Marina del Rey LCP. This designation is intended to encourage coastal-related and coastal-dependent land uses while increasing development flexibility. The proposed project would allow for stand up paddle board rentals, which is coastal-related use.

Therefore, the proposed use will be consistent with the certified Local Coastal Program for the area.

25. The stand up paddle board rental would be located in an existing parking lot and would not add any permanent structures. The rental use would add a coastal – related use near the water. The subject property fronts along the water and is surrounded by a mix commercial, hotel, open spaces and multi-family uses.

Therefore, the requested use at the location proposed will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

26. No new physical development on the site is proposed. The rental use will utilize existing excess parking on-site and provide for customer parking.

Therefore, the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.

27. No new physical improvements are proposed and sufficient parking exists to support the use.

Therefore, the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.

**ENVIRONMENTAL DETERMINATION**

28. The project would be located within an existing developed parking lot and would consist of a mobile trailer.

Therefore, this project qualifies for a Categorical Exemption (Class 1 Exemption, Existing Facilities) and is consistent with the finding by the State Secretary for Resources or by local guidelines that this class of projects does not have a significant effect on the environment.

29. **TERM LIMIT.** To assure continued compatibility between the use of the subject property allowed by this grant and surrounding land uses, the Hearing Officer determines that it is necessary to limit the term of the grant to ten (10) years.
30. **RECORD OF PROCEEDINGS.** The location of the documents and other materials constituting the record of proceedings upon which the Hearing Officer's decision is based in this matter is at the Los Angeles County Department of Regional Planning, 13<sup>th</sup> Floor, Hall of Records, 320 West Temple Street, Los Angeles, CA 90012. The custodian of such documents and materials shall be the Section Head of the Special Projects Section, Los Angeles County Department of Regional Planning.

**BASED ON THE FOREGOING, THE HEARING OFFICER CONCLUDES:**

- A. That the proposed use will be consistent with the adopted general plan and Marina del Rey Local Coastal Program; and
- B. That the requested use at the location proposed will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare; and
- C. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area; and
- D. That the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.

THEREFORE, the information submitted by the applicant and presented at the public hearing substantiates the required findings for a Conditional Use Permit as set forth in Section e.g. 22.56.090 of the Los Angeles County Code (Zoning Ordinance).

**HEARING OFFICER ACTION:**

1. The Hearing Officer determines that the project is exempt from the California Environmental Quality Act pursuant to the Class 1 – Existing Facilities categorical exemption.)
2. In view of the findings of fact and conclusions presented above, Project Number R2013-02089 and Conditional Use Permit Number 201300105 is Approved subject to the attached conditions.

**ACTION DATE: November 5, 2013**

SD:AG  
10/30/2013

c: Hearing Officer, Zoning Enforcement, Building and Safety

**DRAFT CONDITIONS OF APPROVAL  
COUNTY OF LOS ANGELES  
PROJECT NO. R2013-02089-(4)  
CONDITIONAL USE PERMIT NO. 201300105**

**PROJECT DESCRIPTION**

The project includes a request for a Conditional Use Permit to allow the operation a visitor-serving use (stand up paddle board rental) on the site of an existing hotel (Jamaica Bay Inn), utilizing surplus parking spaces. The rental operation would be based out of a mobile trailer utilizing six (6) parking spaces in the north east corner of the parking lot for the business, which are currently used as surplus parking spaces, subject to the following conditions of approval:

