

10/17/08

Ellen Strickland, owner
Livinggreen
10000 Culver Blvd
Culver City, CA 90232

To: The Culver City Planning Commission, City Council,
Residents and Businesses of Culver City

RE: Support for 8665 Hayden Place

Dear Community,

I would like to offer my support of the project proposed at 8665 Hayden Place. As a business owner in Culver City I have been watching, supporting, and participating in the changes occurring here over the past several years. These changes allow a business such as mine to thrive and become a fixture of our downtown area. As a resident I am enjoying the growing vitality to the neighborhood where I live and a level of service and quality of life that contributes to a strong downtown.

This proposed development at 8665 Hayden Place continues the trend to make Culver City a distinct and special place. It will further support the downtown by providing new patrons for my business and others in the area.

As a long-time member of the green building community, I am familiar with the work of REthink Development and its founders. REthink has won awards for the green buildings they are building in Los Angeles and one of the company's founders and local residents, Greg Reitz, is recognized as a leader in the industry. Mr. Reitz was recently awarded the 2008 Earth Month award by the City of Los Angeles for his work advancing green building and environmental initiatives in the region. He is also the co-founder, with me, of the Culver City Green Business Association. He has shared with me in contributing to outreach efforts to increase community awareness of sustainable practices in our city, giving special attention to the concerns of the neighbors and neighborhood associations. I can personally attest to the efforts that Rethink Development and Mr. Reitz have gone to in addressing these residential and neighborhood issues, certainly more than any of the other developers I have known working in this area over the years.

The building they have proposed in the Hayden Tract will be one of the greenest office buildings in the region. As such, it will be another source of pride for the City. I believe we need to encourage buildings like this as much as possible. I encourage you to approve this beautiful, green project.

Sincerely,



Ellen Strickland
310-838-8442 Livinggreen

INTERNATIONAL MOLDERS INC.

DIVISION OF ADVANCE LATEX PRODUCTS INC.

e-mail: advimi@earthlink.net

3578 Hayden Avenue
Culver City, CA 90232

Tel. (310) 559-8300
Fax (310) 559-0452

October 1, 2008

Culver City Planning Commission
City of Culver City-City Hall
9770 Culver Blvd.
Culver City, Ca 90232

Dear Culver City Planning Commission and City Council Members

I am aware of the proposed project by ReThink Development at 8665 Hayden Place.

My family has been owners and business operators in the Hayden Tract for 50 years and has seen the changes that have continued to take place in the area during this time frame.

For a number of years it has become evident that our area is destined to change from the light manufacturing of the past to one that continues to be more suited for the demands of office and creative space. It is inevitable that this is the direction the area will continue to head.

Over the last six months or so, I have become familiar with ReThink Development as well as a couple of projects that they have developed.

Since I do believe the direction of the future for the area is office and creative space, I believe it would be in everyone's best interest to support progressive developers who have a great reputation for considering and respecting their neighbors and the environment.

Aligning the city with the ReThink approach to green development can become the guideline for the future growth in the area, and something that both the city and neighborhoods will look back upon in the future and be proud that they supported.

Sincerely,



Michael Wellman
3578 Hayden Avenue
Culver City, Ca 90232

Hayden Place, LLC

1000 Roscomare Road
Los Angeles, CA. 90077

Tel (310) 476-1703

Fax (310) 471-4885

October 20, 2008

RE: Proposed Project at 8665 Hayden Place

To Whom it May Concern:

We, the owners of 8669-8675 Hayden Place, the property adjacent to the proposed project, would like to support the proposed project at 8665 Hayden Place. This project will help upgrade the aesthetics of Hayden Place similar to that of the Hayden Tract. It will help beautify Hayden Place, set the standard for innovative architecture for the street and promote better green building practices within the area.

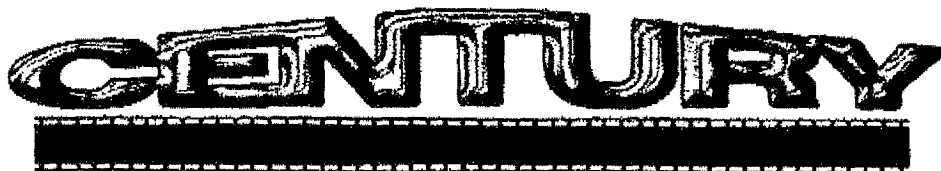
This project is slated to have parking at 3.5 per 1000 gross square foot ratio, which is an adequate ratio, providing 181 parking spaces in an underground structure. Parking has always been a problem on Hayden Place since it has been monopolized by movie studio production groups who have perpetually been given temporary street parking permits for the last 10 years.

