

- Wanted to see contribution to future traffic mitigation
- Wanted to see a Plan C

Assistant City Attorney Baker clarified for the record that this was a height exception rather than a height variance, which requires a stricter standard in order to grant it. She added that height exceptions were considered on their own and did not set a precedent.

Commissioner Pleskow

- Appreciated the extensive outreach and redesign of the project after the outreach
- Appreciated the high-performing building and wanted the code to require that buildings in Culver City meet a minimum certified level
- Observed that the developer was trying to mask the building as much as possible behind green screen and vegetation even though they were not required to do so
- Felt the project would provide tax revenue for the City
- Felt it important to build with multiple uses, enabling people to work in their community and reduce car trips
- Supported the project knowing that it is a height exception
- Felt it important that, as a condition of approval, the traffic be mitigated as much as possible to make the project traffic neutral or reverse consequence

Vice Chair Kuechle

- Felt Culver City benefited from having a first rate project in the area
- Emphasized the importance of making sure that developers take all reasonable measures to mitigate the impact of the projects on their neighbors
- Questioned what reasonable additional steps could be imposed to provide more mitigation
- Acknowledged general consensus among the neighbors that the building is bigger than they would like but he doubted that anything would fundamentally change if the building were reduced in size
- Expressed concerns with parking and wanted to make sure that no one who came to the project would park on the street

- Wanted a condition stating they can't charge for parking if there is a problem and wanted to make sure there would be no reason to park on the street
- Did not think this project would have a key impact on the traffic problem
- Supported the project with trepidation and conditions imposed

Staff and the Commission discussed possible traffic mitigations and reasonable requirements of the applicant.

The Commission agreed to have staff work with the applicant on possible methods to address neighborhood traffic issues, and if substantive issues arise, return it to the Commission for consideration of additional mitigations or conditions.

Moved by Commissioner Smith Frost, seconded by Commissioner Pleskow, and unanimously passed (absent Chair Rockwell and Commissioner Tiggs) to close the public hearing.

MOVED BY COMMISSIONER SMITH FROST TO ADOPT A NEGATIVE DECLARATION BASED ON THE INITIAL STUDY FINDING THE PROJECT WILL NOT HAVE SIGNIFICANT ADVERSE IMPACT UPON THE ENVIRONMENT (ATTACHMENT NO. 15) AND APPROVE SITE PLAN REVIEW SPR P-2007183 AND ADMINISTRATIVE USE PERMIT (AUP P-2007184) SUBJECT TO THE CONDITIONS OF APPROVAL AS OUTLINED IN RESOLUTION 2008-P012 (ATTACHMENT NO. 1), AS AMENDED AND RECOMMEND TO THE CITY COUNCIL CONDITIONAL APPROVAL OF HEIGHT EXCEPTION (HTEX P-2008111) AND TENTATIVE TRACT MAP NO. 69769 (TTM P-2007184) SUBJECT TO THE CONDITIONS OF APPROVAL AS OUTLINED IN RESOLUTION 2008-P012 (ATTACHMENT NO. 1), AS AMENDED.

Staff clarified amendments and revisions to conditions 63 and 118, and the new condition 9D, a trip mitigation and trip monitoring condition, linking of the project to any potential future neighborhood traffic mitigation efforts or programs, there was also discussion of CC&Rs and an office owners association; as well as a program to pay for preferential parking in residential area if warranted, and the dog amenities.

COMMISSIONER PLESKOW SECONDED THE MOTION.

Vice Chair Kuechle requested that clarification of support notification and upgrade of adjacent properties be included

in the resolution as well as clarification of condition 118.

VOTING ON THE MOTION WAS UNANIMOUS (ABSENT CHAIR ROCKWELL AND COMMISSIONER TIGGS).

o0o

Consent Calendar

MOVED BY COMMISSIONER PLESKOW, SECONDED BY COUNCILMEMBER SMITH FROST AND UNANIMOUSLY PASSED (ABSENT CHAIR ROCKWELL AND COMMISSIONER TIGGS) TO APPROVE CONSENT CALENDAR ITEMS C-1 THROUGH C-2.

Item C-1

Secretary's Report

The Commission received and filed the report of the secretary regarding posting of the agenda for this meeting.

Item C-2

Meeting Minutes

The Planning Commission approved minutes for the Regular Meeting of September 24, 2008.

o0o

Items from Staff

Planning Manager Gorham indicated that he would keep Commissioners updated as to whether traffic criteria would be addressed on November 12 and that the work plan on the multi-family design guidelines would be brought back at the December meeting along with a proposed text amendment regarding car wash uses in the East Washington overlay area.

The Commission received clarification that no actual projects would come before them for the rest of the year.

o0o

Notice of Appeal

November 4, 2008

Decision of Culver City Planning Commission (Approval of Site Plan and Negative Declaration)

Hearing Date: October 22, 2008

Project: 8665 Hayden Place, Culver City, CA (Commercial Condominium Offices)

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 4 PM
 CITY CLERK
 CITY OF CULVER CITY

A. General Statement:

Concerned residents of Rancho Higuera and other Culver City neighborhoods hereby appeal the Culver City Planning Commission's ("Commission") approval of the proposed Project at 8665 Hayden Place, Culver City ("Project"). The Project is a five-story (61'9" height) 63,615 square-foot commercial condominium structure with surface and three-level subterranean parking with 181 parking spaces.

Per the Traffic Report, the Commission authorized credits to include Transit Oriented Development, despite the fact that there is no existing Culver City Code allowing these credits. In addition, the Commission authorized existing Use Credits for a warehouse structure that has contributed no measurable traffic to the area for at least 25 years.

B. Basis for the Appeal – a dispute regarding the sufficiency of the findings for approving the Site Plan for the Project (including the Negative Declaration) and an inadequacy of conditions to mitigate significant impacts.