**GENERAL CONDITIONS**

1. Unless otherwise apparent from the context, the term "permittee" shall include the applicant, owner of the property, and any other person, corporation, or other entity making use of this grant.
2. This grant shall not be effective for any purpose until the permittee, and the owner of the subject property if other than the permittee, have filed at the office of the Los Angeles County ("County") Department of Regional Planning ("Regional Planning") their affidavit stating that they are aware of and agree to accept all of the conditions of this grant, and until all required monies have been paid pursuant to Condition No. 10. Notwithstanding the foregoing, this Condition No. 2 and Condition Nos. 4, 5 and 9. shall be effective immediately upon the date of final approval of this grant by the County.
3. Unless otherwise apparent from the context, the term "date of final approval" shall mean the date the County's action becomes effective pursuant to Section 22.60.260 of the County Code.
4. The permittee shall defend, indemnify, and hold harmless the County, its agents, officers, and employees from any claim, action, or proceeding against the County or its agents, officers, or employees to attack, set aside, void, or annul this permit approval, which action is brought within the applicable time period of Government Code Section 65009 or any other applicable limitations period. The County shall promptly notify the permittee of any claim, action, or proceeding and the County shall reasonably cooperate in the defense. If the County fails to promptly notify the permittee of any claim, action, or proceeding, or if the County fails to cooperate reasonably in the defense, the permittee shall not thereafter be responsible to defend, indemnify, or hold harmless the County.
5. In the event that any claim, action, or proceeding as described above is filed against the County, the permittee shall within ten days of the filing make an initial deposit with Regional Planning in the amount of up to \$5,000.00, from which actual costs and expenses shall be billed and deducted for the purpose of defraying the costs or expenses involved in Regional Planning's cooperation in the defense,

including but not limited to, depositions, testimony, and other assistance provided to permittee or permittee's counsel.

If during the litigation process, actual costs or expenses incurred reach 80 percent of the amount on deposit, the permittee shall deposit additional funds sufficient to bring the balance up to the amount of \$5,000.00. There is no limit to the number of supplemental deposits that may be required prior to completion of the litigation.

At the sole discretion of the permittee, the amount of an initial or any supplemental deposit may exceed the minimum amounts defined herein. Additionally, the cost for collection and duplication of records and other related documents shall be paid by the permittee according to County Code Section 2.170.010.

6. If any material provision of this grant is held or declared to be invalid by a court of competent jurisdiction, the permit shall be void and the privileges granted hereunder shall lapse.
7. Upon any transfer or lease of the property during the term of this grant, the permittee, or the owner of the subject property if other than the permittee, shall promptly provide a copy of the grant and its conditions to the transferee or lessee of the subject property.
8. **This grant shall terminate on November 5, 2023.** Entitlement to use of the property thereafter shall be subject to the regulations then in effect. If the permittee intends to continue operations after such date, whether or not the permittee proposes any modifications to the use at that time, the permittee shall file a new Conditional Use Permit application with Regional Planning, or shall otherwise comply with the applicable requirements at that time. Such application shall be filed at least six (6) months prior to the expiration date of this grant and shall be accompanied by the required fee. In the event that the permittee seeks to discontinue or otherwise change the use, notice is hereby given that the use of such property may require additional or different permits and would be subject to the then-applicable regulations.
9. This grant shall expire unless used within two (2) years from the date of final approval of the grant. A single one-year time extension may be requested in writing and with the payment of the applicable fee prior to such expiration date.
10. The subject property shall be maintained and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions. Inspections shall be made to ensure compliance with the conditions of this grant as well as to ensure that any development undertaken on the subject property is in accordance with the approved site plan on file. The permittee shall deposit with the County the sum of **\$2,000.00**. The deposit shall be placed in a performance fund, which shall be used exclusively to compensate Regional Planning for all expenses incurred while inspecting the premises to

determine the permittee's compliance with the conditions of approval. The fund provides for ten (10) annual inspections. Inspections shall be unannounced.

If additional inspections are required to ensure compliance with the conditions of this grant, or if any inspection discloses that the subject property is being used in violation of any one of the conditions of this grant, the permittee shall be financially responsible and shall reimburse Regional Planning for all additional enforcement efforts necessary to bring the subject property into compliance. The amount charged for additional inspections shall be \$200.00 per inspection, or the current recovery cost at the time any additional inspections are required, whichever is greater.

