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File No. 67941

March 18, 2014

Regional Planning Commission
County of Los Angeles
320 West Temple Avenue
Los Angeles, California 90012

Re: Alpine Village in West Carson: Economic Development Element of County
General Plan Update
Regional Planning Commission Hearing Date: March 26, 2014

Dear Commissioners:

We represent the owners of Alpine Village to oppose a recommendation by the Department's General Plan Section to eliminate the industrial plan category on fourteen acres along the Harbor Freeway. The General Plan Section would substitute a commercial plan category over all fourteen acres owned and operated by Alpine Village.

Alpine Village was one of the first developers to bring vision to West Carson, taking a fourteen-acre landfill and building a retail and entertainment destination along Torrance Boulevard at the Harbor Freeway.

Alpine Village has been a hub of European culture in Southern California since 1968 and has been a mainstay in the community of West Carson, an area that is designated as a State Enterprise Zone and is one of the last areas to be undeveloped along the County's major Harbor Freeway corridor.

The General Plan Section's proposal does not respect the four-decade old industrial designation, the importance of accommodating the longstanding Oktoberfest festival at the property, or a pending land use application, and the Section overlooks the potential for industrial development along this important Freeway corridor near the ports of Los Angeles and Long Beach and the Los Angeles International Airport.

Only the narrow strip along Torrance Boulevard is occupied by permanent structures, leaving most of the property underutilized and available potentially to industrial development consistent with the neighborhood.

The industrial site has hosted many temporary activities for more than forty years and the general plan category has always been industrial. There are no permanent facilities on

the undeveloped remainder, which is adjacent to the Freeway on the east, industry to the north, and well buffered from any residential areas. The popular Oktoberfest is forty-six years old, occurring over eight weekends every year in a temporary tent structure at Alpine Village. Oktoberfest may have difficulty fitting into the narrow requirement of any proposed commercial plan category.

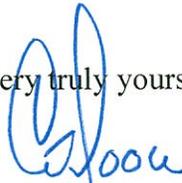
Similarly, Alpine Village now seeks to build an event center that will host a variety of activities. The facility could include, according to a pending application: sporting events; Oktoberfest and other popular celebrations; conventions and festivals; concerts; and fundraisers.

The specific land use implications of this approach to Alpine Village are outside the scope of the Countywide General Plan Update. Any plan or zone change should be left to a subsequent, more specific and narrow land use proceeding initiated by Alpine Village.

The attachment provides additional information and explains why the Regional Planning Commission should recommend retaining the forty-six year old industrial designation for Alpine Village.

We look forward to the General Plan proceedings which affect the West Carson area and Alpine Village.

Very truly yours,



Charles J. Moore

CJM/klp

Enclosures

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cc: Mr. Richard Bruckner
Mr. Mark Child
Ms. Connie Chung
Ms. Sorin H. Alexanian
Mr. Mitchell Glaser

**RETAIN CURRENT INDUSTRIAL PLAN CATEGORY
FOURTEEN ACRE ALPINE VILLAGE SITE;
WEST CARSON STUDY AREA NUMBER TWO**

1. The fortunate location of this property makes it especially desirable for future industrial development as well as commercial uses. The site provides direct freeway access, public infrastructure, nearby transportation corridors for freight and proximity to harbors and airports.
2. There are not adequate planning justifications for eliminating the long standing industrial planning category from this strategic site. Nearby land is planned for and in some cases already developed with industrial uses, and Alpine Village is equally well situated for attracting new industry or commercial use to this West Carson Study Area.
3. There is an acknowledged shortage of available industrial property in the County. Encroachments by poorly placed and incompatible development have occurred, and should not continue by eliminating another industrial resource like the ten acre Alpine Village site.
4. Pending zoning applications by Alpine Village support retaining the industrial planning category. Alpine Village has on file at the department an application to establish an event center. The technicalities of an event center, designed to serve a range of commercial, cultural, entertainment and recreational events, are most compatible with flexible industrial planning and zoning. Careful conditioning of future proposals for either industrial or commercial uses can insure compatibility.
5. Existing recreational and entertainment activities at Alpine Village were established in reliance on the industrial character of the site. Oktoberfest, recently renewed by the

Planning Commission, operates several weekends each year and has been an important cultural and recreational opportunity for decades. The proposed commercial plan category may be too restrictive and less compatible with these important activities.

6. Investors have expressed interest in the Alpine Village industrial site, but not for retail commercial uses as the general plan section would dictate.
7. The general plan section's proposal is a disincentive to future economic development and improvements on the site. Retaining the industrial plan designation will promote both commercial and industrial opportunities.
8. A comprehensive strategic plan for economic development, prepared by the Los Angeles County Economic Development Corporation, supports retention of this industrial land resource, not its elimination.
9. The owners of Alpine Village were never consulted about this plan change proposal and they received only a general announcement of the general plan update.