1. The Commission inadequately considered the Project's lack of compatibility with the surrounding residential neighborhood.
 - a. Significant traffic would be generated which has not been adequately mitigated by the adopted conditions.
 - b. The tallest part of the Project is more than 18 feet taller than the existing maximum zoned height and is in excess of the IG zone's 43-foot height limit. A parapet adds five feet to the Project. In addition, the Project is more than ten feet taller than the City's 56 foot height limit.
 - c. Terracing of the lower floors of the Project is not sufficient to establish neighborhood compatibility, especially when the applicant's response is a building that is significantly out of scale with the neighborhood.
 - d. Credits for the Traffic Report, though not based upon any specific Culver City Code, were improperly given for Transit Oriented Development. Existing Use Credits should not have been allowed as the building has been used as a warehouse with no measurable traffic.
 - e. The City has no standards to measure significant impact on non-signalized intersections. All of the intersections in the vicinity of the Project are non signalized. The lack of established criteria for non-signalized intersections made it impossible to measure the potential impact of the Project.

2. At the October 22 Planning Commission meeting, commissioners improperly gave equal weight to testimony from non-Culver City residents. Commissioners failed to allow all the submitted speaker/comment cards to be read into the public record. No mention was made by staff nor the commissioners of a petition consisting of 262 valid signatures, opposing the Project scale, submitted to an Associate Planner in the Planning Division September 29, 2008.

C. Dispute as to the findings for Site Plan Review, SPR P-2007183

1. The general layout of the Project, heights, circulation, and parking are not consistent with the purpose and intent of the Culver City Zoning Code for an IG area. The issue is that the north and west portions of the building face the surrounding residential neighborhood. 410

The tandem parking and large number of parking spaces do not protect the adjacent residential streets from visitors and guests of the Project who will use adjoining residential street for off-site parking.

The proposed terraced / split-level building, with a building height varying between 30'-6" and 61'-9", is in no way compatible with the surrounding neighborhood as it exceeds the 43'-0" maximum building height in the IG Zone. The Commission improperly gave too much consideration to the terracing of the first floors and the "Green" nature of the proposed building to justify an improper finding of compatibility for a building that exceeds 60 feet.

The Project generates over 500 new trips (without credits approximately 800 new trips) to the area with no measurable mitigation measures to protect the residential residents.

2. The architectural design of the structure, in particular its height, is incompatible with the scale and character of surrounding development and other improvements on the site. The site is bordered on two sides with low density single family residents with no home in excess of 2 stories. The other two sides of the proposed Project is bordered by other commercial uses, none of which are more than 2 stories. This building (61'9" height), though terraced, is not compatible with the neighborhood.

The Project's traffic impact and excessive massing (as compared to neighborhood homes and commercial structures) are not mitigated by the Project as proposed, nor because it is a proposed "Green" building. Furthermore, the proposed landscaping may be best described as minimal with ineffective screening for the adjacent residential areas. The fact that the Building may seek LEED certification was improperly given excessive weight by the Commission when balancing the Project's footprint and the surrounding area.

The modern nature of the building, though appealing is incompatible and out of scale in its present location and orientation adjacent to single family residential homes, and with the neighborhood as a whole, on two sides of the building.

3. The landscaping of the Project seeks to, in part, include the location, type, size, color, texture, and coverage to *"soften the massing of the proposed building and improve the visual image of the project from the adjoining residential neighborhood."* The fact that this language is found in the findings for the Site Plan Review is an admission by the developers that the Project in its present form will be incompatible with the area---something not adequately considered by the Planning Commission. It is hard if not impossible to soften the massing of a 61'9" height building when there are adjacent residential single story homes---this Project is no exception.

4. The design and layout of the proposed Project will interfere with the use and enjoyment of neighboring existing or future development, and will result in excessive vehicular traffic and that will not be in the best interest of the city or the surrounding area.

The proposed location of the Project will conflict with uses in the existing adjacent residential neighborhood through a) increased offsite parking caused by the Project, b) unmitigated excessive traffic caused by the Project and, c) excessive massing of the building and obstruction of views.

Furthermore, egress and ingress via the Hayden Place cul-de-sac will lead to a significant increase in cut-through traffic throughout the neighborhood -- something not adequately considered by the Commission.

5. Need an Environmental impact report (EIR).

Dannia Le Blanc
Randy Le Blanc 419

310-202-0242
9011 Lucerne Ave
Culver City, CA
90232



ADVANTAGE
FITNESS PRODUCTS

RECEIVED

OCT 23 2008

Culver City
Planning Division

Culver City Planning Commission
City of Culver City - City Hall
9770 Culver Blvd.
Culver City, CA. 90232
RE: Support for Proposed 8665 Hayden Place Project
Date: October 21, 2008

Dear Culver City Planning Commission, City Council, Residents and Businesses:

This is a letter of support for the proposed project at 8665 Hayden Place by RETHink Development.

Here is a quick background on our company and operations in the Hayden Tract:

Advantage Fitness Products (AFP) is proud to list among its clients the Los Angeles Dodgers, Los Angeles Clippers, Los Angeles Lakers, Los Angeles Police Department, United States Army, UCLA, and USC. We are proud of all of our clients and happy to call Culver City home.

While we have leased a number of distribution centers, Culver City was not an option for this use due to the cost of real estate in the area as well as the functional obsolescence of its industrial product.

Instead of warehousing and fulfillment, we found this area ideally suited for our administration, marketing and design functions. Therefore, we chose the Hayden Tract for our corporate headquarters.

Better use of land and location should be encouraged in this area, much as RETHink has proposed. Recognizing many of our neighbors as members of the entertainment and media industries, it is evident this is already organically happening.

Manufacturing, storage and distribution can take place in any non-descript building in a number of inexpensive areas, but there exists only a few areas in the county that have the opportunity to attract the types of innovative and collaborative companies that call the Hayden Tract home.

For this reason I strongly support the proposed project at 8665 Hayden Place.

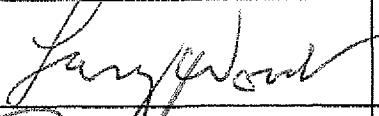
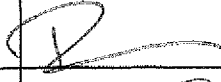
Sincerely,

Bryan Green
President – CEO, Advantage Fitness Products

420

We, the undersigned neighbors of 8665 Hayden Place, believe the proposed project is a natural progression of smart property use considering how the Hayden Tract has changed for the better over the years. Its central Westside location, the arrival of the Expo Line, and the continued resurgence of downtown Culver City coupled with the fact that it will be one of Southern California's leading green buildings makes the project a welcome and smart addition to the area. Projects such as this will continue to keep the Hayden Tract moving in the right direction as an unique creative office enclave.