11. Notice is hereby given that any person violating a provision of this grant is guilty of a misdemeanor. Notice is further given that the Regional Planning Commission ("Commission") or a Hearing Officer may, after conducting a public hearing, revoke or modify this grant, if the Commission or Hearing Officer finds that these conditions have been violated or that this grant has been exercised so as to be detrimental to the public's health or safety or so as to be a nuisance, or as otherwise authorized pursuant to Chapter 22.56, Part 13 of the County Code.
12. All development pursuant to this grant must be kept in full compliance with the County Fire Code to the satisfaction of said department.
13. All development pursuant to this grant shall conform with the requirements of the County Department of Public Works to the satisfaction of said department.
14. All development pursuant to this grant shall comply with the requirements of Title 22 of the County Code and of the specific zoning of the subject property, unless specifically modified by this grant, as set forth in these conditions, including the approved Exhibit "A," or a revised Exhibit "A" approved by the Director of Regional Planning ("Director").
15. The permittee shall maintain the subject property in a neat and orderly fashion. The permittee shall maintain free of litter all areas of the premises over which the permittee has control.
16. All structures, walls and fences open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. The only exceptions shall be seasonal decorations or signage provided under the auspices of a civic or non-profit organization.

In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings

shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

17. The subject property shall be developed and maintained in substantial compliance with the plans marked Exhibit "A." If changes to the site plan are required as a result of instruction given at the public hearing, **three (3) copies** of a modified Exhibit "A" shall be submitted to Regional Planning within sixty (60) days of the date of final approval.
18. In the event that subsequent revisions to the approved Exhibit "A" are submitted, the permittee shall submit **three (3) copies** of the proposed plans to the Director for review and approval. All revised plans must be accompanied by the written authorization of the property owner(s) and applicable fee for such revision.

#### PROJECT SITE SPECIFIC CONDITIONS

19. This grant shall authorize the operation a visitor-serving use (stand up paddle board rental) on the site of an existing hotel (Jamaica Bay Inn), utilizing surplus parking spaces. The rental operation would be based out of a mobile trailer utilizing six (6) parking spaces in the north east corner of the parking lot for the business, which are currently used as surplus parking spaces.
20. Rental activity shall occur only within the designated area as depicted on the approved Exhibit "A" map.



# CONDITIONAL USE PERMIT BURDEN OF PROOF

Pursuant to Zoning Code Section 22.56.040, the applicant shall substantiate the following:

*(Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)*

A. That the requested use at the location will not:

1. Adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, or
2. Be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, or
3. Jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

please see attached

B. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.

please see attached

C. That the proposed site is adequately served:

1. By highways or streets of sufficient width, and improved as necessary to carry the kind and quantity of traffic such use would generate, and
2. By other public or private service facilities as are required.

please see attached

## **Conditional Use Permit Burden of Proof**

**A-1** I cannot think of any adverse affects on the surrounding community created by this C.U.P. On the contrary, it will be a benefit to the surrounding community by providing a fitness opportunity close by. It will further produce educated water way users by ensuring paddlers are trained in proper etiquette, safety and use of the Marina. Additionally, we offer discounted rates to schools and donate lessons to local charities.

**A-2** Since there is no permanent building or construction, there is no devaluation of property on any of the surrounding neighbors. There are two trailers that store stand up paddle boards and accessories parked in the Jamaica Bay Inn parking lot. They can be moved at any time. They are also adorned with fun and aesthetic photographs of the community and it's members enjoying stand up paddle boarding. Further, the primary leaseholders of the site and our neighbors directly to the east (The Jamaica Bay Inn) are gratified by our presence and we have a happily symbiotic relationship. Directly west of our proposed use location is public parking lot #10. There is no affect on this location except increased revenue from our patrons parking there. South is Mother's Beach. I can guess that there will be additional usage of this beach and in the D basin due to our presence. The good thing about our particular operation is that all our instructors are certified and make water etiquette and safety a mandatory part of our instruction and usage agreement. Our instructors have been instrumental in performing assistance to other S U P (Stand Up Paddleboard) users who have gotten into unsafe situations. We hold ourselves as ambassadors of the sport and all our instructors set an example as respectful navigators of the water ways.

