

**AGENDA – REGULAR MEETING  
PLANNING COMMISSION OF THE CITY OF REDONDO BEACH  
THURSDAY, FEBRUARY 16, 2012 – 7:00 P.M.  
CITY COUNCIL CHAMBERS  
415 DIAMOND STREET**

**I. OPENING SESSION**

1. Call Meeting to Order
2. Roll Call
3. Salute to the Flag

**CITY CLERK  
(packet for scanning)**

**II. APPROVAL OF ORDER OF AGENDA**

**III. CONSENT CALENDAR**

*Routine business items, except those formally noticed for public hearing (agendized as either a "Routine Public Hearing" or "Public Hearing"), or those items agendized as "Old Business" or "New Business" are assigned to the Consent Calendar. The Commission Members may request that any Consent Calendar item(s) be removed, discussed, and acted upon separately. Items removed from the Consent Calendar will be taken up immediately following approval of remaining Consent Calendar items. Remaining Consent Calendar items will be approved in one motion.*

4. Approval of Affidavit of Posting for the Planning Commission meeting of February 16, 2012
5. Approval of the following minutes: Regular Meeting of January 19, 2012
6. Receive and file the Strategic Plan Update of January 17, 2012
7. Receive and file written communications

**IV. AUDIENCE OATH**

**V. EX PARTE COMMUNICATIONS**

*This section is intended to allow all officials the opportunity to reveal any disclosure or ex parte communication about the following public hearings.*

**VI. ROUTINE PUBLIC HEARINGS**

*Routine public hearing items, except those pulled for discussion, are assigned to the Routine Public Hearings section of the agenda. Commission Members, or any member of the public, may request that any item(s) be removed, discussed, and acted upon separately. Items removed from the Routine Public Hearings section will be taken up immediately following approval of remaining Routine Public Hearing items. Those items remaining on the Routine Public Hearings section will be approved in one motion.*

**VII. PUBLIC HEARINGS**

8. A Public Hearing to consider an Exemption Declaration and Conditional Use Permit to allow the operation of a personal improvement service consisting of an art studio and art instruction with limited service of snacks, beer, and wine in an existing commercial building on property located within a Commercial (C-4) zone.

APPLICANT:	Marie Gleerup
PROPERTY OWNER:	Artesia Center, LLC
LOCATION:	<b>2772 Artesia Boulevard, #106</b>
CASE NO.:	2012-02-PC-003
RECOMMENDATION:	STAFF RECOMMENDS APPROVAL WITH CONDITIONS

## **VIII. OLD BUSINESS**

*Items continued from previous agendas.*

## **IX. NEW BUSINESS**

*Items for discussion prior to action.*

9. Commission Feedback to the City Manager for the Strategic Plan, Annual Budget and Capital Improvement Program

## **X. PUBLIC PARTICIPATION ON NON-AGENDA ITEMS**

*This section is intended to provide members of the public with the opportunity to comment on any subject that does not appear on this agenda for action. This section is limited to 30 minutes. Each speaker will be afforded three minutes to address the Commission. Each speaker will be permitted to speak only once. Written requests, if any, will be considered first under this section.*

## **XI. COMMISSION ITEMS AND REFERRALS TO STAFF**

*Referrals to staff are service requests that will be entered in the City's Customer Service Center for action*

## **XII. ITEMS FROM STAFF**

## **XIII. COUNCIL ACTION ON PLANNING COMMISSION MATTERS**

## **XIV. ADJOURNMENT**

The next meeting of the Planning Commission of the City of Redondo Beach will be a Regular Meeting to be held at 7:00 p.m. on Thursday, March 15, 2012 in the Redondo Beach City Council Chambers, 415 Diamond Street, Redondo Beach, California.

Any writings or documents provided to a majority of the Planning Commission regarding any item on this agenda will be made available for public inspection at the City Clerk's Counter at City Hall located at 415 Diamond Street, Door C, Redondo Beach, Ca. during normal business hours. In addition, such writings and documents will be posted, time permitting, on the City's website at [www.redondo.org](http://www.redondo.org).

It is the intention of the City of Redondo Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at (310) 318-0656 at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

An agenda packet is available 24 hours at [www.redondo.org](http://www.redondo.org) under the City Clerk and during City Hall hours, agenda items are also available for review in the Planning Department.

### **ROUTINE PUBLIC HEARINGS**

The Planning Commission has placed cases, which have been recommended for approval by the Planning Department staff, and which have no anticipated opposition, on the Routine Public Hearing section of the agenda. Any member of the public or the Commission may request that any item on the Routine Public Hearing section be removed and heard, subject to a formal public hearing procedure, following the procedures adopted by the Planning Commission.

All cases remaining on the Routine Public Hearing Section will be approved by the Planning Commission by adopting the findings and conclusions in the staff report, adopting the Exemption Declaration or certifying the Negative Declaration, if applicable to that case, and granting the permit or entitlement requested, subject to the conditions contained within the staff report.

Cases which have been removed from the Routine Public Hearing Section will be heard immediately following approval of the remaining Routine Public Hearing items, in the ascending order of case number.

**RULES PERTAINING TO ALL PUBLIC TESTIMONY**

(Section 6.1, Article 6, Rules of Conduct)

1. No person shall address the Commission without first securing the permission of the Chairperson; provided, however, that permission shall not be refused except for a good cause.
2. Speakers may be sworn in by the Chairperson.
3. After a motion is passed or a hearing closed, no person shall address the Commission on the matter without first securing permission of the Chairperson.
4. Each person addressing the Commission shall step up to the lectern and clearly state his/her name and city for the record, the subject he/she wishes to discuss, and proceed with his/her remarks.
5. Unless otherwise designated, remarks shall be limited to three (3) minutes on any one agenda item. The time may be extended for a speaker(s) by the majority vote of the Commission.
6. In situations where an unusual number of people wish to speak on an item, the Chairperson may reasonably limit the aggregate time of hearing or discussion, and/or time for each individual speaker, and/or the number of speakers. Such time limits shall allow for full discussion of the item by interested parties or their representative(s). Groups are encouraged to designate a spokesperson who may be granted additional time to speak.
7. No person shall speak twice on the same agenda item unless permission is granted by a majority of the Commission.
8. Speakers are encouraged to present new evidence and points of view not previously considered, and avoid repetition of statements made by previous speakers.
9. All remarks shall be addressed to the Planning Commission as a whole and not to any member thereof. No questions shall be directed to a member of the Planning Commission or the City staff except through, and with the permission of, the Chairperson.
10. Speakers shall confine their remarks to those which are relevant to the subject of the hearing. Attacks against the character or motives of any person shall be out of order. The Chairperson, subject to appeal to the Commission, shall be the judge of relevancy and whether character or motives are being impugned.
11. The public participation portion of the agenda shall be reserved for the public to address the Planning Commission regarding problems, question, or complaints within the jurisdiction of the Planning Commission.
12. Any person making personal, impertinent, or slanderous remarks, or who shall become boisterous while addressing the Commission, shall be forthwith barred from future audience before the Commission, unless permission to continue be granted by the Chairperson.
13. The Chairperson, or majority of the members present, may at any time request that a police officer be present to enforce order and decorum. The Chairperson or such majority may request that the police officer eject from the place of meeting or place under arrest, any person who violates the order and decorum of the meeting.

14. In the event that any meeting is willfully interrupted so as to render the orderly conduct of such meeting unfeasible and order cannot be restored by the removal of individuals willfully interrupting the meeting, the Commission may order the meeting room cleared and continue its session in accordance with the provisions of Government Code subsection 54957.9 and any amendments.

#### **APPEALS OF PLANNING COMMISSION DECISIONS:**

All decisions of the Planning Commission may be appealed to the City Council. Appeals must be filed, in writing, with the City Clerk's Office within ten (10) days following the date of action of the Planning Commission. The appeal period commences on the day following the Commission's action and concludes on the tenth calendar day following that date. If the closing date for appeals falls on a weekend or holiday, the closing date shall be the following business day. All appeals must be accompanied by an appeal fee of 25% of original application fee up to a maximum of \$500.00 and must be received by the City Clerk's Office by 5:00 p.m. on the closing date.

Planning Commission decisions on applications which do not automatically require City Council review (e.g. Zoning Map Amendments and General Plan Amendments), become final following conclusion of the appeal period, if a written appeal has not been filed in accordance with the appeal procedure outline above.

No appeals fee shall be required for an appeal of a decision on a Coastal Development Permit application.

February 9, 2012

STATE OF CALIFORNIA            )  
COUNTY OF LOS ANGELES    )        ss  
CITY OF REDONDO BEACH       )

**AFFIDAVIT OF POSTING**

Pursuant to the requirements of Government Code Section 54955, agendas for a Regular Planning Commission meeting must be posted at least seventy-two (72) hours in advance and in a location that is freely accessible to members of the public. As Planning Technician of the City of Redondo Beach, I declare, under penalty of perjury, that in compliance with the requirements of Government Code Section 54955, I caused to have posted the agenda for the February 16, 2012 Regular Meeting of the City of Redondo Beach Planning Commission on Thursday, February 9, 2012, in the following locations:

City Hall, Door "A", 415 Diamond Street, Redondo Beach  
City Clerk's Counter, Door "C", 415 Diamond Street, Redondo Beach.