I believe the proposed development is allowed and should be allowed considering its property and business rights. I offer my support for the proposed project.

	Name / Title	Address / Company	Signature	E-mail	Phone
1	LARRY WOODS	8631 HAYDEN PLACE		lwoods@powellcompany.com	204.2224-183
2	RICHARD BAINE	8556 HAYDEN PL		rbaine@capitolinteractive.com	310 836-9771
3	Debbie Mezera	8573 Higuera St.		debbie@griswoldconservation.com	310-842-8133
4	Donato Spalding	8549 Higuera St		donato@smashstudios.com	310-558-1460
5		3635 HAYDEN AVE		salberte@agarch.net	310-837-8863
6	Barbara Callas	3621 Hayden Av		barbara@callas-shortridge.com	310 230 0404
7					
8					
9					

1988

Letter

Letter

Letter

3-3__

**Design For Development
8665 Hayden Place**

Located in Component Area No. 3

Of The

Culver City Redevelopment Project

November, 2008

This Design For Development (DFD) is created for the purpose of harmonizing the development of 8665 Hayden Place with the surrounding neighborhood. The property at 8665 Hayden Place is located at the transition between industrial property to the south and east and residential property to the north and west, and because of this close proximity to residential uses, requires extraordinary measures to reduce the project's impacts. The primary objectives of this DFD are: to establish a height exception so that permitted floor area under the Culver City Municipal Code (CCMC) can be shifted away from the residential uses; and enhanced screening;

The Culver City Redevelopment Agency has the authority to direct and guide the use and development of property within adopted project areas. Pursuant to Section 422 of the Redevelopment Plan for Component Area No. 3 of the Culver City Redevelopment Project, the adoption of this DFD establishes development and design standards necessary for the redevelopment of certain property, commonly known as 8665 Hayden Place (the "Site"). This DFD describes the design and development standards which shall apply to all new construction and rehabilitation on the Site.

Moreover, pursuant to guidelines adopted for establishing a DFD, in which a height exception is allowed, the Agency has received from the developer of the site, the following supplementary information for the record:

1. Pro-forma Analysis
2. Market Analysis
3. Design Analysis; and
4. Public Participation Plan.

The Pro-forma analysis prepared by the owner indicates the financial viability of the proposed project does not produce a higher value for the project. The property owner has submitted a pro-forma to the Agency's financial consultant to review. The pro-forma indicates that shifting the allowable square footage from a lower floor to a higher floor as a design mitigation measure results in a less profitable building.

The Market Analysis submitted indicates a strong demand for new office space in the "Hayden Tract" sub-market. In addition to a need for office space, the developer found anecdotal evidence that neighboring non-residential properties are under parked. The proposed project is parked to meet code requirements. The marketing analysis is included as Attachment No. 1.

The Public Participation Plan (included as Attachment No. 2) indicates that the Developer has hosted a series of meetings with neighborhood organizers beginning in September 2007 and concluding in July 2008.

The Design Studies, (included as Attachment No. 3) include Shade/Shadow effects throughout the year and visual simulations of the appearance of the completed project.

Based upon a review of the above submitted material, it may be concluded that a DFD allowing a height exception is warranted for the Site because of the following findings:

The project is designed to reduce the building mass along the adjacent residential uses that is below the allowable height envelope in the residential Two-Family (R2) zone (i.e. 35 feet) while providing increased height along the industrial boundary. A project conforming to the 35 foot height across the entire property would be financially infeasible as demonstrated by the financial pro-forma. The project pro-forma demonstrates that the projected annualized return on equity of 18%, commensurate with industry standards for this type of development would drop to an unacceptable 10.9% annual return on equity with such a building. The Agency's financial consultant has found that the financial returns that would result from the project as proposed are less than a building designed to conform to the existing zoning code on the site.

- A. The developer has met with adjacent residents in the neighborhood on seven occasions and revised project plans to step the building away from abutting residential properties to create greater setback between residences and the upper floors of the proposed project. The developer has suggested trading off building setback for building height in excess of the CCMC so that the setback at the upper story of the project is 60 feet from the nearest residential property line, but that the building height is 61 feet to the top of the roof to compensate for the reduced building area in the floors below. The community meetings pursuant to the Public Participation Plan have produced some agreement on the issues related to privacy screening and landscaping, but have failed to produce unanimous consent regarding approval of the proposed development height.
- B. The developer has prepared shade/shadow design studies for the most acute shadowing that will occur during the year. These studies indicate that on December 21st (when the longest shadows of the year will be cast,) the project will not affect any abutting development. The developer has also prepared a longitudinal section drawing to indicate the highest point of the project relative to the abutting residential development which is enclosed as Attachment No. 4.

I. Project Overview

The Site shall be designed in an environmentally and contextually sensitive manner in accordance with all applicable city regulations. Furthermore, the design of the improvements on the site and the operational procedures once built, shall take into consideration efforts to achieve the Agency's goal relative to greenhouse gas emissions reduction through a 50% reduction in energy use. Redevelopment of the Site shall achieve no less than a LEED Silver certification. There shall be a minimum 7'-2" foot landscaped buffer at the property line adjacent to any residential use.

II. Site Description

The property is located at 8665 Hayden Place, Culver City, and the legal description is, Parcel No. 1 of Parcel Map No. 7673, as recorded in of Book 78, Page 87 of Maps in the office of the County Recorder of Los Angeles County. The Site measures 34,580 square feet (.79 acres). There is an existing 18,000 square gross square foot (GSF) single-story warehouse on the Site including approximately 2,000 GSF of office space.

III. Description of Development

The Site shall be developed for commercial use in accordance with existing codes and criteria set forth herein. The building shall be environmentally friendly; shall achieve a high level of LEED certification, minimum LEED Silver Certification; and shall have an extensive, well-integrated landscaped buffer between it and the westerly residential adjacent use. The "northerly" buffer exists as of today as part of the landscape maintenance district.

The building shall be developed in accordance with the Specific Plan, SP-2-74, for the area, zoning requirements for Light Industrial (IG) zone with the exception of the standards outlined in this document and with all other conditions that may be imposed on the project by the Planning Commission, City Council and Redevelopment Agency . The existing 18,000 GSF structure may be demolished and replaced with a new commercial structure of no more than 63,600 GSF.

IV. Uses permitted

All uses permitted in the IG zone are allowed.