**A-3** This operation will in no way affect public health or safety. There is no waste produced by this operation. There is nothing but a trailer parked in a parking lot approved by the owners of the parking lot. Our staging area is off public property. As stated above we produce educated water way users by ensuring paddlers are trained in proper etiquette, and safety measures for harmonious use of the Marina.

**B-** The proposed site is more than adequate to accommodate our trailers. There is a perfect little grassy knoll that provides an excellent, out of the way staging area to fit patrons with equipment. There is ample parking provided by lots #9, #10 and #11. Also The Jamaica Bay Inn allows our patrons to use their lot for a competitive fee. This location is perfectly situated for parking, loading and safe entrance in and out of the Marina water way.

**C-1** Since this proposed use does not include any permanent construction, there is minimal to no affect on the highways and streets. It will constitute a service to the normal beach goers and local Marina users and attract a small percentage of new visitors.

**C-2** The Jamaica Bay Inn allows our patrons use of their restrooms and showers so any impact on these facilities is negligible. Our operation will increase the amount of beach and Marina users thus affecting the lifeguards and harbor patrol. However, as stated above, our operation prides itself on insisting our patrons are educated in proper etiquette and safety guidelines of Marina use. We have been instrumental in assisting other S U P outfits whose patrons have gotten into unsafe situations.



## **kurmalliance**

oceanconservation & yogactivism

2333 clark ave.  
venice, ca. 90291  
501c3 nonprofit org.  
tax id#45-2639830

To whom it may concern,

I am writing today to share show my support for the Pro SUP Shop and share the great experience that I have had working them. My name is Erin Politz and I am the Vice President of the Kurmalliance Organization. Kurmalliance is an all-volunteer organization that began in the local yoga community.

Kurmalliance's goal is to bring attention to the growing problem of plastic pollution in our oceans and its dire effects on the environment and sea life. Kurmalliance has focused its efforts on improving the condition of Santa Monica Bay by reducing plastic pollution, identifying methods to recycle the waste generated from cleanup efforts and educating the community about our programs. Part of our program is to organize paddle board clean-up excursions in the Santa Monica Bay.

Recently we have partnered with the Pro SUP shop in Marina Del Rey. The Pro SUP Shop graciously allowed us to use their SUP boards for our clean-up excursions at a reduced cost. Their generosity has allowed us to take out crews of SUP boarders into the ocean to collect the plastic trash that pollutes the Santa Monica Bay. Our program improves the health of our ocean for the Los Angeles community and the sea life that lives in it. It has been fantastic having the Pro SUP Shop as a partner.

The Pro SUP Shop is friendly, well organized and a pleasure to work with. We look forward to a long partnership with the Pro SUP Shop as we continue our cleanup effort in the Santa Monica Bay. The Pro SUP Shop is an asset to the Marina Del Rey business community, demonstrating a commitment to the community beyond their balance sheet and income statement. I will recommend them to the community without hesitation.

Sincerely,

A handwritten signature in blue ink that reads "Erin Politz". The signature is fluid and cursive, with the first name being more prominent.

Erin Politz  
Kurmalliance  
310 920-0370

July 17, 2013

To Whom It May Concern,

There isn't enough I can say about ProSup Shop. I have lived in Marina Del Rey for 20 years and have maybe been to Mothers Beach twice before I found the people at ProSup Shop. Each time I had gone the beach was practically deserted. But, since I found ProSup Shop the entire beach has changed, now it is full of positive healthy people wanting to use the beach and water.

Seeing the rental procedures from ProSup Shop, I have noticed they always give a thorough instruction to each person with very direct safety instructions and proper use of the canal and boat traffic. They help each person and never just send anyone out without detailed information like many other rental companies I have seen. The people that work there are all trained and will always help other people in the water (if rented somewhere else) about technique and safety. They look out for everyone!

Another thing ProSup Shop has done was bring a tremendous amount of business to the surrounding restaurants and hotels. After every paddle there are many, many people going to eat at restaurants they would've never found otherwise.

