



## NOMA Annual Meeting Minutes

Saturday, January 18, 2014, 2-5 PM Aero Theater, Montana Avenue

- 1) Welcome/Refreshments/Raffle Prize Donors. Two welcome tables- Members and Guests. Raffle tickets and colored cards for voting were given to the Members in packets.

Thank you to the NOMA Raffle Prize donors: Butter Super Soft, Evelyn Lachenauer, Berkshire Hathaway Home Services CA Properties, Footsie, John Kelly Chocolates, Kreation, Luxxe, Montana Natural, Nothing Bundt Cakes, Latino, Pure Sense, Quilted Monkey, Sechior, and To Wag For. We appreciate your gifts for our Annual Meeting.

The Meeting was called to order at 2:30 PM.

Present were: Danilo Bach, Patricia Bauer, Victor Fresco, Albin Gielicz, Todd James, Carol Landsberg, Evelyn Lauchenauer, Doris Sosin, and Mary Jo Stenger.

- 2) Introductions and approval of the Agenda

Joanne Levitt and Barbara Inatsugu- SM League of Women Voters

Keven McKeown- SM City Council

Richard McKinnon- SM Planning Commission

Victor Fresco- Motion to approve Agenda; Evelyn Lauchenauer- Second. Unanimous approval.

- 3) Approval of the Minutes from the December 5, 2013 meeting. Victor Fresco-Motion to approve Minutes; Evelyn Lauchenauer Second. The Minutes were unanimously approved as written.

- 4) Treasurer's report: Evelyn Lauchenauer- we have \$4,700 and will be writing checks to the IRS and the CPA for \$1,400 and \$3,300.

- 5) NOMA Activities: Albin reported that among our many activities NOMA sent representatives to City Council and Planning Commission meetings, completed a resident survey, hosted numerous speakers from the City discussing issues important to NOMA residents (including updates on crime and safety from the SMPD), and held three social mixers for our members and friends.

- 6) Scott McGee, our Neighborhood Resource Officer, SMPD, Update from the Police Department: car burglaries are the most serious problem in our neighborhood. Bike theft is big in all of Los Angeles County. DO NOT LEAVE VALUABLES IN YOUR CARS WHETHER PARKED IN YOUR DRIVEWAY OR ON THE STREET. The police would like to work with NOMA residents to help set up a block captains' program- our neighborhood less desirable to thieves. Police officers will come to homes to tell us how to keep property safe. The police must concentrate on areas of the community where

the most frequent and serious crimes occur. Copper wire theft is rising so be vigilant. Obey traffic laws.

7) Jean McCoy, Chair of the Montana Avenue Merchants Association did not speak.

8) Panel Discussion: Architectural Design & Proposed Community Benefits

Panelists include:

- Julie Eizenberg, Partner, Koning-Eizenberg Architects
- Dan Jansenson, SMART - Santa Monica Architects for Responsible Thinking
- Kevin Farrell - Century West Partners
- Richard McKinnon, Santa Monica Planning Commission

Panelists Introductions

**Julie:** The quality of the environment affects our well-being. We lavish a lot of attention on culture and city important buildings but we need to insure that we use everyday values of “community building” which is the key of well-being, the small things that change people's lives.

**Richard M:** A feeling of a village attached to a big city residence- what is the street like? Is the experience on it happy or unhappy? We need streets that interact with walkers and places on the streets. It is easy to screw up a community but hard to make it better. An example: The Shore Hotel which is four stories, perfect scale, modern, open, retail inviting, resident friendly, resident driven sustainable livable environment.

**Kevin:** Agrees that what is environment friendly is first and foremost; how does the building fit in with surroundings? Does it allow people to become more connected with the community? 2 regrets this year, ARB and DC, rigorous process—must look at street and function.

**Dan:** SMART is dedicated to share concerns about Santa Monica and to come up with some principles that : preserve Santa Monica's unique qualities, provide means of preserving and creating more light, air, and views, build to a human scale and family life, workable bike patterns and providing connecting patterns for community interaction. I've gained experience- what functions well are 1) good planning and detail to impact resident service and 2) design. Not reacting to a community of 200 people showing up to speak out about projects is not sensible. Social sustainability- economics and various age groups and type of housing- cannot see people in isolation. Environmental sustainability- must look at what they want/need to get people out of cars. Significant tree ordinances must be taken into account- must look at it all, keeping an eye on neighborhoods. Must have a coherent understanding of aging population, and have a set of stores with walkability and safety. Need a variety of neighborhoods- neighborhoods of lower density and also neighborhoods where housing density getting larger. The approach to architecture design must be focused on looking at the whole environment while keeping an eye on the neighborhoods to see the whole.