On another note, adequate construction parking should be provided so that workers, vendors, and suppliers are not forced to park illegally.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeffrey Palmer', with a stylized flourish at the end.

Jeffrey Palmer
Managing Member - Hayden Place, LLC



8660 Hayden Place, Culver City, CA 90232

Phone 310.287.3600 Fax 310.287.3608

www.centurystudio.com

10/20/08

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

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

The purpose of this letter is to offer our support for the proposed 8665 Hayden Place project. We operate two large Studios at 8660 and 8635 Hayden Place as well as another Studio on the Los Angeles and Culver City border at 3322 La Cienega Place, LA, 90016. Our website is www.centurystudio.com.

As our neighbors Steve Edwards and Greg Reitz have familiarized us at Century Studio with their proposed project. In our conversations we discussed the demand for creative industries to be located here, much as we are. Save for Brotman Medical Center, the larger building footprints in Culver City are film and television studios or outmoded warehouses. Studios and creative offices support creative capital and individual employment instead of product manufacturing or volume storage. Future use can therefore be identified as homes to employees instead of industrial uses that cannot support the new Expo Line, new measures for sustainability in Culver City, or restaurants and entertainment in downtown Culver City.

The substitution of creative offices for warehouse and industrial uses allow developers to work with large tenants like a film studio or smaller tenants like an architecture firm to creatively transition away from residential and into mixed-use. Although some residents express concerns over movement in this direction or change at all, change is and should be happening.

Plans for the proposed project show a concerted effort to mitigate change in the form of the project's height and in a manner sensitive to the residential neighborhood. We understand the neighbor's concerns; however those concerns do need to be balanced by property rights, allowable zoning code, and the need to adapt to and conduct reasonable business.

At the risk of redundancy, again let me state that we support the proposed 8665 Hayden Place project.

Sincerely

A handwritten signature in black ink that reads "Trish Benson". The signature is fluid and cursive, with the first name "Trish" and last name "Benson" clearly legible.

Trish Benson
Studio Manager
Century Studio Corporation



EXECUTIVE OFFICES: 8631 HAYDEN PLACE • MAILING ADDRESS: P.O. BOX 1408 • CULVER CITY, CA 90232-1408

October 22, 2008

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

I am familiar with the proposed development of 8665 Hayden Place by REthink. As their neighbor on Hayden Place I support their efforts.

Just as I am sure some longtime residents have their misgivings about the proposed project, Powell, a Culver City business since 1987, supports new development. We at Powell have heard the change the City has called for over the years. Increasingly, it is easy to see that the change Culver City is making is a positive with the resurgence of downtown, the increasingly popular Hayden Tract and the future Expo Line. The proposed project (projected LEED Gold certification) with its central location enhances the City's efforts to support area concerns such as the vitality of local business and transportation ingress and egress.

There are two easily identifiable elements that are fundamental to Culver City that REthink supports in its business and its development: the creative capital of Culver City; and secondly, sustainability. As California population and business continues to grow, the need to reduce our impact on the environment is increasingly apparent. Culver City has a history as an arts destination. While the type of arts may be changing from the history of film and television to arts such as graphic design and print media, REthink supports Culver City as a hub of creative capital within Los Angeles. The growth of artist employment within Culver City is supported by REthink's proposed creative office building in the most ecologically conscious manner possible. Their approach would have attracted Powell as a young business to Culver City over 20 years ago.

Again, I would like to offer my support for the proposed project at 8665 Hayden Place. Thanks.

Sincerely,
L. Powell Company

A handwritten signature in black ink, appearing to read 'Larry Woods', written over the typed name and title.

Larry Woods
Chief Financial Officer

HAYDEN/HIGUERA, LLC

10/20/08

Culver City Planning Commission
City of Culver City - City Hall
9770 Culver Blvd.
Culver City, CA. 90232

RE: 8665 HAYDEN PLACE DEVELOPMENT PROJECT

Dear Culver City Planning Commission, City Council,

I have owned and managed the building at 8563-8579 Higuera Street for the last 11 years. I support the above project for the following reasons: it's high quality design will enhance the neighborhood, it is clearly an upgrade from the mundane industrial buildings that now dominate the area. The fact that it will achieve a LEED Gold rating is a plus too. The area has been upgrading over the last several years, and this project is a natural progression of that trend. That coupled with the fact that it will be one of Southern California's leading green buildings has caused the project to gain my support.

Feel free to contact me with any questions.