ProSup Shop has brought a tons of fun and joy to myself and many people in a very safe professional way.

Sincerely,

  
Karen Feldman

4626 Via Marina 112

Marina Del Rey, CA 90292

Stephanie Lindsay  
3315 Military Ave  
Los Angeles, CA 90034

July 18, 2013

Subject: Letter of Recommendation for Pro SUP Shop Conditional Use Permit

To Whom It May Concern:

At the beginning of this year I began stand-up paddling regularly out of Mother's Beach in the Marina del Rey and get great reward from being on the water, enjoying the marina and it's ocean life, and the health benefits that SUP has brought me. I live about 10-15 minutes drive from the marina but have spent much of my life enjoying the marina through rowing and kayaking.

I came across Pro SUP Shop's online store and trailers and soon became a customer. Of all the stand up paddle companies I have dealt with Pro SUP Shop offer the highest level of professionalism, skill and expertise, and attention to safety and protecting the environment. Customers soon become friends and Pro SUP Shop support a thriving paddling community in the marina that offers a wonderful opportunity for both newcomers to try the sport safely, and for experienced paddlers to get out there and share their passion for the sport and being on the water. My life has been enriched by the people I have met and the athletic and skill development Pro SUP Shop has supported. Mother's Beach is a wonderful facility because it enables paddlers to learn in a safe, protected area, and my opinion is Pro SUP Shop's location on the beach is critical to supporting this effort.

I hope that Pro SUP Shop's conditional use permit is granted so that they can continue to offer their services to the community. Thank you for your consideration.

Sincerely,



Stephanie Lindsay

(310) 924-2575

[stephanieglindsay@gmail.com](mailto:stephanieglindsay@gmail.com)



Anita Gutierrez  
County of Los Angeles  
Department of Regional Planning  
320 West Temple Street  
LA, Ca 90012

Dear Anita,

I am writing on behalf of Pro SUP Shop's Conditional Use Permit application. For the past two years, Pro SUP Shop's owner, Mike Vaughan, has partnered with Los Angeles Waterkeeper as a race coordinator for our annual stand-up paddleboard race focused on environmental outreach to the watersports community about the importance of clean water. Mike is a local leader, a cornerstone of the stand-up paddle community, and an important clean water advocate amongst watersports enthusiasts in Los Angeles. I hope you will consider his application.

Best Regards,



Jennifer Badger

Programs Administrator

**Annenberg Community  
Beach House**  
AT SANTA MONICA STATE BEACH

July 20, 2013

Re: Pro SUP Shop Conditional Use Permit

Dear Sir or Madam,

I am writing in support of Pro SUP Shop and its application for a Conditional Use Permit. I have had the opportunity to work with Pro SUP Shop in a variety of ways over the past three years and have always felt that all of their operations have been handled competently, safely and professionally.

The Annenberg Community Beach House and the City of Santa Monica offer Standup Paddleboard lessons and rentals on Santa Monica State Beach and in managing this aspect of our recreational offerings, I have benefitted greatly from input and advice from Mike Vaughan and Mike Vaughan, Senior. When I was setting up our rental and lesson fleet, Mike introduced me to several local suppliers that helped me to obtain the best quality equipment possible. Later, when Pro SUP Shop became fully operational, I began to purchase equipment from them directly. I have always been able to count on quick, honest service when purchasing equipment from Pro SUP Shop. In fact, when the time came for me to purchase my own personal SUP equipment, Pro SUP Shop was my one and only stop.

Having Pro SUP Shop as a partner with a location in the Jamaica Bay Inn/Mother's Beach area of Marina Del Rey has also been of great benefit to my operations. On occasion, when the swells and surf are intimidating to beginner SUP students, I have recommended the services of Pro SUP Shop. I know that when I refer people to Pro SUP Shop for lessons they will receive a high quality lesson and be have an enjoyable time learning this exciting new sport. Having a consistent, permitted location for Pro SUP Shop to operate will greatly benefit the local Standup Paddleboarding community. The people involved with Pro SUP Shop are dedicated to providing a great paddling experience for everybody who comes by the shop.