Lina Portolese  
Planning Technician



CITY OF REDONDO BEACH  
PROOF OF POSTING  
PLANNING COMMISSION MEETING AGENDA

I, Lina Portolese hereby declare, under penalty of perjury, that I am over the age of 18 years and am employed by the City of Redondo Beach, and that the following document: Planning Commission Meeting Agenda of February 16, 2012  
(agenda date)

was posted by me at the following location(s) on the date and hour noted below:

Posted on: 2/9/2012 at 3:00 pm  
(date) (time)

Posted at: City Hall, Door "A", 415 Diamond Street, Redondo Beach

City Clerk's Counter, Door "C", 415 Diamond Street, Redondo Beach

  
Signature

2/9/12  
Date

### **CALL TO ORDER**

A Regular Meeting of the Planning Commission was called to order by Chair Parsons at 7:00 p.m. in the City Hall Council Chambers, 415 Diamond Street, Redondo Beach, California.

### **ROLL CALL**

Commissioners Present: Benning, Zager, Mitchell, Kim, Biro, Chair Parsons  
Commissioners Absent: Sanchez  
Officials Present: Aaron Jones, Planning Director  
Anita Kroeger, Associate Planner  
Diane Cleary, Minutes Secretary

### **SALUTE TO THE FLAG**

At the request of Chair Parsons, Commissioner Biro led the Commissioners and audience in a Salute to the Flag.

### **APPROVAL OF ORDER OF AGENDA**

Motion by Commissioner Zager, seconded by Commissioner Benning, to approve the Order of Agenda as presented. Motion carried unanimously, with Commissioner Sanchez absent.

### **CONSENT CALENDAR #4 THROUGH #7**

Motion by Commissioner Zager, seconded by Commissioner Kim, to approve the following Consent Calendar items, and by its concurrence, the Commission:

4. **APPROVED AFFIDAVIT OF POSTING FOR THE PLANNING COMMISSION MEETING OF January 19, 2012.**
5. **APPROVED THE FOLLOWING MINUTES:** Regular Meeting of November 17, 2011.
6. **RECEIVED AND FILED THE STRATEGIC PLAN UPDATE OF DECEMBER 20, 2011.**
7. **RECEIVED AND FILED WRITTEN COMMUNICATIONS**

Motion carried unanimously, with Commissioner Sanchez absent.

### **AUDIENCE OATH**

Chair Parsons asked that those people in the audience who wish to address the Commission on any of the hearing issues stand and take the following oath:

Do each of you swear or affirm that the testimony  
you shall give shall be the truth, the whole truth,  
and nothing but the truth?

People in the audience stood and answered, "I do."

## **EX PARTE COMMUNICATIONS**

None.

## **ROUTINE PUBLIC HEARINGS**

### **8. APPROVE AN EXTENSION OF PREVIOUSLY APPROVED VESTING TENTATIVE PARCEL MAP 2706 NELSON AVENUE**

Motion by Commissioner Benning, seconded by Commissioner Biro, to open the Public Hearing at 7:05 p.m. regarding Case No. 2011-01-PC-001, the applicant being Paul Kerza-Kwiatecki, to consider an extension of previously approved Vesting Tentative Parcel Map No. 64780 for the construction of a 2-unit residential condominium development on property located within a Low-Density Multiple-Family Residential (R-3) zone. Hearing no objections, Chair Parsons so ordered.

Planning Director Aaron Jones clarified that Finding 1A, last sentence, in the staff report should read "The new expiration date for the approved tentative map will be November 14, 2014."

Marin Bausch, representing 2707 Mathews Avenue HOA, expressed concern with the type of fencing being installed and blockage of one of the units. She requested that the fence be replaced the same as the fence on the applicant's west side for aesthetic reasons and to have the continuity of the same type of fence.

Motion by Commissioner Zager, seconded by Commissioner Mitchell, to pull this item for discussion. Hearing no objections, Chair Parsons so ordered.

Planning Director Aaron Jones stated the project will be required to construct either a solid masonry or mixed construction fence or wall on the property line around the interior and rear property line of the subject site. The fence or wall must be finished equally on both sides and is part of the approved project conditions that carry with the vesting map. He also said the project will be built consistent with the allowable height in the zone and there is no view protection ordinance.

In response to Chair Parsons, Planning Director Aaron Jones stated 2 and 3 unit projects are now an administrative approval process but, the Commission approved this project prior to this change. He explained that the current process still involves all of the same notifications, posting requirements, and mailing to surrounding property owners, and any issues not resolved would be brought forward to the Commission.

Chair Parsons noted any issues not resolved can be appealed and brought forward to the Commission during the 10-day appeal process.

Motion by Commissioner Biro, seconded by Commissioner Mitchell, to close the Public Participation Section of the Public Hearing at 7:12 p.m. Hearing no objections, Chair Parsons so ordered.

Motion by Commissioner Benning, seconded by Commissioner Zager, to approve an extension of previously approved Vesting Tentative Parcel Map No. 64780 for the construction of a 2-unit residential condominium development on property located within a Low-Density Multiple-Family

Residential (R-3) zone, at 2706 Nelson Avenue, Case No. 2012-01-PC-001, Paul Kerza-Kwiatecki, applicant, subject to the 1 finding in the staff report. Motion carried unanimously, with Commissioner Sanchez absent.

## **PUBLIC HEARINGS**

### **9. APPROVE EXEMPTION DECLARATION AND CONDITIONAL USE PERMIT TO ALLOW THE OPERATION OF A MUSIC SCHOOL 2001 ARTESIA BOULEVARD, #103 AND #104**

Motion by Commissioner Zager, seconded by Commissioner Mitchell, to open the Public Hearing at 7:13 p.m. regarding Case No. 2012-01-PC-002, the applicant being Bernard Wong, to consider an Exemption Declaration and Conditional Use Permit to allow the operation of a music school within a ground-floor tenant space of an existing mixed-use building on property located within a Mixed-Use (MU-1) zone. Hearing no objections, Chair Parsons so ordered.

Planning Director Jones stated subsequent to the publication of the hearing notice for this case, several meetings with the applicant and surrounding neighbors regarding the request resulted in the applicant deciding to withdraw their application for the operation of a music school in this facility. The letter of withdrawal of the application is attached to the staff report and staff recommends that the Commission table or deny without prejudice.

Motion by Commissioner Kim, seconded by Commissioner Benning, to close the Public Participation Section of the Public Hearing at 7:14 p.m. Motion carried unanimously with Commissioner Sanchez absent.

In response to Chair Parsons, Planning Director Jones stated staff is searching for sites as is the applicant for either a freestanding location or an inline location that is distant from residential uses. He explained that when the code was amended to allow personal improvement services, music-related businesses were exempted from administrative approval as well. He stated when this item comes back for a new location, a CUP will be required and the applicant will re-file, and the location will need to be appropriate for this type of operation.

Motion by Commissioner Benning, seconded by Commissioner Zager, to table this item, due to the applicant withdrawing their request. Motion carried unanimously, with Commissioner Sanchez absent.

## **OLD BUSINESS**

None.

## **NEW BUSINESS**

### **10. Discussion on options for public art Strategic Plan objective**

Chair Parsons stated that public art falls into two broad categories with one being public art on public property and public art on private property. He said there is no code that dictates or encourages public art on private property but there are requirements on public property such as at the North Branch Library donated by Northrop and the Transit Center. He stated there is a reluctance to be too aggressive from a private development standpoint of requiring large fees or givebacks by a developer to achieve public art either on the property, into a fund or donation. He

suggested recommending to City Council through the Strategic Planning process to move this forward and set some kind of policy for staff/commission direction on addressing the issue of public art on private property. He said there is now the Public Art Commission and other art groups in town and this may be a good time to move things forward but not being too aggressive in scaring off developers. He believed some opportunities have been missed and stated there is a lot of private development taking place and suggested having a policy encouraging public art, ordinances requiring public art, incentives as opposed to demands for public art, etc. He suggested having discussions and possibly having a combined meeting with the Public Art Commission and noted twice a year there is the Strategic Planning process for the City with the next one coming up in March.

Planning Director Aaron Jones stated staff has provided background information on the formation of the public arts efforts and noted an effort is taking place regarding a complete inventory of public art in the community. He said the options for public art are described in the background material. He also said the City has a current policy of requiring and striving to implement 1% on all capital improvement projects, and noted there are many options in the private field.

Cultural and Performing Arts Manager John La Rock stated the Public Art Commission is creating the Public Art Location Plan which is a 3-phase plan. He stated the first phase completed is an inventory of the existing public art in the City both in the public and private realms, the second phase being an ordered list of recommended sites publically held by the City for future public art projects, and the third phase is a fiscal sustainability analysis. He said there is a fund for future public art projects of approximately \$46,500 and there has been one small allocation to help initiation the Northrop Grumman gift at the North Branch Library. He stated the Public Art Commission wants to bring to Council all of the options available on how to continue public art and different mechanisms to fund public art. He also said staff has provided an analysis of multiple cities of their thresholds, triggers and percentages to sustain a public art program.

Chair Parsons pointed out if a zoning ordinance is created through the private sector, it would have to come through the Planning Commission and suggested having combined meetings with the Public Art Commission, noting there is a benefit in working together.

Cultural and Performing Arts Manager John La Rock stated the subcommittee is currently working on the third phase which is the financial matrix for ongoing public art funding and hoped the Public Art Location Plan will be addressed and presented to City Council by this summer.

Chair Parsons suggested the proposed project on Esplanade could lend itself to some public art and it is important to not miss opportunities.

Commissioner Biro suggested encouraging an incentive to developers by providing public art other than an imposed fee to provide art.

Cultural and Performing Arts Manager John La Rock supported incentivizing and creating a harmonious environment with the surroundings as well as any structural or development project.

Commissioner Biro suggested space be provided first with the art work provided later.