V. Development Standards

Development of the Site shall meet the standards for the IG Zone except as outlined herein.

A. Plans

Plans may be subject to a site plan review pursuant to Section 17.540 of the CCMC and all other applicable applications.

B. Building Height

The maximum building height nearest the residential boundary along the westerly rear property line shall be limited to conform to the allowable building envelope for the surrounding R2 zone. The building height limit in the R2 zone is 30 feet plus a 5 foot parapet. This is significantly less than the allowable 43 feet plus 5 foot parapet in the IG Zone. In exchange for presenting a lower height towards the adjacent residential property, the maximum building height shall be increased to 65 feet to the top of the roof plus a five foot parapet on the side facing the adjacent industrial property. The new height condition is summarized below.

- The existing 43 foot height limit shall not apply to the Site based upon findings and studies related to the height exception.
- The building height shall not exceed 35 feet above existing natural grade for any portion of the building within 20 feet of the north (facing Higuera Street) property line.
- The building height shall not exceed 35 feet above existing natural grade for any portion of the building within 20 feet of the west (facing Lucerne Avenue) rear property line.
- The building height shall not project above a 45 degree line starting at 35 feet above natural grade and 20 feet from the north and west property lines. The maximum height allowed on the Site shall be 65 feet to the top of the roof plus a five foot parapet. Refer to Attachment No. 4.

C. Building Setbacks

The setback of the building shall conform to the drawings dated July 29, 2008, submitted for Site Plan Review (SPR P-2007183). As shown in Section No. 1 of the above referenced drawings, the setbacks shall be increased as the building height increases.

Walkways may be installed in the setback areas as required for pedestrian access.

D. Parking Requirements

The number of parking spaces on the Site shall be no less than the minimum number for commercial parking per the CCMC. No more than ten percent (10%) of the required parking spaces may be tandem parking.

E. Transit

New construction on the Site shall be designed to encourage the use of public and alternative means of transit. Development on the Site shall comply, where applicable to the City's Congestion Management Plan. The building shall include bike lockers and on-

site showers to encourage bicycle use. There shall be preferred parking for carpools. There shall be a shared vehicle on the Site for use by all tenants who need to go to a meeting or do errands during work hours and arrived at the Site by public transit or carpool. The property owner and/or developer and/or lessor shall provide, insure and maintain said vehicle.

F. Landscaping

The landscaping shall be designed to provide a lush, green buffer, no less than seven feet two inches (7'-2") in width between the Site and the surrounding residential neighborhood in order to separate the uses and protect the privacy of the neighbors. The owner of the site shall retain a landscape architect to consult with the City on the appropriate design to create an effective screen. The owner of the site shall make a supplemental contribution to the Higuera Landscape and Lighting Assessment District in excess of the regular annual assessment sufficient to pay for the additional landscaping recommended by the landscape architect and the City. Additional landscaping in the form of low-lying shrubs and grasses shall be planted along the property line closest to Higuera Street to further complete the landscaping border. All selected plant material shall be low-water, drought tolerant plants. All landscaping installed shall be pursuant to a landscape plan approved by the City of Culver City and/or the Culver City Redevelopment Agency.

New development on the Site shall be landscaped and irrigated in compliance with landscape plans reviewed and approved by the Planning Division. The landscape shall meet all CCMC requirements and all requirements described in the underlying Specific Plan. Such landscaped areas shall be maintained thereafter in a well kept condition.

G. Architectural Design

1. The building shall be designed, constructed, and maintained in accordance with City approved plans using environmentally friendly materials with the objective to achieve a LEED Silver Certification.
2. Building exteriors shall not create excessive glare that would affect the comfort or safety of residents and motorists in the vicinity.
3. Windows on floors above the ground floor, which face residences, shall be no lower than five feet and six inches above the finish floor height and shall be effectively screened to prohibit direct line of sight to residential back yards. Examples of acceptable screening methods include but are not limited to exterior, wall mounted louvers, landscape buffers and opaque window treatments.

H. Equipment Screening

All mechanical equipment shall be screened from view from adjoining public and private properties as meets the Planning Manager's approval. Roof mounted equipment shall not project above the horizontal plane of the building's lowest primary opaque architectural feature of the roof.

I. Signs

All signs shall be designed in accordance with applicable CCMC regulations.

J. Lighting

All exterior lighting shall be of full cutoff design and installed such that the illumination does not rise above a horizontal plane from the luminaire. There shall be no excessive glare or light trespass onto adjoining properties or public right-of-ways from the Site.

VI. Circulation and Access

All access shall be provided in accordance with all applicable building codes of the State of California and the City of Culver City, including Title 24.

VII. Responsibility for Securing Permits and Paying Fees

Nothing in this DFD or any subsequent agreements shall be construed in any way to exempt the developer, property owner (or their assignee, buyer, transferee, conveyee, or lessee) from securing all permits and paying all fees required of developers of private property within the City of Culver City, including the New Development Impact Fee and in complying with the Art in Public Places Ordinance.

VIII. Environmental Review

The Culver City Planning Division shall be responsible for conducting any required environmental review for new development on the Site. The property owner or developer shall be responsible for providing a traffic study as may be determined necessary by the Planning Division and/or the City's Public Works Director.

IX. City Zoning, Architectural and Other Requirements

The City of Culver City has adopted zoning, architectural, and other requirements relating to development of land within its jurisdiction. These requirements shall be adhered to in the planning and implementation of all developments. The requirements contained in this DFD shall be construed as being in addition to City requirements. In the case of the height of the Site, this Design for Development should be considered the document to permit the filing of a height exception application as outlined in the CCMC.



Attachment 1

Market Overview

Rethink Development is building the first Silver (or Gold) LEED certified, green creative office building on the Westside of Los Angeles.

The Hayden Tract is one of the premier office locales for creative services companies. Architects and designers, advertising agencies, public relations and marketing firms, production companies, digital film companies, gaming companies, internet companies, and media tech companies are among those businesses seeking green, "cool", advanced creative office space. Adding to the building's appeal to businesses, we plan to sell the spaces as office condominiums, rather than leasing them. Businesses such as Nike, Ogilvy and Mather, Eric Owen Moss Architects, Tennis Channel, Smash Box Studios, and Ed Hardy are already marquee names in the Tract. The Tract includes many architecturally renowned buildings but there is almost no opportunity for these companies to own their offices. This project will be the first opportunity for businesses to escape annual rent increases and be in a leading edge green building.

