New Development Working Group  
Addendum for Additional Opinions  
May 5, 2009

The New Development/Land Use Working Group did not reach consensus on a few Coastal Commission Recommendations. The remarks presented below are additional opinions from some of the Marina residents:

*Coastal Commission Recommendation 18A: In preparation for amending its LCP the County should undertake a comprehensive study of anticipated future development that includes all pending project driven amendments, fulfillment of Asset Management strategies, and other facilities identified through a community planning process.*

We also support the “comprehensive study” and want to make particular note of the fact that successful modern “development” includes preserving, protecting, and highlighting unique and distinct environmental features present in a community.

“Green” is good for business, and healthy for civic Asset Management. We believe that there can be profitable results to *consciously developing* what remains of the Marina’s precious and dwindling open space, including the wetlands.

With balanced planning and vision, the Marina can become an award winning “green” community -- something that can only benefit the County by increasing overall property values for homeowners, turning the Marina into more of a tourist destination, and making rental rates in the area highly competitive. This will result in increased County income from property taxes, revenue generated from successful area businesses, and lease income.

The local residents of Marina Del Rey suggest that this “comprehensive study” meticulously evaluate the cumulative, and long-range environmental impacts of all proposed redevelopment in the Marina for two reasons:

A) So as not to endanger nor adversely impact the delicate balance of wildlife and natural resources.

B) To seriously calculate the asset value of making the Marina a “green” community.
There are numerous financial and environmental arguments for preserving and fortifying the remaining open spaces in the Marina, particularly along the highly residential and water adjacent Via Marina corridor. We hope that in determining the overall future Asset Management strategy of the Marina community, the County will value open spaces with an eye toward preservation, and not just simply calculate straight lease income from commercially re-developing the few remaining parcels of public land. We believe the County can generate greater long-term revenue with a “green” approach, as this strategy has been proven in other communities to result in tangible financial assets for local governments. (For example, commercial development projects, like Esprit, with their low success at occupancy, have perhaps not benefited the overall financial health of the Marina/County as expected.)

In summary, the natural resources and wildlife that make the Marina unique are to be highly valued. By supporting the healthy balance of this Coastal region, and developing the Marina into a “green” jewel, the County will not only fortify Coastal preservation, but also generate more income. This can only be accomplished if the new development/planning significantly adopts a “green” strategy. The token nod to the environment in some of the proposed private lease projects will not result in this win/win outcome.

In advocating environmentally conscious Development, we hope that the County will look to award winning “green” communities – including Vancouver’s Coal Harbor, and neighboring Santa Monica’s beach-front redevelopment – for ideas and inspiration.

**Coastal Commission Recommendation 19:** Revise the LCP to require that the County consider all pending project-driven amendments of the LCP that would change the designation of parcels from a public park or parking use at the same time. A project shall be considered pending if there is an approved term sheet allowing the applicant to apply for approval of the project. In considering such amendments, the County should analyze the total pattern of public serving and park uses in the Marina.

We request that Recommendation 19 be approached in a manner that takes into account that land parcels designated for public use, once commercially developed, will never be returned to the trust of the community they currently are designed to serve; and that any loss of square footage will forever alter the current, as well as
future, "public serving and park uses" available in the rapidly developing and densely populated Marina.

The current public parcels and parking lots (including those with “pending projects”) are undeniably a valuable, limited, and shrinking County resource -- and the community urges that they be maintained, designed, and allocated with a vision to serve and enhance the overall quality of life for the local Public and the Environment. The financial benefits of civic “green” preservation projects have been outlined above, but there are also recreational, education, and environmental values to be calculated.

It is strongly suggested that in Recommendation 19’s analysis of the "total pattern of public serving and park uses in the Marina," that the County and Coastal Commission consider recreational opportunities available to residents of all ages and interests. It is to be noted that the bulk of current and proposed recreational opportunities along the Via Marina corridor are geared to bikers, walkers, and boat owners; while the Mothers Beach area is geared for toddlers. This leaves families with school-aged children, as well as elderly residents, in this most densely developed area of the Marina, with no public green recreational park, nor walking access to Burton Chace Park.

We therefore suggest that Parcel FF be considered as an ideal location to incorporate a recreational green park space into the Via Marina corridor for local residents, as well as visiting County residents. This area could become a community centerpiece with far reaching civic benefits for generations to come. (It is also to be noted that parcel FF is very crowded with the cars of County guests on July 4th, Boat Parade days, and peak summer times when the lots adjacent to Mothers Beach are full. So a visitor car park space area should be retained in considering “green” re-development of FF).

We also suggest for wetlands Parcel 9U, that the County look beyond the pending projects for hotels/timeshares – and consider a recreational/educational model like Malibu’s Legacy Park (malibulegacy.org), where an empty field is being transformed into a cutting-edge environmental cleaning machine that reduces pollution impacts, and improves water quality.

In summary, we advocate that parcels and parking lots currently allocated for Public use, remain designated solely for Public use; and not be re-designated to private commercial projects. The Marina’s precious and open public areas can be redeveloped in ways that add priceless value to the entire Community, the County, and the Environment.
24. In-Lieu Fees for Lower Cost Overnight Visitor Accommodations. The County should update the existing in-lieu mitigation fee LCP policy for new development of overnight visitor accommodations in the coastal zone that are not lower cost. The in-lieu fee would be required as a condition of approval of a coastal development permit, in order to provide significant funding to support the establishment of lower cost overnight visitor accommodations within the coastal area of Los Angeles County. The fee would be based on the per bed "mid-range" land acquisition and construction costs to build a lower cost overnight visitor accommodation in the coastal zone of Los Angeles County for 25% of the total number of proposed overnight visitor accommodations in the new development. The fee (i.e. $30,000 in 2007) shall be adjusted annually to account for inflation according to increases in the Consumer Price Index – U.S. City Average.

The required in-lieu fees should be deposited into an interest-bearing account, to be established and managed by one of the following entities approved by the Executive Director of the Coastal Commission: Los Angeles County, Hostelling International, California Coastal Conservancy, California Department of Parks and Recreation or a similar entity. The purpose of the account should be to establish lower cost overnight visitor accommodations, such as new hostel beds, tent campsites, cabins or campground units, at appropriate locations within the coastal area Los Angeles County. The entire fee and accrued interest would be used for the above-stated purpose, in consultation with the Executive Director, within ten years of the fee being deposited into the account. Any portion of the fee that remains after ten years shall be donated to one or more of the State Park units or non-profit entities providing lower cost visitor amenities in a Southern California coastal zone jurisdiction or other organization acceptable to the Executive Director. Required mitigation shall be in the form of in-lieu fees as specified herein or may include completion of a specific project that is roughly equivalent in cost to the amount of the in-lieu fee and makes a substantial contribution to the availability of lower cost overnight visitor accommodations in Los Angeles County.

We do not believe that the in lieu fee arrangement proposed by the Coastal Commission is too “onerous”, considering the immense value hotel developers ultimately receive in having permits granted. Such a fee plan will help tax-paying families of all incomes afford a way to experience the beauty of the California Coast.