Cultural and Performing Arts Manager John La Rock said there are public/private partnership examples wherein the developer will provide the pad, exterior lighting, irrigation, etc., with a partnering to fund the actual art work.

Cultural and Performing Arts Manager John La Rock also said some cities have a percentage as low as one quarter of a percent and some phase it based on cost of living, noting there is no minimum or maximum, all being entirely definable.

In response to Commissioner Biro, Cultural and Performing Arts Manager John La Rock stated there are over 40 public and privately held public art works within the City and walking tours for citizens for public art is being considered, tying in with Vital City efforts, encouraging people to be outside.

Chair Parsons noted incentives such as FAR bonuses.

Commissioner Zager suggested rather than just giving to a fund, that there should be something that the development gets out of it to enhance their project.

Cultural and Performing Arts Manager John La Rock stated there are program examples wherein a developer will be paired with a public artist through the civic entity to create the practical public art such as front doors of a structure or hand rails on balconies.

Commissioner Mitchell supported not restricting the developer and promoting local Redondo Beach residents.

Cultural and Performing Arts Manager John La Rock said there is a majority of public art in the City existing from the work of locally based Redondo Beach artists. He said the solicitation of actual art work is done through an RFP and entities involved set the parameters, keeping a project at home or go as wide as desired.

Public Art Commissioner Georgette Gantner supported the groups working together and ideas presented tonight and looked forward to collaborating with the Planning Commission.

Public Art Commissioner Sandra Liljenwall stated it is important to have collaboration to go forward and said there are wonderful opportunities in Redondo Beach for public art that many cities do not have, which will benefit businesses, art expression, and artists, and will enhance the community. She also supported ideas presented tonight.

In response to Commissioner Kim, Cultural and Performing Arts Manager John La Rock stated staff has not identified private locations for public art but the funding mechanisms will have the private component addressed. At that time, comment from developers could be invited.

Commissioner Biro stated the benches and bus shelters are a piece of art and as the City moves forward with some of these items, he hoped to see the entry into Redondo Beach change into something more attractive.

Cultural and Performing Arts Manager John La Rock stated the vintage design is being executed at the Pier and Harbor and other areas and has an aesthetic value. He said the business climate, social climate and the cultural climate of the City can really be enhanced with public art, especially in a coordinated effort.

Planning Director Jones stated the City is moving toward a higher level of design in the public spaces through street furnishings, the vintage design guidelines for the Harbor and Pier, and to be done within the City's financial resources and with a distinctive brand or image with entries being key points. He said staff is working closely with Public Art, Engineering and Public Works

regarding signage for the parks and the wayfinding program, for example. He said this is a good time to look at public and private art and ways to incentivize public art with private development.

Commissioner Zager stated he was involved in a project with the Alta Vista Community Center and said the community in the last few years has shown a strong desire to get projects done and said it is important to support them.

Chair Parsons stated the CEO of the Chamber expressed support for more public art in the City but should be done in a way to not deter any kind of development or economic opportunities coming forward.

Motion by Commissioner Zager, seconded by Commissioner Biro, to request to City Council to authorize or direct staff and the Commissions to work together on formulating private sector public art incentives and/or requirements and guidelines for creating public art in the private sector development. Motion carried unanimously, with Commissioner Sanchez absent.

### **PUBLIC PARTICIPATION ON NON-AGENDA ITEMS**

None.

### **COMMISSION ITEMS AND REFERRALS TO STAFF**

Commissioner Biro announced the APA National Conference coming to Los Angeles April 14 through April 17, 2012 and suggested the Commissioners attend. He also said the Walgreen's on the corner of Artesia and Hawthorne did not install lights on the steps coming up from the intersection up to the parking lot and believed this was required when the project was approved.

Planning Director Jones stated the remaining travel budget will allow for only one Commissioner to attend the APA National Conference.

### **ITEMS FROM STAFF**

Planning Director Jones stated the City Manager will be attending the February 16, 2012 Planning Commission meeting to solicit input from the Commission on budget priorities, capital projects, Strategic Plan items, and feedback in general. He also said the Commission can provide all input to the City Manager during the discussion which will be carried forward.

### **COUNCIL ACTION ON PLANNING COMMISSION MATTERS**

Planning Director Aaron Jones stated City Council approved on December 20, 2011, the Body Glove Dive and Surf corporate headquarter relocation and the development of 50 new parking spaces on the 500 block of Broadway. He said City Council also approved on January 17, 2012 a revised Mole B Master Plan.

He said upcoming Council matters will include a policy on food trucks, short-term vacation rentals, and on February 21, 2012, City Council will be holding a public hearing on adoption of the housing and circulation elements. He also said there is a moratorium on licensing or permitting new massage establishments and this needs to be accomplished before December.

In response to Chair Parsons, Planning Director Jones stated there will not be code changes to Title 10 of the Zoning Ordinance and are regulated elsewhere in the Municipal Code. He said staff is currently

working with the Police Department and the City Attorney's Office on a number of different amendments to the Municipal Code.

**ADJOURNMENT: 8:09 P.M.**

There being no further business to come before the Commission, Commissioner Zager moved, seconded by Commissioner Kim, to adjourn the meeting at 8:09 p.m. to a Regular Meeting to be held at 7:00 p.m. on Thursday, February 16, 2012 in the Redondo Beach City Council Chambers, 415 Diamond Street, Redondo Beach, California. Motion carried unanimously, with Commissioner Sanchez absent.

Respectfully submitted,

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Aaron Jones  
Planning Director



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# Administrative Report

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Council Action Date: January 17, 2012

**To: MAYOR AND CITY COUNCIL**

**From: BILL WORKMAN, CITY MANAGER**

**Subject: STRATEGIC PLAN UPDATE ON SIX-MONTH OBJECTIVES, WATER QUALITY IMPLEMENTATION MATRIX, GREEN TASK FORCE PRIORITY MATRIX, AND MAJOR CITY FACILITIES PRIORITY LIST**

## **RECOMMENDATION**

Receive and file the monthly updates to: 1) the six-month strategic objectives established at the Strategic Planning Retreat held on September 14, 2011; 2) the Water Quality Implementation Matrix; 3) the Green Task Force Priority Matrix; and 4) the Major City Facilities Priority List.

## **EXECUTIVE SUMMARY**

On September 14, 2011, the City Council held a Strategic Planning Workshop to establish six-month objectives. Monthly updates are provided to the Mayor and Council to enable them to monitor the City's progress. Updates to the Water Quality Implementation Matrix, the Green Task Force Priority Matrix and the Major City Facilities Priority List are also provided. This current update is the third update of the September 14, 2011 Strategic Planning session's six-month objectives. The next Strategic Planning Retreat will be held on March 1, 2012.

## **BACKGROUND**

The City Council's Strategic Plan directs the development of the City budget, program objectives, and performance measures. The goals provide the basis for improving services, and preserving a high quality of life in the City.

The City began strategic planning in 1998 with the creation of the first three-year strategic plan covering the period of 1998-2001. In October 2001, a second three-year plan was developed for 2001-2004. At the February 25, 2003 retreat, these Core Values were added: Openness and Honesty, Integrity and Ethics, Accountability, Outstanding Customer Service, Teamwork, Excellence, and Fiscal Responsibility. A third three-year plan was developed in March 2004, covering the period of 2004-2007, and including a vision statement. In September 2007, the fourth three-year plan was

developed with new goals and objectives. Finally, on March 3, 2010, the fifth three-year strategic plan was developed. The following are the five strategic plan goals for 2010-2013. They are not in priority order:

- Improve financial viability and expand economic opportunities;
- Improve public facilities and the infrastructure;
- Increase organizational effectiveness and efficiency;
- Maintain a high level of public safety; and
- Vitalize the Waterfront and Artesia Corridor.

The City Manager provides monthly updates to the adopted six-month objectives to enable the Mayor and City Council to monitor the City's progress on the Strategic Plan.

#### Water Quality Implementation Matrix

On July 19, 2005, the City Council adopted a resolution to form a 15-member Water Quality Task Force. During their 12-month assignment, the Task Force developed a Recommendations Report. The Report was presented to a joint meeting of the City Council and Harbor Commission. The City Council directed staff to report back with a prioritized action plan for implementation. The Recommendations Implementation Matrix was received by the Council on November 21, 2006, with direction for staff to provide a status report to accompany the Strategic Plan reports. The monthly status update is attached.

#### Green Task Force Priority Matrix

On January 16, 2007, the City Council adopted a resolution to form a 15-member Green Task Force to study and address a variety of environmental issues faced by the City. During their 12-month assignment (later extended to 15 months), the Task Force developed a Sustainable City Plan that included 26 recommendations. The Report was presented to the City Council on May 13, 2008. The City Council directed staff to assemble the recommendations into a matrix. On August 19, 2008, the City Council received and filed the Green Task Force Priority Matrix and reviewed it on October 21, 2008. The monthly status update is attached.

#### Major City Facilities Priority List

On February 13, 2007, the City Council adopted the Major City Facilities Priority List. The Council requested that the list come back periodically for review. The attached version reflects the addition of the Dominguez Park Community Center as directed by the City Council during adoption of the Fiscal Year 2007-2008 Budget on June 19, 2007.

**COORDINATION**

All departments participated in the development of the Strategic Plan and in providing the attached update. Relevant departments have reviewed the Water Quality Implementation Matrix, Green Task Force Matrix, and Major City Facilities Priority List.

**FISCAL IMPACT**

The total cost for this activity is included in the City Manager's Office's portion of the FY 2011-2012 Adopted Annual Budget, and is part of the department's annual work plan.