Market Highlights

- Office market indicators are all heading in the right direction: office rents are increasing 5% to 20% per year; vacancy rates are below 4% across the Westside and down to 2% in Culver City; the Los Angeles economy is strong, diverse, and growing; and rents in Santa Monica and West LA are \$5 to \$6/ per square foot per month (PSFPM), pushing companies to look for less expensive alternatives of \$3 PSFPM and higher in Culver City.
- Premier location and site for medium density creative office in the increasingly popular and noteworthy Hayden Tract, with rent and sales price comparables rising rapidly.
- Centrally located on the Westside, close to the 10 and 405 Freeways. About 15 minutes from Santa Monica, Downtown Los Angeles, LAX and Hollywood.
- The site is located within a ½ mile from the future Metro Expo Light Rail line stop, downtown Culver City's restaurant and entertainment district, and many other amenities.



- Building to LEED certification standards will distinguish our development in quality, operating costs, design and technology, productivity increases, and occupant health from any other creative office product in Culver City or Los Angeles.
- A green building will have great appeal to the psychographics of creative services business ownership, management, employees, investors and customers.
- The project will be designed by the Cunningham Architecture Group, an award winning, green architecture firm. Cunningham plans to make this building their Los Angeles area headquarters. They are investing about 25% of the equity capital and are under contract to purchase 20% of the space.
- The project will be one of the few properties in the district that is fully parked to office code.

Public Outreach Process for 8665 Hayden Place

Over One Year of Outreach and Public Input

09/17/07 Initial plan presentation at the home of Loni Anderson.

11/14/07 Neighborhood Presentation at the building site.

12/05/07 Discussed concerns with two neighbors.

12/10/07 Discussed concerns with concerned resident.

02/13/08 Discussed possible changes with four neighborhood organizers.

02/20/08 Follow up meeting (canceled by neighborhood organizer).

05/14/08 E-mail invitation to view updated plans/ voice concerns

06/20/08 Neighborhood organizer viewed plans and agreed to set up neighborhood presentation.

06/30/08 Neighborhood Presentation (canceled by neighborhood organizer).

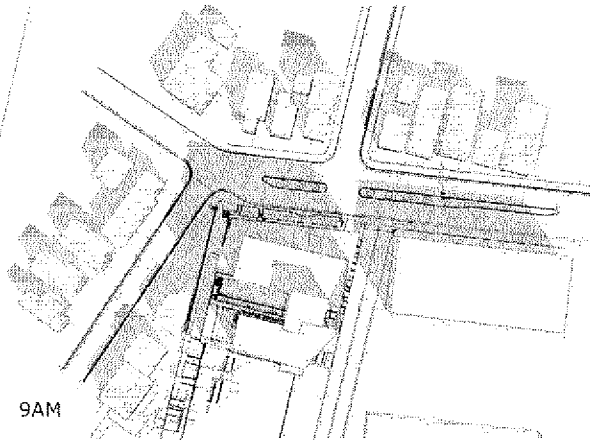
07/12/08 Mailed over four hundred (400) postcard presentation invitations to neighbors.

07/22/08 Neighborhood Presentation at the building site organized by RETHink Dev.

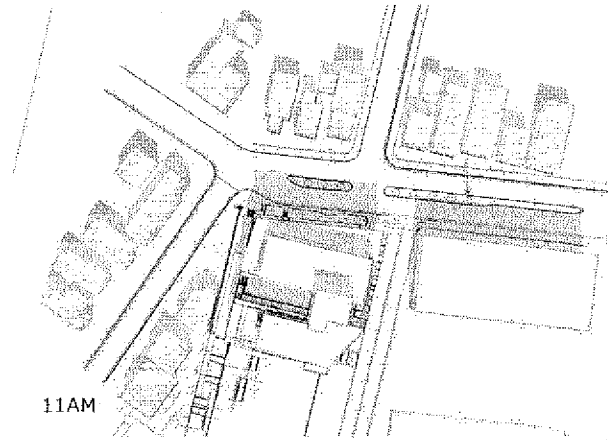
09/30/08 Open and targeted invitation to landscape design review meeting

10/01/08 Four hundred (400) Postcard mailing with project facts.

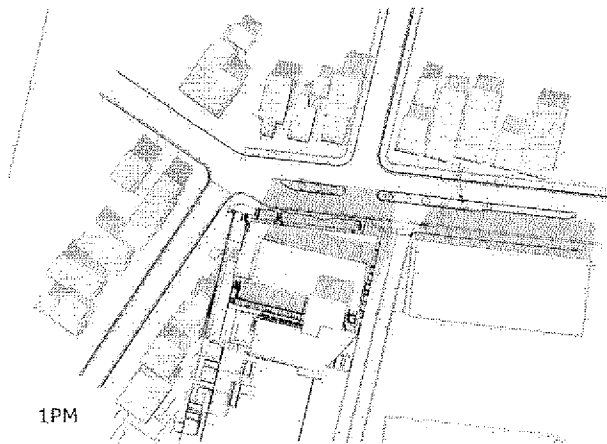
10/01-15/08 Door-to-door walks through the neighborhood, 5 nights (200+ doors, spoke with +/- 100 residents)



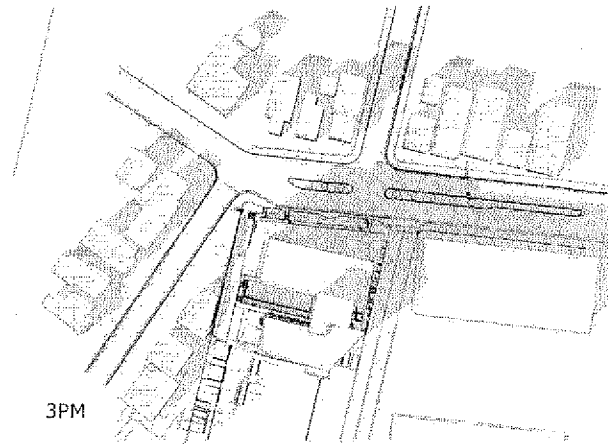
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WINTER