Thank you for taking the time to consider extending a Conditional Use Permit to Pro SUP Shop so they can continue to be a part of the Los Angeles SUP landscape.

Sincerely,



Heath Hamilton  
Beach Recreation Supervisor  
City of Santa Monica



July 20, 2013

Mike Vaughn  
Pro SUP Shop  
849 Dickson Street  
MDR, CA 90292

Dear Mike,

I am happy to write a letter of recommendation in support of Pro SUP Shop's application for a Conditional Use Permit at Mother's Beach in Marina Del Rey Harbor.

Pro SUP Shop has provided such essential support, education and access to the local watersports community, in particular to women of all ages and abilities looking to use the water for recreation.

As a member of the South Bay Mermaids, a local women's paddleboard club, that has worked for the last decade to increase the number of women involved in paddlesports, I have seen first-hand all the hard work you do for our community in recent years. Your operation is well-run and has the skilled instructors and variety of boards and safety equipment necessary for us to feel comfortable bringing new paddlers to the harbor for lessons. There are other operators in the harbor, but none as skilled, attuned & equipped to the needs of all levels of paddlers, and concerned with the safety of everyone on the water, every time you take people out for a paddle. I also appreciate the strong relationships you have created with all the other clubs and harbor users. With so many people wanting to use the harbor for recreation, it is important to support those companies that make an effort to work together with the larger harbor community.

Our club brings hundreds of women to Mother's Beach each year to work with Pro SUP Shop. After each visit we always visit a local restaurant for lunch, bringing other business to the area. It would be a great loss to the Marina Del Rey community if you do not achieve this Conditional Use Permit. I hope this letter will help to convey to the permit committee how much your company means to watersports participants in Marina Del Rey. We hope you can continue the great work you do in the harbor!

Sincerely,



Kathryn Tubbs  
South Bay Mermaids  
520 West Holly Street  
El Segundo, CA 90245



FOX 2000 PICTURES  
A UNIT OF TWENTIETH CENTURY FOX FILM CORPORATION

10201 West Pico Boulevard, Building 78, Room 108  
Los Angeles, California 90064-2674  
Phone 310 369 1373 • Fax 310 369 4258  
e-mail: nick.d'angelo@fox.com

Nick D'Angelo  
Director  
Production

July 18, 2013

**RE: PRO SUP SHOP**

To Whom It May Concern,

I am writing today to share my incredible experiences with the Vaughan family and their company, Pro Sup Shop. I can say with 100% honesty that their presence at their location in Marina Del Rey is additive both from a commercial perspective in that it attracts people and business to the area, and on a more personal level, it gets people actively involved in one of the fastest growing sports in the world. I am an avid paddler thanks to Mike Vaughan, and I can state firsthand the numerous benefits that this sport offers. It is a total body workout, it offers unique relaxation and vistas from out on the water, it fosters eco-friendly use and appreciation of our local waterways, marina, inlet, ocean, etc., it allows for friendly competition and camaraderie, it encourages adventure and exploration, and the list goes on and on. Mike and his team work tirelessly to put together clinics, programs, lessons, group events, races, barbecues, etc. to get the community active while also including guests and tourists who are new to the sport and Marina Del Rey. When I have out of town guests or stand up paddle newbies, I take them to Pro Sup Shop and am always guaranteed excellent service and attention to detail. The equipment, instruction, and safety precautions are of the highest level. The staff at Pro Sup Shop truly love what they do, and it is apparent in everything they do. It's said that if you choose a job you love, you never work a day in your life, and I know that Mike and the Pro Sup Shop staff view every day on the beach not as work, but as a devoted passion that they're able to pass along to their clients.