Submitted by:



Office of the City Manager

Attachments:

- Strategic Plan Update - Six-Month Objectives dated January 17, 2012
- Water Quality Implementation Matrix dated January 17, 2012
- Green Task Force Implementation Matrix dated January 17, 2012
- Major City Facilities Priority List dated June 2007

# CITY OF REDONDO BEACH

September 14, 2011 – March 1, 2012

## STRATEGIC OBJECTIVES

ACM=Asst. City Manager    FS = Financial Services    HBT=Harbor, Business and Transit    PW=Public Works    RCS= Recreation and Community Services

### THREE-YEAR GOAL: IMPROVE FINANCIAL VIABILITY AND EXPAND ECONOMIC OPPORTUNITIES

WHEN	WHO	WHAT	STATUS	REVISIONS	COMMENTS
1. At the October 4, 2011 City Council meeting	Mayor and City Council	Consider establishing a Subcommittee to consider tentative plan proposed by AES, review AES-submitted application to the State Energy Commission, review potential uses and disposition of the property, and review continued use of Edison power lines.	X		Held pre-application workshop with full Council. Second workshop TBA.
2. By January, 2012	City Attorney	Provide legal advice to the Mayor and City Council regarding legal ramifications of the Council and/or individual Council members advocating specific positions to State agencies and the general public regarding AES re-powering.		X	Revised from November 1, 2011 to January, 2012.
3. At the February 21, 2012 City Council Meeting	ACM	Present to the City Council for action a revised hotel lease, with financing, for the Marine Avenue site.		X	Revised from December 20 <sup>th</sup> .
4. At the March 20, 2012 City Council Meeting	ACM	Complete Phase I of the Galleria Opportunities Progress Report and present a report to the City Council.		X	Revised from December 15 <sup>th</sup> .
5. By January 31, 2012	ACM, working with the Mayor and City Council	Implement PERS contract amendments for second tier retirement benefits.	X		
6. At the February 7, 2012 City Council meeting	City Engineer	Present to the City Council the Green Task Force Matrix for consideration as the City's Sustainability Communities Strategy.	X		

7. At the February 14, 2012 City Council meeting	Planning Director and City Engineering	Review commercial on-street and on-site parking standards and present options for possible amendments to such standards to the City Council for direction.		X		
8. By February 15, 2012	HBT Director (lead) and FS Director, working with the City Attorney	Review, update and present to the City Council for action taxi cab licensing regulations and fees.		X		
9. By March 1, 2012	ACM	Recommend to the City Council for action entering into an agreement with an affordable housing developer to commit housing funds and avoid elimination of the Redevelopment Agency.		X		
10. By March 1, 2012	City Manager, in coordination with the Chamber of Commerce	Host a business development workshop on conducting foreign trade.		X		

**THREE-YEAR GOAL: IMPROVE PUBLIC FACILITIES AND INFRASTRUCTURE**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2012	RCS Director, working with Leadership Redondo	Present to the City Council for consideration the MOU and plans and specifications for construction of the new Veterans' Park events facility.			X	Project schedule to be revised after receipt of missing design components by Leadership Redondo.
2. By December 1, 2011	City Engineer, working with the PW Director and RCS Director	Present to the City Council for consideration a scope of work and project schedule for Perry Park and La Paz Parkette improvements.	X			
3. By February 1, 2012	Fire Chief, working with the City Attorney	Prepare and present for City Council consideration an ordinance modifying the city code to allow for the installation of BBQ pads in City parks.	X			Completed.
4. By March 1, 2012	City Engineer, working with the PW Director	Present to the City Council for consideration the initiation of the Proposition 218 process for implementation of new wastewater rates.		X		
5. By March 1, 2012	City Engineer	Present to the City Council for consideration options for low impact stormwater development ordinance(s).		X		
6. By March 1, 2012	RCS Director, working with the City Attorney	Present to the City Council for consideration agreements for the use of the Edison rights-of-way.		X		

**THREE-YEAR GOAL: INCREASE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON-TARGET	REVISED	
1. By November 15, 2011	City Council and Management Staff, with the RBUSD Board and Staff	Hold a joint public meeting to identify common issues (e.g., land swap, construction and other impacts) and how to address them.	X			
2. By November 15, 2011	City Manager, with the Beach Cities Health District	Participate in the Vitality City Program and provide an update to the City Council.	X			
3. By March 31, 2012	ACM	Develop and recommend to the City Council for action a revised Employee Training Plan consistent with the Succession Plan.			X	Revised from December 6 <sup>th</sup> to March 31 <sup>st</sup> .
4. At the February 7, 2012 City Council meeting	City Clerk (lead), IT Director and City Engineer	Develop plans for Phase II of Council Chambers improvements, including automation of the agenda process.		X		
5. By March 1, 2012	FS Director	Distribute to each employee the full cost of their City position.		X		
6. By March 1, 2012	IT Director, working with the FS Director	Develop and present to the City Council for action contract amendments to upgrade the financial management system to MUNIS version 9.x.		X		
7. By March 1, 2012	Planning Director, with the Police Chief and RCS Director	Recommend to the City Council for consideration a policy regarding the use of food trucks during special events and TUP (Temporary Use Permit) activities.		X		
8. By March 1, 2012	City Clerk	Prepare and present to the City Council for consideration a measure for the March 2013 ballot to establish administrative purchasing limits.		X		

**THREE-YEAR GOAL: MAINTAIN A HIGH LEVEL OF PUBLIC SAFETY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the November 15, 2011 City Council meeting	Planning Director and Police Chief	Present to the City Council for consideration an extension of the urgency ordinance for massage permits.	X			Completed.
2. By December 15, 2011	Fire Chief	Design and implement a table top drill to re-familiarize city staff, the City Council and outside agencies with their roles and responsibilities during citywide emergencies.	X			Completed.
3. By December 15, 2011	Fire Chief	Complete the FEMA required Nimsacast and required documentation to ensure the availability of disaster reimbursement funding to the City.	X			Completed.
4. By February 1, 2012	Planning Director and City Attorney	Present to the City Council for consideration options for regulation of short-term vacation rentals.		X		
5. By March, 2012, contingent upon Federal authorization	Police Chief (lead), Fire Chief, Library Director and City Engineer	Coordinate and have installed an emergency generator at the Main Library for EOC (Emergency Operations Center) expansion.			X	Attempting to locate alternate funding sources for the construction costs which were not authorized by the grant.
6. By March 1, 2012	Police Chief and Fire Chief	Develop and present to the City Council a Response and Recovery Plan for Critical Incidents involving the threat of violence in a City facility.		X		
7. By March 1, 2012	Fire Chief	Maintain a high level of interoperability with the new Harbor Patrol Facility and the development on Mole B, including the coordination with other City departments, and provide updates to the City Council via the City Manager.		X		

**THREE-YEAR GOAL: VITALIZE THE WATERFRONT AND ARTESIA CORRIDOR**

WHEN	WHO	WHAT	STATUS	COMMENTS
			<input type="checkbox"/> DONE <input type="checkbox"/> ON TARGET <input type="checkbox"/> REVISED	
1. At the September 20, 2011 City Council meeting	HBT Director	Present to the City Council for action a plan for operational and financial improvements to Harbor and Pier parking.	X	
2. By January 31, 2012	HBT Director	Develop a RFP for a partner(s) for the Harbor Waterfront Revitalization Project and present to the City Council for action.	X	Anticipated completion date revised to January 31, 2012
3. By November 15, 2011	City Engineer	Present to the City Council a summary of the initial steps required to rename Artesia Boulevard.	X	
4. By November 15, 2011	City Engineer, working with the Planning Director and HBT Director	Present to the City Council for consideration the Vitality City recommended Harbor Drive Bike Path and Streetscape Plan.	X	
5. By March 1, 2012	City Manager, working with the Artesia Boulevard Working Group	Complete and present to the City Council for action a Strategic Plan for Artesia Boulevard.	X	Revised from December 31, 2011 to March 1, 2012.
6. By March 1, 2012	HBT Director	Present to the City Council for action a partner(s) for the Harbor Waterfront Revitalization Project.	X	
7. By March 1, 2012	Planning Director	Pursue funding to commence an Artesia Corridor Revitalization Study and report progress to the Planning Commission and City Council.	X	



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# Administrative Report

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**Planning Commission Hearing Date:**

**FEBRUARY 16, 2012**

**AGENDA ITEM:** 8 (PUBLIC HEARING)

**PROJECT LOCATION:** 2772 ARTESIA BOULEVARD

**APPLICATION TYPE:** EXEMPTION DECLARATION AND  
CONDITIONAL USE PERMIT

**CASE NUMBER:** 2012-02-PC-003

**APPLICANT'S NAME:** MARIE AND RICHARD GLEERUP

**APPLICANT'S REQUEST AS ADVERTISED:**

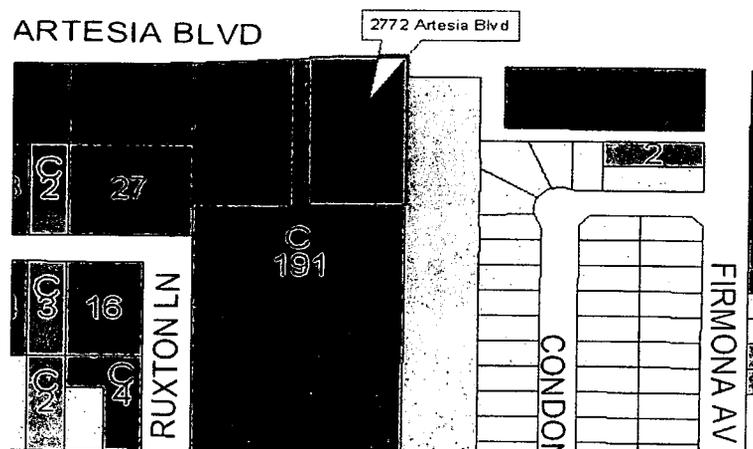
Consideration of an Exemption Declaration and a Conditional Use Permit to allow the operation of a personal improvement service consisting of an art studio and art instruction with limited service of snacks, beer, and wine in an existing commercial building on property located within a Commercial (C-4) zone.