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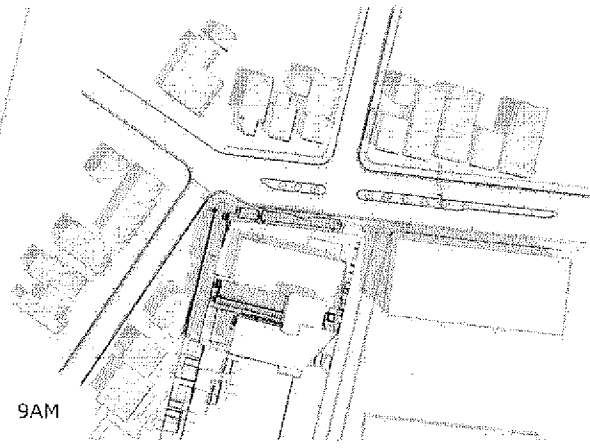
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HAYDEN PLACE

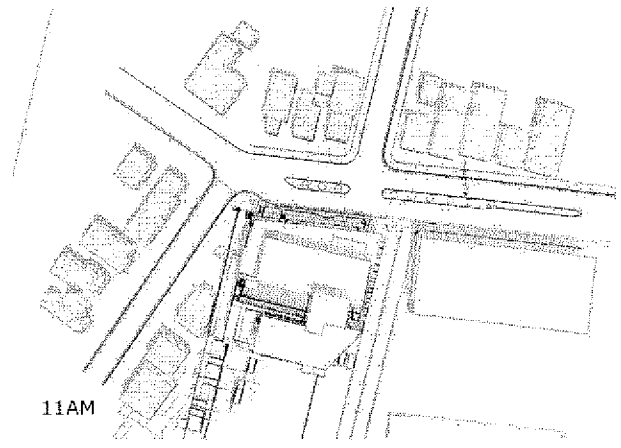
JULY 8, 2020

ATTACHMENT 3

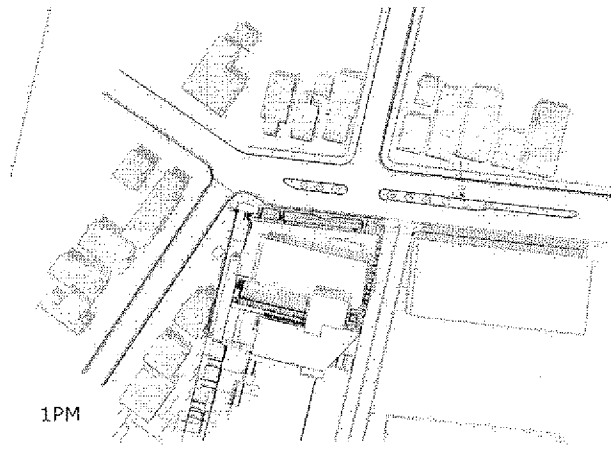
CUNNINGHAM GROUP



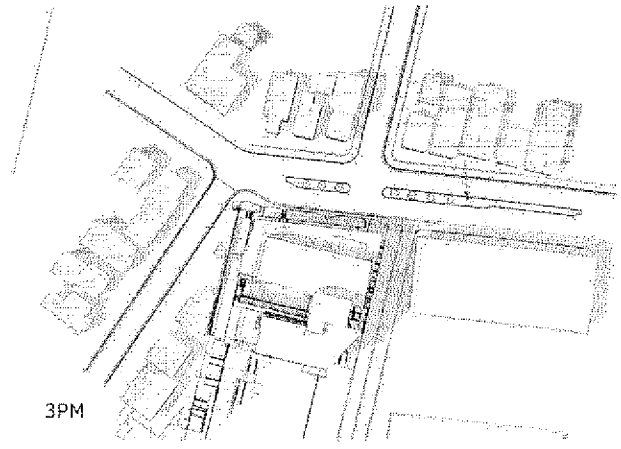
9AM



11AM



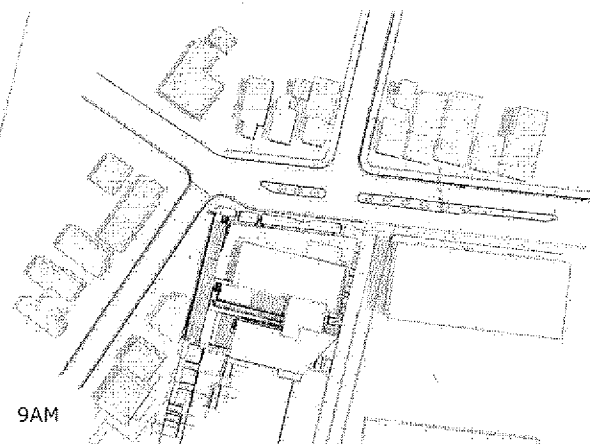
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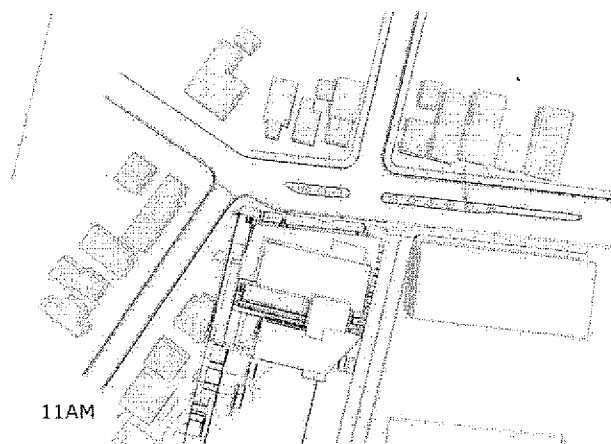
3PM