Sincerely,



Will Pastron, Manager



Stephen M. Albert
Principal
The Albert Group Architects
3635 Hayden Ave.
Culver City, CA 90232

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

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

- I am a business owner in Culver City. My company is head quartered at 3635 Hayden Ave in Culver City. I would like to support the proposed project at 8665 Hayden Place
- My perspective is that of the building industry, and an architect.
- Nevertheless, buildings are not the Client. Instead the residents and business owners are our clients. And together we *must* take into consideration location as well as district and regional needs for buildings to exist in the most sustainable context.
- In other words, we try to meet the greatest benefit with the least social and ecological cost.
- It behooves us to work with the City to match the Clients needs in line with the City's efforts.

Characteristics of this Project

- For location, the proposed project cannot be beat: central Westside, proximity to educated workers as well as entertainment and creative industries, and proximity to Expo Line.
- The project is a good example of smart growth with its location, proximity to mass transit, projected LEED Gold certification among other things.
- Enhanced landscaping, green roof and green wall are all planned to provide a green buffer between building and neighborhood. Green building (solar, water conservation, green materials etc) is at greater cost to the developer.
- Massing of height is off-street pushed toward the industrial area, away from residential view. Dramatic setbacks begin 32 feet above the street and continue inwards even more as the building raises higher. The building (in part due to topography) is sunk below grade. Thus, at increased cost, the developer has created a building that can more easily be integrated into the community.

- Green building features are a boon for future architectural and development efforts in Culver City.
- I believe the proposed development is allowed per zoning code, should be allowed, and is good for the area. I offer my support for the proposed project.

Yours truly,

A handwritten signature in black ink, appearing to read "Stephen M. Albert". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Stephen M. Albert, AIA
Principal

REGULAR MEETING
OF THE PLANNING COMMISSION
CITY OF CULVER CITY,
CALIFORNIA

October 22, 2008
7:00 p.m.

Call to Order & Roll Call

The meeting of the Planning Commission was called to order
at 7:00 p.m.

Present: John Kuechle, Vice Chair
Linda Smith Frost, Commissioner
Anthony Pleskow, Commissioner

Absent: David Rockwell, Chair (Excused)
Marcus Tiggs, Commissioner (Recused)

Staff Present:

Sol Blumenfeld, Community Development Director
Thomas Gorham, Planning Manager
Heather Baker, Assistant City Attorney
Barry Kurtz, Engineering Traffic Consultant
Joseph Montoya, Associate Planner
Yvonne Hunt, Administrative Secretary

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Invocation/Pledge of Allegiance

Assistant City Attorney, Heather Baker led the Pledge of
Allegiance.

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Comments NOT on the Agenda

None.

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PUBLIC HEARING

Item PH-1

Site Plan Review, Administrative Use Permit, Negative
Declaration, recommended Height Exception and Tentative

Tract Map for the Construction of a Terraced/Split-Level 4-5 Story Condominium Office Building located at 8665 Hayden Place

Staff provided a summary of the material of record.

Vice Chair Kuechle received agreement from staff regarding re-wording the tandem parking language; inquired about a specific plan for the property and the area to the west and required setbacks; and asked about potential traffic mitigation requirements from the owner.

Present for the applicant:

Greg Reitz, Re-Think Development
Jonathan Watts, Cunningham Group Architecture
Jasper Domingo, KOA Corporation
Steve Edwards, Re-Think Development

Vice Chair Kuechle received clarification that the applicant would be willing to participate in a traffic calming fund to be applied to existing traffic issues.

Commissioner Smith Frost received clarification that the 1% traffic increase pertained to the area along Higuera Street; asked about the shade and shadow study; and asked about the plan to provide additional parking and their ability to sell those spaces.

Commissioner Pleskow received clarification that although the applicant could have built to 115,000 square feet, the proposal is for approximately 62,000 square feet.

Vice Chair Kuechle invited public comment.

The following public speakers spoke in opposition to the project as proposed:

Chris Brown
Sylvia David
Laura Bethal
David Hauptman
Lauren Laster
Ron LeBlanc
Donna LeBlanc
Abe Sheik
Monica Granadas

Mary Ellen Nugent
Melanie Weber
Michael Miller
Chris Walchesen
Linda Messner
Stacy Narni
Jennifer Edwards
Holly Connors
Eleanor Osgood
Laurie Garcia
Peggie Shue
Gerald Anguez
George Shaultus
Cary Anderson

The public speakers' concerns with the project included: the scale of the building and compatibility with the surrounding neighborhood; the height exception; exacerbating existing congested and dangerous traffic conditions; unclear traffic figures from the applicant; view obstruction; breeze blockages; increased noise and pollution; decreased property values; decreased privacy; parking issues; the proposed parking sticker program; incompatibility with zoning; danger to handicapped residents in the area; concerns with unknown usage of the building and the number tenants and employees; a suggestion to impose a moratorium on development in the Hayden Tract on both sides until there is a plan in place for development; concern that the building would become residential; assertions that the courtyard space be used so the building height can be reduced; objections to Expo credits for the project; a request that an EIR be done; concern that a full traffic study was not conducted; skepticism that the project will have no impact on the area; the number of deliveries to the building; questions about who ensures compliance once the building is sold; the cumulative impact of developments in the neighborhood; concern that not enough options are being considered; accountability and fines for exceeding traffic projections; concern that a conflict of interest may exist as applicant Greg Reitz had previously advised the City on green building issues; a suggestion to work with the building already on the site; and a suggestion to create a cul de sac.