**DEPARTMENT'S RECOMMENDATION:**

The Planning Department recommends that the Planning Commission make the findings as set forth in the staff report, adopt the Exemption Declaration and approve a Conditional Use Permit, subject to the plans and applications submitted, and the conditions below.

**BACKGROUND:**

The subject property consists of a 30,060 square-foot rectangular parcel fronting onto Artesia Boulevard that is developed with a two-story building constructed in 1982. The first story consists of approximately 10,500 square feet of useable floor area with a second story that has approximately 5,000 square feet of useable floor area. The tenant spaces are occupied by a variety of retail, office, and service uses.



The commercial center is surrounded by railroad tracks to the east, commercial businesses further east of the tracks, a 171-unit senior housing complex to the south, a motel directly to the west, and commercial businesses across Artesia Boulevard to the north in the City of Lawndale.

### **CURRENT REQUEST:**

The applicant would like to open a new business in Unit # 106 which is approximately 1,700 square feet in size and was most recently occupied by a martial arts studio. The proposed business is a unique type of art instruction in a studio to be known as Paint 'n' Pour. Paint 'n' Pour is modeled after similar businesses that are operating nationwide. The target market is adults, an over-21 audience, including individuals who may be looking for an evening out away from their children. The typical attendee is female, between the age of 25 and 40 years old, who is looking for an entertaining evening out with friends.

The business intends to host events where all art supplies and instruction are provided to a maximum of 20 participants in a casual group setting. The art studio would be arranged so as to encourage camaraderie between the participants/students with music playing in the background while the students paint. Participants may purchase and consume snacks and beverages including beer and wine for on-site consumption during a mid-point break in the event. Each student would leave the event with their own completed painting.

The instructors are to be artists who are also actors and have teaching experience. It is hoped that instructors who have this combination of skills would be successful in creating a uniquely entertaining and engaging experience for the participants. Initially, the applicants would be the instructors. They would train additional instructors as needed.

The events would be scheduled to occur in the evenings, between 7:00 – 10:00 pm, Monday to Friday and in the afternoons, between 1:00 – 4:00 pm, on weekends. Each event would last 2 ½ - 3 hours and could be attended by individuals and/or groups of friends. The business would also create special theme events such as "couple nights" or "Halloween Art". Special events can also be arranged on request for specific groups, private parties or as fund-raising events.

The business plan addresses the need for the business to take responsibility for serving alcohol beverages. Based on similar businesses elsewhere, approximately 50% of the participants purchase one glass of wine or a beer during the event. Those who do not purchase alcoholic beverages, opt instead to purchase non-alcoholic drinks including sodas and water.

## DEPARTMENT'S ANALYSIS OF REQUEST:

Pursuant to Section 10-2.640 of the City's Zoning Ordinance, personal improvement services, such as an art instruction studio, located in a Commercial (C-4) zone require the approval of a Conditional Use Permit. The purpose of the Conditional Use Permit is to ensure that the operation of an art instruction studio does not have a negative impact on the surrounding uses and properties. Potential issues related to the operation of an art instruction studio include noise and parking problems.

Noise generated by the proposed business inside the tenant space would include casual discussions among the participants along with background music intended to create a relaxed ambiance. It is unlikely that such noise would be audible on the exterior of the tenant space. Exterior noise including lively discussions, laughter and the sounds of vehicle engines and car doors being opened and closed by participants leaving the event at 10:00 pm may occur. Such noise could potentially impact the closest residential neighbors residing in the 171-unit senior condominium project located south of the commercial center. Given the layout of the commercial center, the participants would most likely park in the ground level parking lot closest to the entrance to Unit #106. The participants and their cars would be a minimum of 100 feet away from and one level lower, than the closest four (4) senior condominium units in the complex and much further away from the remaining 167 units. Therefore, it is unlikely that such noise, if it occurs, will be problematic for the residential neighbors. In any case, staff recommends that the business operators take a proactive approach regarding the noise that may emanate from the parking lot by having signs posted inside the tenant space asking participants to keep their voices down and to minimize the slamming of car doors. Additionally, a similar announcement should be made to the participants by the instructors prior to the end of each class/event.

As indicated on the plans, there is sufficient parking on-site to accommodate the proposed use, with 10 spaces for a maximum of 20 participants (one parking space for every two (2) students) and 2 spaces for 2 instructors, for a total requirement of twelve (12) spaces, based on the current mix of tenants. Even so, parking should not be problematic since the office users, the dentist and the adult day care program, which account for a total of 28 parking spaces, are closed in the evenings and on weekends when the proposed business intends on operating.

Snacks and beverages will be available for purchase by the participants including wine and beer. The applicants acknowledge the legal necessity for them to acquire a California Alcoholic Beverage Control License (Type 42) in order to sell beer and wine for on-site consumption only. As indicated above, based on of similar business operations in other parts of the country, only about half or 50% of the participants purchased on average one glass of wine or one beer during the course of an event. Despite this, the business operators have included in the business plan their commitment to sell and serve alcohol responsibly.

The following requirements are included as part of their "Pouring Responsibly Policy":

- All employees will be required to successfully complete the Licensee Education on Alcohol and Drugs (LEAD) training program offered by the California Alcoholic Beverage Control (ABC).
- All participants who appear under age or at-age will be asked to show their ID.
- Only registered participants will be allowed to purchase alcoholic beverages during a mid-point break. There will be no sale of alcoholic beverages before or at the end of the event.
- Wine will be served in a glass designed to hold 5 ounces and beer will be served in a 12-ounce container.
- Signage in accordance with the recommendations of ABC concerning the responsible use of alcohol will be displayed.
- A "Zero Tolerance Policy" regarding underage drinking and over-serving will be established, updated and/or improved in compliance with training and information available from ABC and all applicable legislation and industry standards.

The site appears to be a good location for the proposed art instruction studio. Taking into account the implementation of the "Pouring Responsibly Policy, as proposed by the applicants, the use is not expected to have any negative impacts on the surrounding area.

#### **ENVIRONMENTAL STATUS:**

Pursuant to the California Environmental Quality Act (CEQA), Section 15301, the proposed project is categorically exempt from the preparation of environmental analyses.

#### **FINDINGS:**

1. In accordance with Section 10-2.2506(b) of the Redondo Beach Municipal Code, approval of the request for a Conditional Use Permit is in accord with the criteria set forth therein for the following reasons:
  - a) The proposed use is permitted in the land use district in which the site is located, and the site is adequate in size and shape to accommodate the use, and the project is consistent with the requirements of Chapter 2, Title 10 of the Redondo Beach Municipal Code, to adjust the use with the land and uses in the neighborhood.
  - b) The site of the proposed use has adequate access to a public street of adequate width to carry the kind and quantity of traffic generated by the use that it serves.

- c) The proposed use shall have no adverse effect on abutting property or the permitted use thereof, subject to the conditions of approval.
- d) The project is consistent with the Comprehensive General Plan of the City.
2. The plans, specifications and drawings submitted with the applications have been reviewed by the Planning Commission, and approved.
3. Pursuant to Chapter 3, Title 10 of the Redondo Beach Municipal Code, the project is exempt from the preparation of environmental documents pursuant to Section 15301 of the Guidelines for Implementation of the California Environmental Quality Act (CEQA).
4. The Planning Commission hereby finds that the proposed project would have no impact on Fish and Game resources pursuant to Section 21089(b) of the Public Resources Code.

**CONDITIONS:**

1. That the approval granted herein is for the operation of a personal improvement facility, an art instruction studio, within an existing commercial tenant space, approximately 1,700 square feet in size and that the proposed business shall be maintained and operated in substantial compliance with the proposal and the plans reviewed and approved by the Planning Commission at its meeting of February 16, 2012.
2. That the art instruction studio shall be allowed to operate with a maximum of 20 students/participants and two (2) instructors at any one time.
3. That the personal improvement service business shall be permitted to operate weekdays from 7:00 p.m. to 10:00 p.m. and on weekends from 1:00 p.m. to 4:00 p.m.
4. That signs shall be posted inside the tenant space asking participants to keep their voices down, keep the volume of their stereos low, and to refrain from slamming car doors in the parking lot so as to minimize any disturbance to the residential neighbors to the south. Additionally, instructors will be required to make a similar announcement to the participants prior to the end of each class/event.
5. In the event that background music played during the business operation can be heard on the exterior of the tenant space and results in complaints the business operators shall agree to lower the music volume to a level considered reasonable as determined by the City.