Sincerely,

Nick D'Angelo  
16 Fleet Street, Apt 9  
Marina Del Rey, CA 90292

July 21, 2013

To Whom It May Concern:

It is with pleasure that I write this letter of recommendation on behalf of Pro SUP Shop . I have been a frequent renter and earlier this year, I purchased a paddleboard from Pro SUP Shop. I also have joined their cruises, clinics, and excursions.

I have taken lessons and have rented from other paddleboard rental companies, however Pro SUP Shop is the only company I would recommend to my family, friends, and coworkers. The reason is they have great instructors that are very friendly and knowledgeable, value safety, and take care of their equipment. I have seen other rental companies in the Marina rent out boards without providing a personal flotation device, however the Pro SUP Shop will not allow this.

Pro SUP Shop not only provides great boards to rent and teach you the proper form, they also help you fall in love with the sport of paddleboarding. They bring the paddleboarding community together by creating events such as challenging races/workouts, cruises and fun excursions where you'll end up paddleboarding with dolphins. They also give back to the community by sponsoring events such as Stand Up Paddle for Clean Water.

Sincerely,



Beverly Cristobal

4170 Admiralty Way #141

Marina del Rey, CA 90292

To Whom It May Concern

Ref. ProSUP Shop service and facility at Mother's Beach (by Jamaica Bay Inn),  
Marina del Rey

From my own experience : The wonderful team at ProSUP in the Marina have in recent years introduced the sport of Stand Up Paddling to many people, of all ages and backgrounds, and they've clearly established themselves as the superior and most approachable providers of SUP equipment and instruction in the local area. In this regard, they have improved beach and water use by those who've taken up the sport as well as always placing a great deal of emphasis on water safety, shared use of beach and the Marina and how paddling can help you stay in shape and improve fitness and well being.

I truly believe ProSUP play an important role in the local community for the above reasons and wholly commend them as an excellent example to all.

A handwritten signature in blue ink, appearing to read 'Lee Snook', written in a cursive style.

Lee Snook  
13924 Marquesas Way  
Marina del Rey  
CA 90292

Christine Coons  
3136 Oak St.  
Paso Robles, Ca 93446

Conditional Use Permit Board,

My name is Christine Coons and I am writing you on behalf of Pro Sup Shop in Marina Del Ray, Ca. I have been a long standing guest at the trailer in the Marina. As a guest I have had the opportunity to set-up, prepare, paddle, and close-up the shop many times. It is a pleasure to be in the Marina among wonderful people who are seeking to inspire and share their love of the ocean with others. I am impressed by the care and concern the Pro Sup staff has for their guest.

I have been given extensive instructions about water safety and Marina etiquette by the professional staff at Pro Sup Shop. I am always given PFD gear each time I paddle and when I join them for a moonlight paddle, I am always given the required lights to keep me safe.

Pro Sup Shop makes getting out on the water a pleasure and easy. My 5 year old daughter and I love to paddle during our visits to Southern California. We are encouraged to exercise and explore your beautiful marina. We have seen all kinds of wildlife including seals, sharks, sting rays and many species of birds. We have enjoyed shopping near by and eating at many of the restaurants too.

Thank you for reading my letter, it is my hope that you will give Pro Sup Shop the Conditional Use Permit they are seeking. Permitting Pro Sup Shop will allow them to continue to serve their community and inform their guest about water adventures and safety.

Sincerely,  
Christine Coons  
805-423-8404

Olivia Coons  
3136 Oak St.  
Paso Robles, Ca 93446

Conditional Use Permit Board,

My name is Olivia, I am 5 years old. My funniest Uncle Mike Vaughan owns Pro Sup Shop in Marina Del Ray, Ca. My Papa Michael Vaughan Sr. is his right hand man. I have been paddle boarding in the Marina since I was 3. I want to share my story with you.

I like to go to the Pro Sup trailer to see my Papa and Uncle Mike. They are so busy and I ask them when we can go out paddling. I have to be patient and wait while they take care of their guest. When it is our turn to go out my Papa makes sure I have my special vest on and my favorite pink paddle. Then we get the board, we get in the water. Next we have to have both hands on the paddle and paddle backwards so we can go forward! Sometimes I ask my papa to go really fast, that's a lot of fun.