The following public speakers spoke in support of the project:

Dino Parks

Brenden McEnemy, Green Building Program Advisor, City of Santa Monica, Board Member, Los Angeles Chapter, United States Green Building Chapter

Al Rosen, an investor in the project, member of Santa Monica Sustainable City Task Force, and former Santa Monica Housing Commissioner

Seth Willisette

Margaret Griffin

Dorian Byby

James Lehy, Member of the Board of Directors of the local Chapter of the U.S. Green Building Council

Timothy Bourget

Sean Bourquist

Rollin Gennick

Greg Sears

Tyson Sales

Francie Stephan

Lund Smith

The public speakers' reasons for support of the project included: amenities provided to bicyclists; the project as a great example of green building; environmental and sustainable aspects of the project; increased property values; the importance of nurturing growth in the City; the developer's restraint in not building to the maximum square footage; the developer should not be held responsible for the area's pre-existing traffic issues; the fact that the project is seeking Leed Gold Certification; assertions that the applicant worked with the neighborhood to address their concerns; the project addresses Ballona Creek pollution issues; increased tax revenue for the City; the applicant followed the rules and worked within the established General Plan and zoning code; and a suggestion that revenue from the project could be put into a fund to solve traffic issues in the area.

Recess/Reconvene:

Vice Chair Kuechle called a brief recess from 10:02 p.m. to 10:22 p.m.

Yvonne Hunt reported that 18 comment cards in support of the project and 29 comment cards against would be incorporated as part of the public record.

Greg Reitz addressed speaker issues regarding: the traffic study; credits for transit oriented development; parking issues; working on solutions for the area; funding a crossing guard; and additional stop signs.

Comments from Commissioners:

Commissioner Smith Frost

- Asked about oversight of the building
- Requested an update on the status of a request for permit parking in the area

Vice Chair Kuechle

- Asked about covenants to follow the building

Commissioner Pleskow

- Questioned whether a non-height exception had been explored and asked about ways to address speaker concerns with height
- Suggested using horizontal fins to reflect light back into the building
- Received clarification that there were no parapets on the building due to minimization of mechanical needs
- Suggested a café in the building to decrease traffic at lunchtime
- Wanted to see the traffic impact of the project neutralized at zero

Commissioners, staff and the applicants discussed the previous plans and the applicant indicated that it was not economically feasible to make the building smaller as they had already compressed the design leaving little room for change.

Greg Reitz confirmed the following conditions that would be added to the resolution:

- parking passes
- a stakeholders group to work on the traffic solution with other businesses and residents in the area
- CC&Rs to follow the project
- an office owners association established to maintain and enforce CC&Rs
- a doggy drinking fountain and bench in the area for the many people who walk their dogs

Greg Reitz explained the building's green building features and asserted that their design was necessary for those elements to work.

Community Development Director Blumenfeld stated that a cul de sac on Higuera Street would require additional study and that the project could be conditioned to require evaluating and contributing to the actual implementation of such a program. He indicated that trip mitigation would require paying a trip fee to help deal with larger scale trip generation issues if certain targets weren't met.

Traffic Engineering Consultant Kurtz suggested traffic mitigations such as making Higuera Street one way towards Lucerne at Hayden Place on a test basis with input from residents, or posting signs limiting turns during peak hours.

Vice Chair Kuechle

- Received clarification that the land was not zoned residential
- Received clarification that an exception to the height limit was allowed because it is within a redevelopment area
- Asked about traffic accountability

Community Development Director Blumenfeld suggested an annualized monitoring program, done at the owners' expense.

Commissioner Pleskow received clarification that one-way traffic on Higuera Street had not been considered by residents.

Commissioner Smith Frost

- Complimented the applicant on the public participation and outreach, and good design
- Commented that Leed Gold Certification is important for the City
- Was comfortable with the traffic study
- Felt the project was consistent with the mixed use nature of the area
- Felt granting a variance to the code called for extraordinary circumstance
- Wanted the project within the height limits