**Richard M:** We know what we dislike more than we know what we like. Shore Hotel is great. Not overbuilt buildings, crowded sidewalks, small openings for people to go in and out, Broadway and Lincoln, Hines-Bergamot, architecture is mediocre, ordinary design and creates widespread dissatisfaction. Much of the new development needs to be alongside the train.

**Dan:** A core component is responsiveness to stakeholders: occupants, immediate contact and not so immediate contacts with the project. Need to do away with the disconnect here.

**Kevin:** architects design and developers must build to a budget and consider the plusses and negatives of specific building materials. Cost affects design - in type of material and shape of

the building. Glass allows ventilation, light and makes a place more livable, but then it looks like an office building. Design process in SM forces us to do better.

**Dan:** descriptive design and planning- strong and clean guidelines. Massing of buildings in areas or end up with boxes.

**Julie:** need to rethink –how big is the building? This is not an architecture problem. It is about image and personality and the way it creates relationship to the street and “too Big” can be just badly articulated—SM is not a pretentious town, informal and easy environment, non-pretentious town. The volume side- is the capacity of the community to absorb change so that something bigger is not so viscerally disliked.

**Richard M:** What does make people uncomfortable? People thinking of Ocean Avenue with tall towers is very difficult to absorb and it is about height and massing. What's important is how it fits. The level of anxiety about development is the size and the speed.

**Dan:** Coastal coasts across the globe are being assailed by development and tall buildings. Social concerns are identical in all of them. CWP has not proposed any high buildings in SM.

**Kevin:** How do you define Community Benefits? The Development Agreement process is really new. We have done 3 of them. The goal post has moved. The hallmark of Community Benefits in Santa Monica is affordable housing- so it's not just market rate, but a range of income levels allowing a whole range of people who can live here and work here. CWP will be giving lots of money for Community Benefits.

**Richard M:** I am skeptical of developers. The first thing should be , What is the right size? mass? and height? of a building. After these questions are answered, you get to the Community Benefits. Developers look at our city with small size buildings and say, “great place to build.” I want to see Community Benefits rise. There's the traffic Issue- bikes, and public transportation cannot help. Developers walk away from a project. In 15 years, you can really see that the levels of Community Benefits are not enough.

**Julie:** Community Benefits have to be handled in a more strategic way. How do we build for 30-40 years? Priorities for Community Benefits change over the years and Community Benefits must change, too. Let the structure stay open and malleable over the years. It's a puzzle.

Developers develop because they make money. How can we make Community Benefits work harder? They must work for all of Santa Monica.

**Dan:** Community Benefits haven't benefited the neighborhoods immediately adjacent to the projects.

**Julie:** It is good to have different ideas. We need to stop running the city as one big thing. We need to look at the city as neighborhoods with different priorities in different places. Specifically look at a particular area and go project by project. Let go of the idea of generic Community Benefits. We need richness and variety to enhance our city.

**Richard M:** Developers see Community Benefits as entitlements to build bigger - they argue that they spent so much money acquiring the property that the project becomes “unfeasible”. Residents have concerns about what's happening to our 8-square mile city with developers trying to inject themselves into our community.

**Julie:** Developers seeing uncertainty with the rewrite of codes and pent up demand created this development demand. LA and NYC returns are so high that it's good to build. The issues are: How far? What are the controls? through zoning and what do we want back as Community Benefits?

**Dan:** There are 30 some projects in the DA process now in Santa Monica. What will the city population be if they all come to be? LUCE projections for the next 30 years will soon be exceeded in only a few years.

**Kevin:** buying property in Santa Monica is a risk. Key is Community Benefits. As Community Benefits rise, it takes developers a longer time to reap the profits. Time is everything in development. Santa Monica is a growing, diverse jobs market- tourism, entertainment, high tech, etc. Improved transit options reduce the traffic. TDMs do help.