Thank you for reading my letter. I hope you will give Pro Sup Shop the Conditional Use Permit they are seeking. I love the Marina and I really love the happy times I share with so many people at the Pro Sup Trailer.

Sincerely,  
Olivia Coons



Dear Vaughn family:

I am writing to thank you for the great time my boys and I had when we went paddling with Pro-Sup-Shop. My son Billy isn't much for water sports, and when Mike took him out on the water, I saw how he enjoyed having a new experience! Mike was very careful to explain everything about paddling to him – and he made an extra effort to see that Billy could really see the little tiger sharks in the water.

The Marina really needs businesses like yours for families to enjoy. It's not just a benefit for visitors and tourists – local people really appreciate a family business where they can feel at home and be guaranteed a great time in healthy and environmentally friendly activity. I know that when we want to relax and get away from it all, we can go to Marina and find you guys!

Thanks again for the great times – We will see you again soon!

Sincerely,

Ellen Shapiro

855 10<sup>th</sup> Street #102

Santa Monica, CA 90403

To whom it may concern,

Pro SUP Shop has made a positive impact on my life in many ways. I came out to Pro SUP Shop for a Stand Up Paddle Boarding Lesson about a year and a half ago. I noticed immediately how professional the staff was and how concerned with not only my safety but also to others in the Marina, the wildlife and the environment. It was such a great experience that I knew immediately that this was something that was going to impact my life in a huge and positive way. Since my first visit to Pro SUP Shop I have increased my core strength and have become much healthier, the techniques I learned that first time Stand Up Paddleboarding have helped me lose over 70 pounds (the last time I checked). I am all around a much happier person having the blessing that is life on the water. I cannot think of another company who have made more of a positive impact on not only their community but across the country.

Coral Hine

Mustang, OK

(323) 786-3184

To whom it may concern,

As a resident of Marina del Rey I have been fortunate to find the folks at Pro Sup Shop. I took my first Paddleboard lesson and discovered a new sport and an entire community of friends. The Vaughn family has created a healthy social environment for me and an opportunity to stay fit and enjoy the beautiful waters of the marina. They believe safety first and are always hands on with instruction. I have tried renting boards from other companies and did not get a safely lesson or instruction on the rules of the water. Pro Sup Shop is serious about the growth of the sport and properly training us while welcoming everyone in as a family of paddlers.

Best Wishes to the Vaughn's for continuing to operate at Mothers Beach and keeping us happy and healthy.

Diane Gardner  
13836 Bora Bora Way B208  
Marina del Rey, CA 90292  
310 754-2354

Kyle G. Kushner  
4101 Via Marina #N305  
Marina Del Rey CA 90292

July 24, 2013

RE: Pro Sup Shop, Marina Del Rey

To Whom it May Concern,

I am writing this letter to you today to express my immense admiration and personal gratitude for Pro Sup Shop. As a member of this community, I can honestly say that no other business has had such a profoundly positive effect on me. I, like many others that frequent Pro Sup Shop, am always captivated by its presence as a family friendly environment that promotes health, fitness, fun and environmental awareness. I can not express more my absolute appreciation for what Mike Vaughan has created. The smiles that he, his family and this business put on the faces of anyone that encounters Pro Sup Shop is a testament to it being a pillar of our Marina Del Rey community. Thank you for your time and consideration.

Sincerely,



Kyle Gentry Kushner



# JAMAICA BAY INN

By Pacifica Hotels

[www.jamaicabayinn.com](http://www.jamaicabayinn.com)

To whom it may concern,

July 22, 2013

Jamaica Bay Inn is aware of and supports Pro SUP shop's application for a conditional use permit to operate its board rental business from the parking area at Jamaica Bay Inn.

Sincerely,

Shawn Highland

General Manager





# Department of Regional Planning



Printed: Oct 30, 2013



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