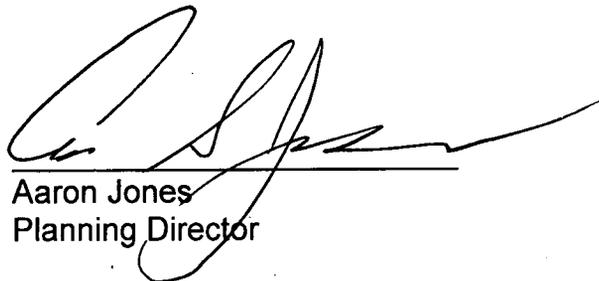
6. That the applicants shall acquire a California Alcoholic Beverage Control License (Type 42) for the sale of beer and wine for on-site consumption only prior to the opening of the business.
7. That the following "Pouring Responsibly Policy" shall be implemented at all times:
  - All employees will be required to successfully complete the Licensee Education on Alcohol and Drugs (LEAD) training program offered by the California Alcoholic Beverage Control (ABC).
  - All participants who appear under age or at-age will be asked to show their ID.
  - Only registered participants will be allowed to purchase alcoholic beverages during a mid-point break. There will be no sale of alcoholic beverages before or at the end of the event.
  - Wine will be served in a glass designed to hold 5 ounces and beer will be served in a 12-ounce container.
  - Signage in accordance with the recommendations of ABC concerning the responsible use of alcohol will be displayed.
  - A "Zero Tolerance Policy" regarding underage drinking and over-serving will be established, updated and/or improved in compliance with training and information available from ABC and all applicable legislation and industry standards.
8. That the installation of a new sign shall require the approval of the Planning Department in accordance with the City's Sign Regulation Criteria, Section 10-2.1802 prior to the issuance of sign permit.
9. That all building alterations shall comply with all applicable codes and regulations implemented by the City of Redondo Beach and any other agencies with jurisdiction over the facility and that all required permits shall be obtained prior to the commencement of any work.
10. That the Planning Department shall be authorized to approve minor changes.
11. That, in the event of a disagreement in the interpretation and/or application of these conditions, the issue shall be referred back to the Planning Commission for a decision. The decision of the Planning Commission shall be final.

Prepared by:

Approved for forwarding by:



Anita Kroeger  
Associate Planner



Aaron Jones  
Planning Director



## CITY OF REDONDO BEACH

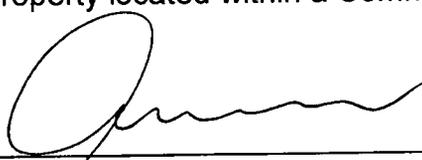
### EXEMPTION DECLARATION PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

**DATE:** February 16, 2012

**PROJECT ADDRESS:** 2772 Artesia Boulevard

**PROPOSED PROJECT:** Consideration of an Exemption Declaration for the a Conditional Use Permit to allow the operation of a personal improvement service consisting of an art studio and art instruction with limited service of snacks, beer, and wine in an existing commercial building on property located within a Commercial (C-4) zone.

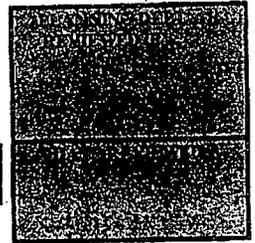
Section 15301 of the Guidelines for Implementation of the California Environmental Quality Act (CEQA) states, in part, that projects involving the leasing of existing facilities and involving negligible or no expansion of use, are categorically exempt from the preparation of environmental documents. This finding is supported by the fact that the proposed project allows the operation of a personal improvement service consisting of an art studio and art instruction with limited service of snacks, beer, and wine in an existing commercial building on property located within a Commercial (C-4) zone.

  
\_\_\_\_\_  
Anita Kroeger  
Associate Planner

**CITY OF REDONDO BEACH  
PLANNING DEPARTMENT**

2012 0090

**APPLICATION FOR CONDITIONAL USE PERMIT**



Application is hereby made to the Planning Commission/Harbor Commission of the City of Redondo Beach, for Conditional Use Permit, pursuant to Section 10-2.2506 of Chapter 2, Title 10 of the Redondo Beach Municipal Code.

**PART I - GENERAL INFORMATION**

<b>A APPLICANT INFORMATION</b>	
STREET ADDRESS OF PROPERTY: 2772 ARTESIA BLVD, UNIT 106, REDONDO BEACH, CA 90278	
EXACT LEGAL DESCRIPTION OF THE PROPERTY: LOT: LOT 2      BLOCK: 2700      TRACT: PM 35-30	ZONING: C-4
FLOOR AREA RATIO (EQUAL TO GROSS FLOOR AREA DIVIDED BY SITE SIZE) SITE SIZE (SQ. FT.): 15412      GROSS FLOOR AREA (SQ. FT.): 1700      FLOOR AREA RATIO: 117%	
RECORDED OWNER'S NAME: ARTESIA CENTER LLC / DAVID FRADIN	AUTHORIZED AGENT'S NAME: N/A
MAILING ADDRESS: 15400 SHERMAN WAY #215 VAN NUYS, CA 91406	MAILING ADDRESS: -
TELEPHONE: 818-348-2909	TELEPHONE: -
APPLICANT'S NAME: MARIE GLEERUP	PROJECT ARCHITECT/FIRM/PRINCIPAL: REUTER & REUTER, INC.
MAILING ADDRESS: 915 DIAMOND UNIT 5, REDONDO BEACH 90278	MAILING ADDRESS: 23001 HAWTHORNE BLVD TORRANCE, CA 90505
TELEPHONE: 562-743-3262	TELEPHONE: 310/793-7070 LICENSE NO. 10934

**B REQUEST**

The applicant requests a Conditional Use Permit to use the above described property for the following purposes:

Consideration of a Conditional Use Permit to allow the operation of an art instruction studio that sells and serves beer and wine to participants, in an existing commercial building on property located within a Pedestrian-Oriented Commercial (C-4-PD) zone.

C

**SHOWINGS** Explain how the project is consistent with the criteria in Section 19-2-2506(B) of the Zoning Ordinance.

**1. Describe existing site improvements and their present use. If vacant, please specify.**

This 1,782 square foot tenant space is currently occupied by a martial arts studio. No major construction or renovation is needed to re-purpose this space into an art studio. No changes to the exterior will be made except replacing the face of the existing sign cabinet located over the store front entrance.

**2. Describe the site in terms of its ability to accommodate the proposed use and conform to the development standards of the Zoning Ordinance (i.e., setbacks, parking, landscaping, etc.)**

The Artesia Center is surrounded by businesses, a motel, train tracks and a 171-unit senior condominium complex. Any noise, activity and traffic created by The Company will blend into the background. The Artesia Center is "L" shaped with each of the businesses facing into the parking area. The unit that will be occupied by The Company, Unit 106, is in the corner, with a small entrance facing the parking area. Two of the walls of unit are shared with other units; one wall is an exterior wall facing the train tracks; the fourth wall abuts a berm where the property rises around the building. This effectively creates a 'bunker' type effect which would preclude noise from activities within the unit to affect the neighborhood in general; no noise from within would impact the condo complex behind Artesia Center.

The Artesia Center has 67 parking units exclusive to the property (including a rooftop area, not shown below) and five (5) additional spaces on an adjacent property, available to Artesia Center under a long-term lease. All 72 spaces are available for shared use by center occupants. Six (6) additional street parking spaces line the north perimeter of the center.

**3. Describe the site in terms of its access to public rights-of-way. Give street names, widths, and flow characteristics.**

The Artesia Center business complex is on a main East-West thoroughfare, Artesia Blvd (4 lanes), between two North-South thoroughfares, Hawthorne Blvd (8 lanes) and Inglewood Avenue (4 lanes). Traffic flow is not an issue with the expected dozen cars that will arrive for an evening's event. Access to the ample parking areas are available to drivers performing either a right or left turn; a separate left-turn-lane is available.

**4. Describe the expected impact of the proposed use on adjoining uses and activities and on future development of the neighborhood.**

The other occupants of Artesia Center include two retail stores, a vocational training center, insurance offices and a dental office. All these businesses are closed during The Company's hours of operation on weekdays and only the two retail stores are open during its weekend hours. With no overlap of operating hours during the week and limited overlap on weekend afternoons, the spaces immediately in front of Unit 106 provide more than adequate parking for The Company customers.

**5. Describe how the proposed use is consistent with the intent and purpose of the Redondo Beach General Plan.**

The Artesia Center and location of this business is within a block of the South Bay Galleria, an upscale mall anchored by a Nordstrom's. This easy access location offers an attractive alternative to other leisure activities such as going to the movies or bowling, and acts as a follow-up to a shopping trip or dinner.

In addition, the evening's experience, along with the reward of a unique work of art to take home, is compatible with the South Bay lifestyle and general culture of Redondo Beach residents who appreciate this kind of unique quality option.

**D** It is desirable, but not required, to have the signatures of owners of property in the immediate area affected, certifying that they have no objection to the establishment of the use as applied for in this request for a Conditional Use Permit. Use reverse side of this sheet if more space is needed.