**9) Board of Directors Elections:** four seats. Two seats were vacant because of the retirements of Founding Members Doris Sosin and Mary Jo Stenger, who became Emeritus. Two seats were currently held by incumbents: Albin Gielicz and Victor Fresco. The slate for the four seats was Albin Gielicz, Victor Fresco, Jane Kohler, and Meyera Robbins. All 4 candidates were unanimously elected to the NOMA Board for 2 years. Good-by to Doris and MJ: we appreciate your guidance and will miss it and you.

Doris: Life in Santa Monica is so rich and so happy. 20 years ago I thought I could solve all the problems of the world—no more now that I am 83! I love all of you even though I have fought with you!

**10) Zoning Ordinance Update – Important changes are being considered by the City.**  
Danilo Bach, Richard Dellamora, Jane Koehler

**Danilo:** We are at a tipping point now. We face complex issues involving R1. We need to protect our neighborhood and our commercial development downtown. There are 3 major themes: 1. The Planning Commission will recommend 5000 square feet minimum to continue, 2. R1 protection from day care centers. There are 2 types of centers that can operate in the R1 area: small—no permit, larger-minor use permit, and currently under discussion for new zoning the day care center allowed in R1.

**Jane:** I want to urge us as a community to be involved in the entire city zoning decisions. We need to be involved in our own neighborhood but also in the entire community decisions. Please join committees and come to our meetings. Participate in the future of Santa Monica.

**Richard D.:** We seem to be at a tipping point now. The housing element in the city requires the city to produce housing over the next 8 years in 3 parts: 1. new affordable housing, 2.

Preservation housing, 3 refurbishment affordable housing. Our housing element does not have sufficient refurbishment multifamily property needs attention—look at what is happening in our neighborhoods. The Landmark Commission has done a great job but it does not have the full support from the city. It needs staffing to help this process, no real feeling for refurbishment or protection of historic downtown DSP—buildings have disappeared to the extent that over 200 buildings fell to new development since 2000.

**11) Bergamot Project Update- Diana Gordon**

Bergamot: Diane Gordon

NOMA realizes that we are at a tipping point. On Tuesday, 28 January, at 7PM the project representing the most significant land use discussion in the City will come before the City Council. This project is a dagger in the heart of the City—Hines development will be a 765,000 square foot project-- the traffic estimate is 7,000 new traffic trips per day. EXPO is not expected to have an impact on this projected traffic. Olympic and surrounding streets will be unbearable—there are only 3 access/exit points because of ocean capillary effect. This will result in an insufficient corridor and cars will attempt to take any street to try to get to their destinations. Although they don't usually do this, both Cal Trans and Department Of Transportation looked at

this- functional collapse of the transportation corridors. There are 25 or more intersections in Santa Monica and WLA that will be jammed - 20 community groups are trying to get Hines to design a smaller project. This hasn't worked so please show up on 28 January. This is an election year and Hines gave donations to CC members- such as paying off the Mayor's campaign debt. Why has this project stayed at maximum density?

This project will have a residual impact on the residents of Santa Monica. What will Hines do if the City says no? It will make money off the project regardless of what happens. Send clear memos: Hines has ignored over 600 e-mails and must start listening to us. SMCLC opposed the mall towers through litigation. The City seems to respond to law suits so we are looking at this option and what makes sense after we see the City Council decision. (Presentation accompanied by slides of projected Hines development) Will this architecture meet the test of time?

#### 12) Residocracy.org - Armen Melkonians

Residocracy.org represents a new way to let government know how citizens feel about issues facing our city. It is dedicated to insuring that residents' voices and concerns are heard and addressed by City Hall and that resident interests are at the forefront of all decisions being made by our City Council.

A Referendum is used by residents to refute an unfavorable decision/law that is passed by the City Council. If residents can get 10% of the registered voters to sign a petition asking for a the issue to be put on the ballot, then the decision will not be valid until it is put on the ballot and voted for or rejected by the registered voters. Residocracy will be able to make the task of gathering signatures much easier, facilitating unfavorable Council decisions to be decided in referendums. They already have 500 members and 2000 residents opposed to Bergamot. There is no cost involved to joining the web site.

We are invited to go to Residocracy.org and see how it works.

#### 13) Adjournment: The meeting was adjourned at 5 PM.

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Carol Landsberg, Secretary