SPRING

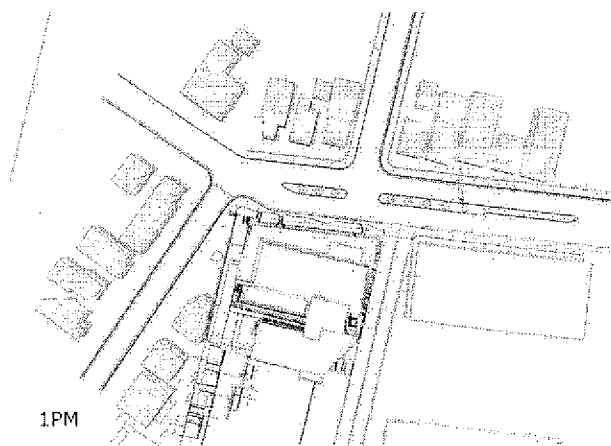
434



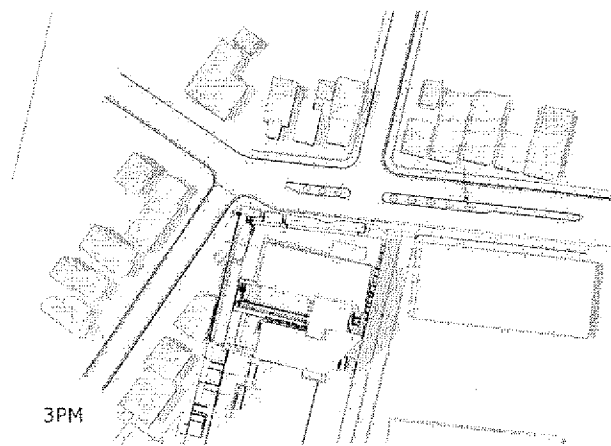
9AM



11AM



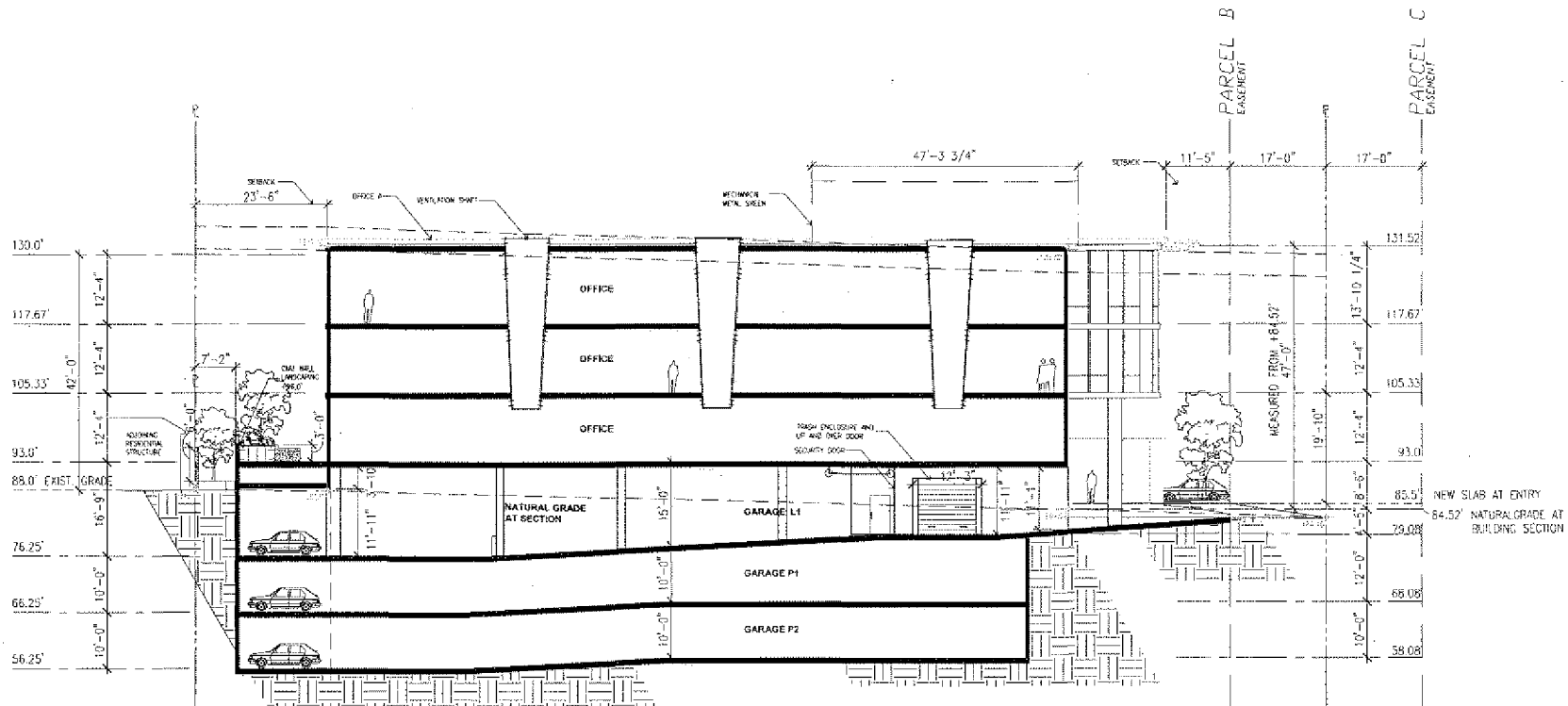
1PM



3PM

SUMMER

4/2/13



NOTE:
 7' MINIMUM HEIGHT CLEARANCE TO BE MAINTAINED IN ALL SPACES OF PARKING.
 ELEVATIONS AT MOST RESTRICTIVE POINTS ALONG THE TOP OF ROOF PARAPET AND IDENTIFY CONTROL POINTS OF NATURAL GRADE.

BUILDING SECTION 1

SCALE 1" = 20'



SCALE: 1" = 20'