	NAME	ADDRESS	LOT	BLOCK	TRACT
①	CLARE EISENBERG	2772 ARTESIA BLVD	2	2700	PM 30-35
②	BOB CEE Automotive	4623 ARTESIA BLVD	884-883	4600	5568
③	Insa Han	4615 W Artesia Blvd	881	4600	5568
④	MinchWax 1996ER	4623 Artesia Blvd	884-883	4600	5568
⑤	EXECUTIVE CALLWASH	4641 Artesia Blvd (Vicinity)	24	4600	39199
⑥	TOM NAUTZEN	4703 Artesia Blvd	885-886	4700	5568
	LIQUOR STORE				



## STORM WATER PLANNING PROGRAM PRIORITY PROJECT CHECKLIST

Project Name	Owner Name <i>ARTESIA CENTER LLC</i>	Developer Name <i>N/A</i>
Project address <i>2772 ARTESIA BLVD #106</i>	Owner Address <i>2772 ARTESIA BLVD.</i>	Developer Address <i>N/A</i>
<i>REDONDO BEACH, CA 90278</i>	<i>REDONDO BEACH</i>	
Check/Tract Number <i>LOT 2/PM 30-35</i>	Owner Phone <i>818-348-2909</i>	Developer Phone <i>N/A</i>

Applicability to Project (1)	Yes	No
Does Project disturb/add 5,000 sq. ft. or increase by 50 % impervious area on property presently developed?		X
Part A - Proposed Project (1) is:	Yes	No
1.. A 43,560 square foot commercial/industrial development		X
2. An automotive repair shop (SIC 5013, 5014, 5541, 7532-7534, 7536-7539 and 7549)		X
3. A retail gasoline outlet		X
4. A restaurant (SIC 5812) or food handling establishment, liquor stores exempt		X
5. A 10 or more unit homes (including single family, multifamily homes, condominiums and apartments)		X
6. Location adjoining to, bisected by, or directly discharging to a designated environmentally sensitive area where development will: (a) discharge stormwater and urban runoff that is likely to impact a sensitive biological species or habitat; and (b) create 2,500 sq. ft. or more of impervious area		X
7. Parking lots with 25 or more spaces?		X
8. Redevelopment projects in subject categories that meet redevelopment thresholds		X
9. A single family dwelling located in the Hillside Zone ( ≥25% slope)		X
Part B - Project (1) Characteristics:	Yes	No
1. Vehicle or equipment fueling areas?		X
2. Vehicle or equipment maintenance areas, including washing?		X
3. Commercial or industrial waste handling or storage, excluding typical office or household waste?		X
4. Outdoor handling or storage of hazardous materials or wastes?		X
5. Outdoor work areas for activities such as, but not limited to: welding; cutting; metal fabrication; assembly; application of paints, coatings or finishes; pre-cast concrete fabrication; etc.?		X
6. Outdoor animal care confinement (kennels, stables, etc.) or slaughter?		X
7. Outdoor food handling or processing?		X
8. Outdoor horticulture activities?		X
9. Locate in the Coastal Zone and not exempt from the requirement to obtain Coastal Development Permit?		X

- If any box in Part A is checked "Yes", this project will require the preparation of a Standard Urban Storm Water Mitigation Plan (SUSMP).
- If any box in Part B is checked "Yes", this project will require the preparation of a Site Specific Urban Storm Water Mitigation Plan (SSUSMP).
- (1) On previously developed property the project is not required to prepare a USMP if less than 5,000 sq. ft. of impervious area is disturbed/added or if more than 50% of additional impervious area is created. These limits do not apply to Part B (9) projects.

*Marie Cleerup*
*MARIE CLEERUP*
*PROPRIETOR*
*1/6/12*

**Applicant Signature**      **Printed Name**      **Title**      **Date**

**OWNER'S AFFIDAVIT**

**Project address:** 2772 Artesia Blvd. Redondo Beach, CA 90278

**Project description:** \_\_\_\_\_

I (We) David Franklin being duly sworn, depose and say I am (we are) the owner(s) of all or part of the property involved and that this application has been prepared in compliance with the requirements printed herein. I (we) further certify, under penalty of perjury that the foregoing statements and information presented herein are in all respects true and correct to the best of my (our) knowledge and belief.

**Signature(s):** [Signature]

**Address:** 15400 Sherman Way

#215

Van Nuys, CA 91406

**Phone No. (Res):** 818 348 2909

**(Bus):** 818 348 2909

Subscribed and sworn to (or affirmed) before me this 24 day of January, 2011 by David Franklin, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

[Signature]  
FILING CLERK OR NOTARY PUBLIC

State of California )  
County of Los Angeles )

ss

Seal

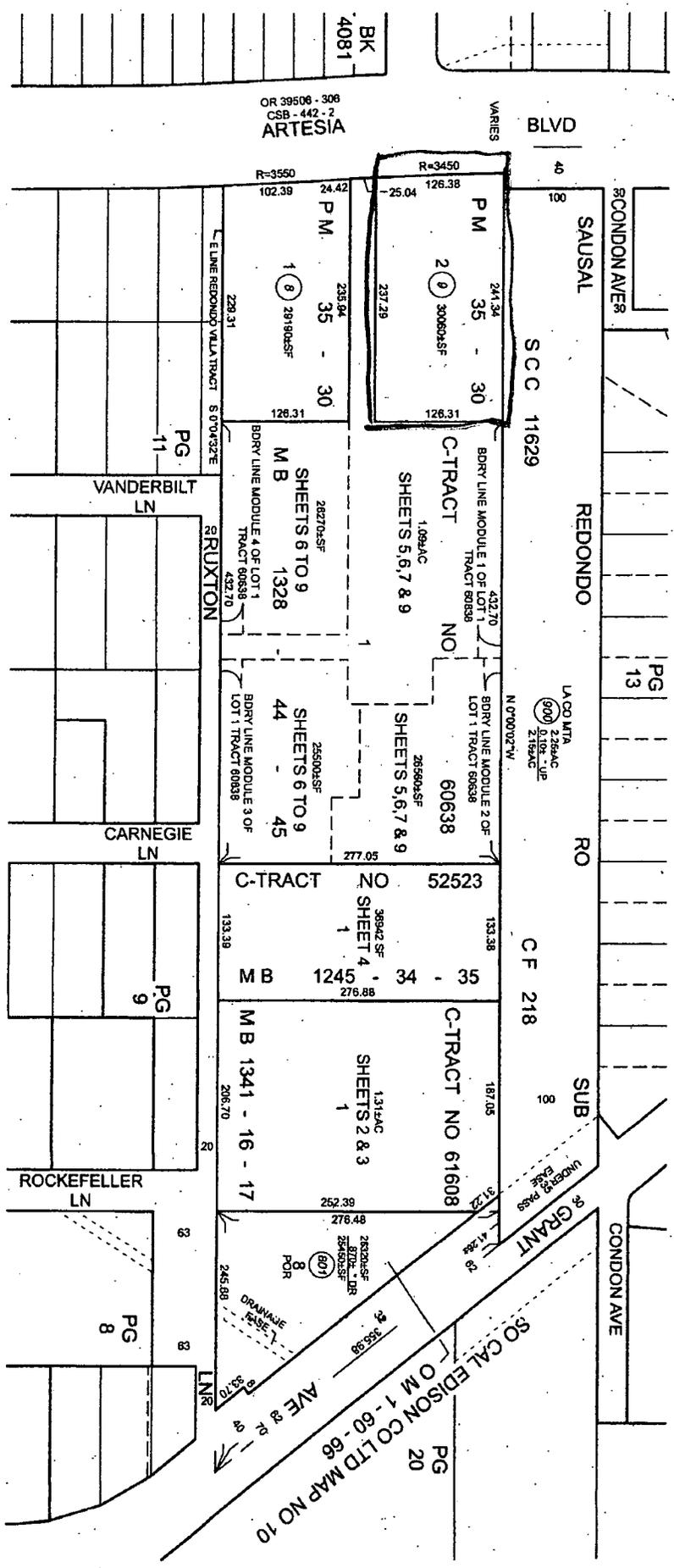
ATTACHMENT TO ITEM 'A'

2772  
ARTESIA

4082	P.A. 808 - 201 & 215	TRA 8080	REVISIONS: 2007/12/01 1002001-14 2008/01/16 07001001-14	2008/04/29 09301001-14 2008/04/29 09301005-14	SEARCH NO.	OFFICE OF THE ASSESSOR COUNTY OF LOS ANGELES COPYRIGHT © 2002
SHEET 1						

2009

MAPPING AND GIS SERVICES  
SCALE 1" = 100'



OR 39506 - 306  
CSB - 442 - 2  
ARTESIA

R=3550

R=3450

BK 4081

C-TRACT NO 52523

C-TRACT NO 61608

SO CAL EDISON CO LTD MAP NO 10  
COM 1-60-66  
AVE & P

ITEM  
ATTACHMENT TO "D":

1



H&H Jobbing, Inc.  
**SKI  
SNOWBOARD  
SWIMWEAR**  
Craig Eisenberg  
(310) 793-9150  
skioutlet@aol.com

2

**BOB LEE AUTOMOTIVE**  
Complete Automotive Service and Repair

Phone: (310) 542-4239 Peter Gonzales, Manager






Artesia Auto Plaza 4623 Artesia Blvd., Lawndale, CA 90260  
Serving the South Bay Area since 1970

3

**CLITE**  
Auto Performance

INSO - HAN OAKLEY

4615 W. Artesia Blvd.  
Lawndale, CA 90260

: 310 . 370 . 0377  
: 310 . 371 . 1277  
: inso\_eapracng.com  
: www.eap .com



4

Roger Salter  
rsalter@BMWworx.com

**BMWworx.com**  
British United

4623 Artesia Blvd.  
Redondo Beach  
CA 90260  
P: 310-370-2299  
C: 310-804-8321  
www.BMWworx.com

Independent BMW Repairs  
Up To 50% Less Than Dealer Prices

5

Open 7 Days a Week

**K&P  
EXECUTIVE**

10 Free

**HAND CAR WASH  
& DETAIL CENTER**  
Tel: (310) 371-8282  
4641 Artesia Boulevard, Lawndale, CA 90260

1	2	3	4	5	6	7	8	9
<input type="checkbox"/>								

6 NO BUSINESS CARD AVAILABLE

Parking Assessment at 2772 Artesia Blvd., Redondo Beach 90278

Suite #	Tenant	Sq.Ft. Occupied	Parking Ratio sq.ft.	Req Parking	Use
101	Claydon Jewelers	1175	250	5	Sales/repair of jewelry
102	Vacant	1079	300	4	Office
103	Galleria Dental Care	1079	150	7	Medical office
104	Vacant	1079	300	4	Office
105	Allstate Insurance	1417	300	5	Office
106	Paint n Pour (PROPOSED)	1700	1 per 2 + 1 per empl	12	Art Instruction
107-108	H&H Sports	2900	250	12	Retail
200	Mercury Insurance Group	983	300	3	Office
201-206	S.V.S.	4000	CUP - 9 instr + 5 van	14	Adult day care
		<u>15412</u>	<u>SPACES REQUIRED</u>	<u>66</u>	