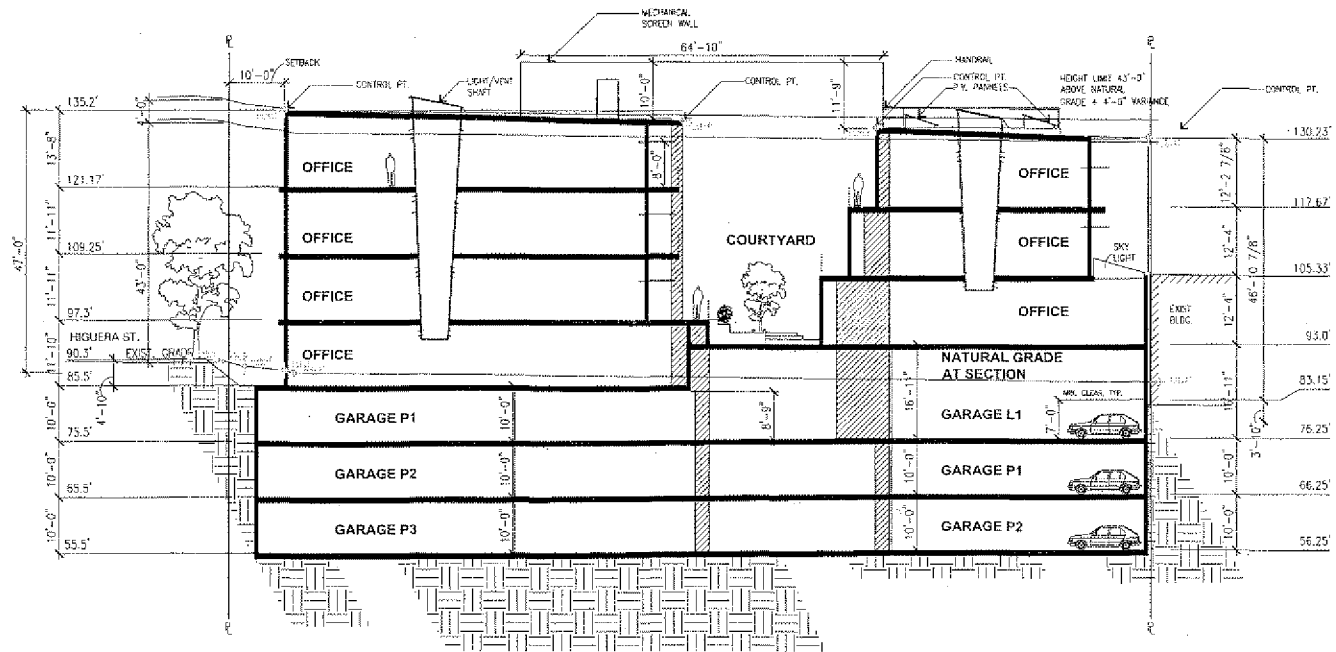
HAYDEN PLACE

CULVER CITY, CALIFORNIA

JANUARY 21, 2008

CUNNINGHAM GROUP

ATTACHMENT 4



NOTE:

7' MINIMUM HEIGHT CLEARANCE TO BE MAINTAINED IN ALL SPACES OF PARKING.

ELEVATIONS AT MOST RESTRICTIVE POINTS ALONG THE TOP OF ROOF PARAPET AND IDENTIFY CONTROL POINTS OF NATURAL GRADE.

BUILDING SECTION 2

0 10' 20' 40' SCALE 1" = 20'



SCALE: 1" = 20'

HAYDEN PLACE

CULVER CITY, CALIFORNIA

JANUARY 23, 2008

CUNNINGHAM
GROUP

ADVISORY COMMITTEE ON REDEVELOPMENT

MEETING MINUTES

November 6, 2008

 **DRAFT**

Call to Order: The meeting of the Advisory Committee on Redevelopment was called to order at 6:31 p.m. in the Patio Room, third floor of City Hall, 9770 Culver Boulevard, Culver City, California.

Roll Call: Roll call was taken:
Members present:

Paul Struhl
Pierre Joujon-Roche
Amy Rosenstein
Vernon Taylor, Jr (left at 7:22)
Joel Forman
Steve Paddock (arrived 7:00)
John Derevlany
Arthur Garcia

Members excused: Scott M. Voelz

Staff: John Fisanotti, Redevelopment Project Manager

Project Manager's Report: It was moved (Mr. JouJon-Roche) and seconded (Mr. Forman) and passed by a vote of 7-0 (Paddock and Voelz absent) to receive and file the Project Manager's report of the posting of the agenda for the meeting.

Approval of Minutes: It was moved (Mr. Forman) seconded (Mr. Taylor) and passed by a vote of 7-0 (Paddock and Voelz absent) to approve the Minutes of the meeting of August 12, 2008.

Audience Participation: Mr. Struhl announced that members of the audience who desired to participate would be recognized at the time the agenda item is called. An additional opportunity for audience participation on non-agenda items will also be provided.

Ms. Marta Zaragoza submitted written comments on behalf of Mrs. Sadie Cerda, 3552 Scheafer Street, Culver City. Redevelopment Project Manager Fisanotti read the comments into the record. Mrs. Cerda is against the project and asked that the item be postponed until there can be more public input on the process. Mrs. Cerda stated she was not notified

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of the many public meetings the developer had conducted with the neighborhood, and had not authorized anyone to represent her at the meetings.

**Consideration
of the Draft
Design For
Development
for 8665 Hayden
Place**

Mr. Fisanotti introduced Mr. Greg Reitz, of Rethink Development, the owner and developer of the property at 8665 Hayden Place.

Mr. Reitz, responded to Mrs. Cerda's comments by stating that her address was on his contact list for noticing meetings.

Mr. Reitz described his proposed project for 8665 Hayden Place and answered questions from the Committee members.

Mr. Taylor Jr. announced that due to an emergency, he needed to leave the meeting. Mr. Taylor Jr. asked to go on record in support of the project and advised Mr. Reitz to re-double his efforts to reach out to the community.

Mr. Taylor Jr. left the meeting at 7:22 p.m.

Mr. Reitz responded to further questions from the members.

It was moved (Mr. Garcia) and seconded (Mr. Forman) to recommend to the Culver City Redevelopment Agency that it approve the Design For Development and the project proposed for 8665 Hayden Place. Motion approved by a vote of 7-0 (Voelz and Taylor, Jr. absent).

**Selection of a
Delegate and an
Alternate to the
Community
Development
Block Grant
Advisory
Committee**

It was moved (Mr. Struhl) and seconded (Mr. Garcia) to appoint Vernon Taylor, Jr. as the Delegate, Joel Forman as the Alternate, and Mr. Paddock as the second Alternate to the Community Development Block Grant Advisory Committee, an approved by a vote of 7-0 (Taylor Jr. and Voelz absent).

**Items from
Staff, or the
Committee**

None.

 **DRAFT**

Adjournment

It was moved (Mr. Forman) seconded (Mr. Paddock) and passed unanimously to adjourn the meeting at 8:20 p.m., to the next regularly scheduled meeting on December 4, 2008, at 6:30 p.m. in the Patio Room, third floor, City Hall.

John Fisanotti, Redevelopment Project Manager