Total Spaces Onsite	67
Adjoining Van Spaces	5
Adjoining Street Parking	6

**Conditional Use Permit Application**

**Back-Up Information**

**for**

**PAINT 'N POUR**

**1/9/2012**

**Paint 'n Pour**

**2772 Artesia Blvd., Suite 106**

**Redondo Beach, CA 90278**

**Phone: 562/743-3262**

**Email: [marie@paintnpour.org](mailto:marie@paintnpour.org)**

**Contact: Marie Madera Gleerup**

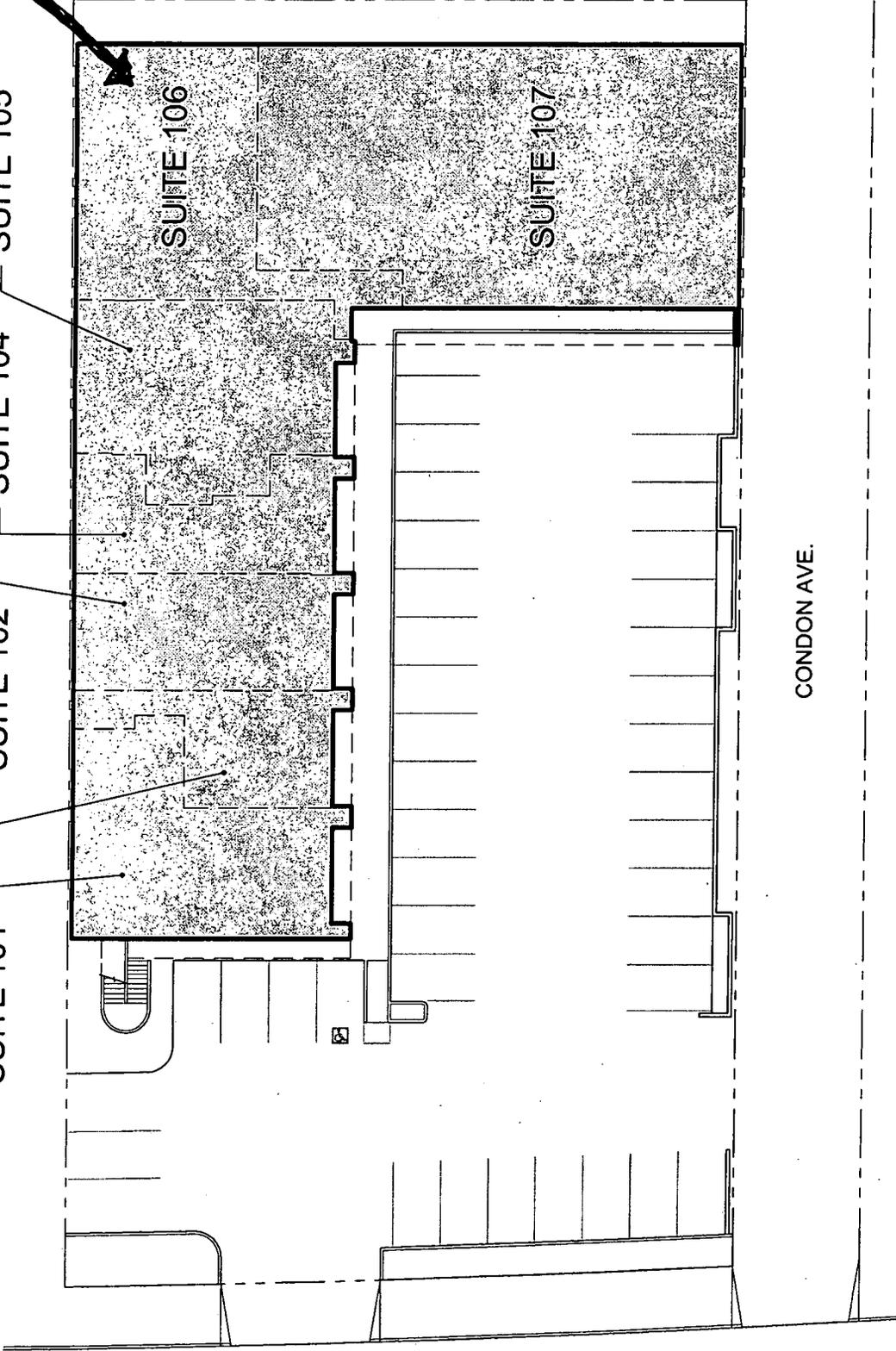


TURKEL ARCHITECTURE GROUP  
323 467 7500

SUITE 101  
SUITE 102  
SUITE 103  
SUITE 104  
SUITE 105

SUITE 106

SUITE 107



ARTESIA BLVD.

CONDON AVE.

2772 ARTESIA BLVD.		
SITE	p/n:	318.01
1" = 30'-0"		date: 14DEC11

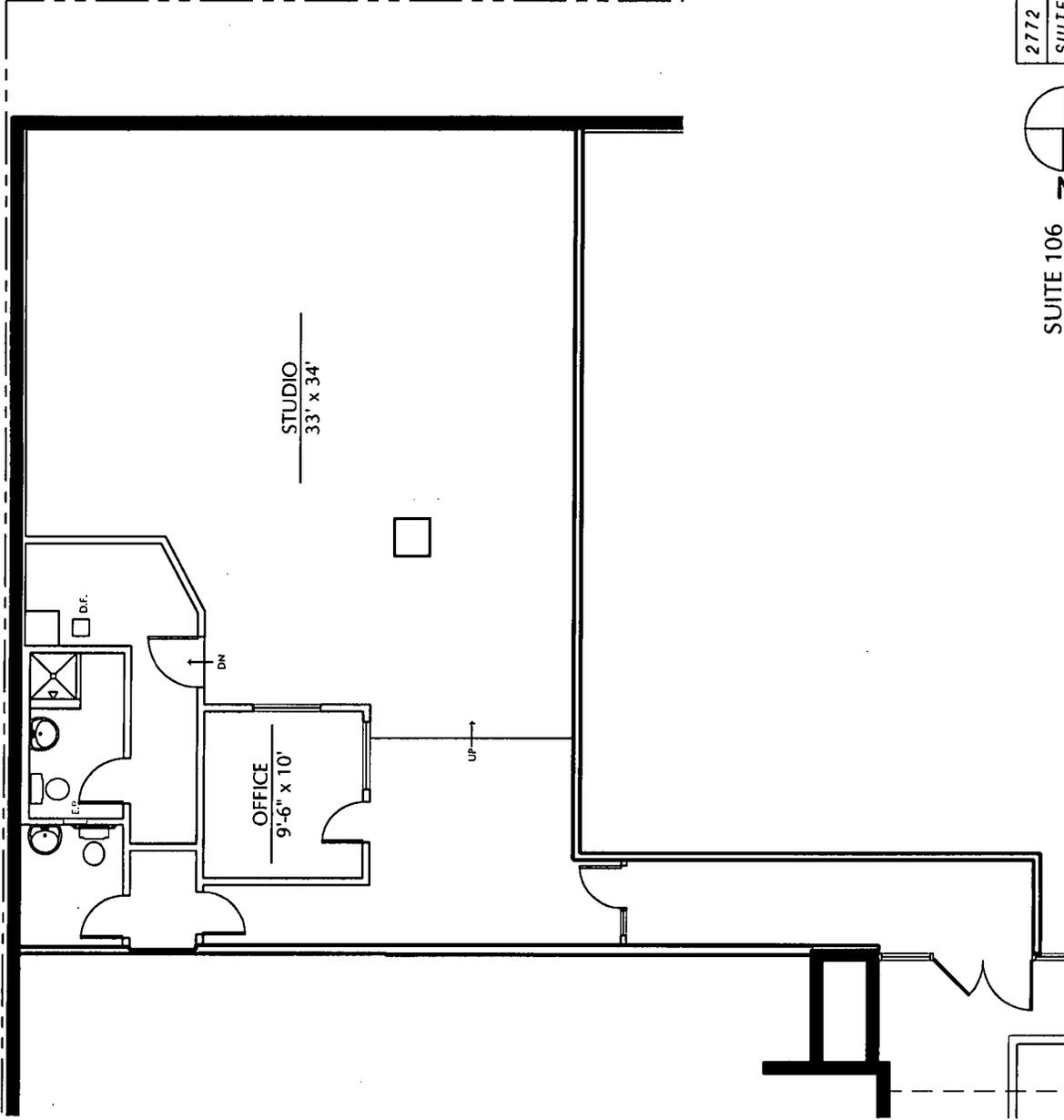


ARTESIA CENTER LLC.

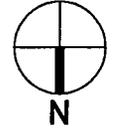
2772 ARTESIA BLVD.

FLOOR PLAN

TURKEL ARCHITECTURE GROUP  
323 467 7500



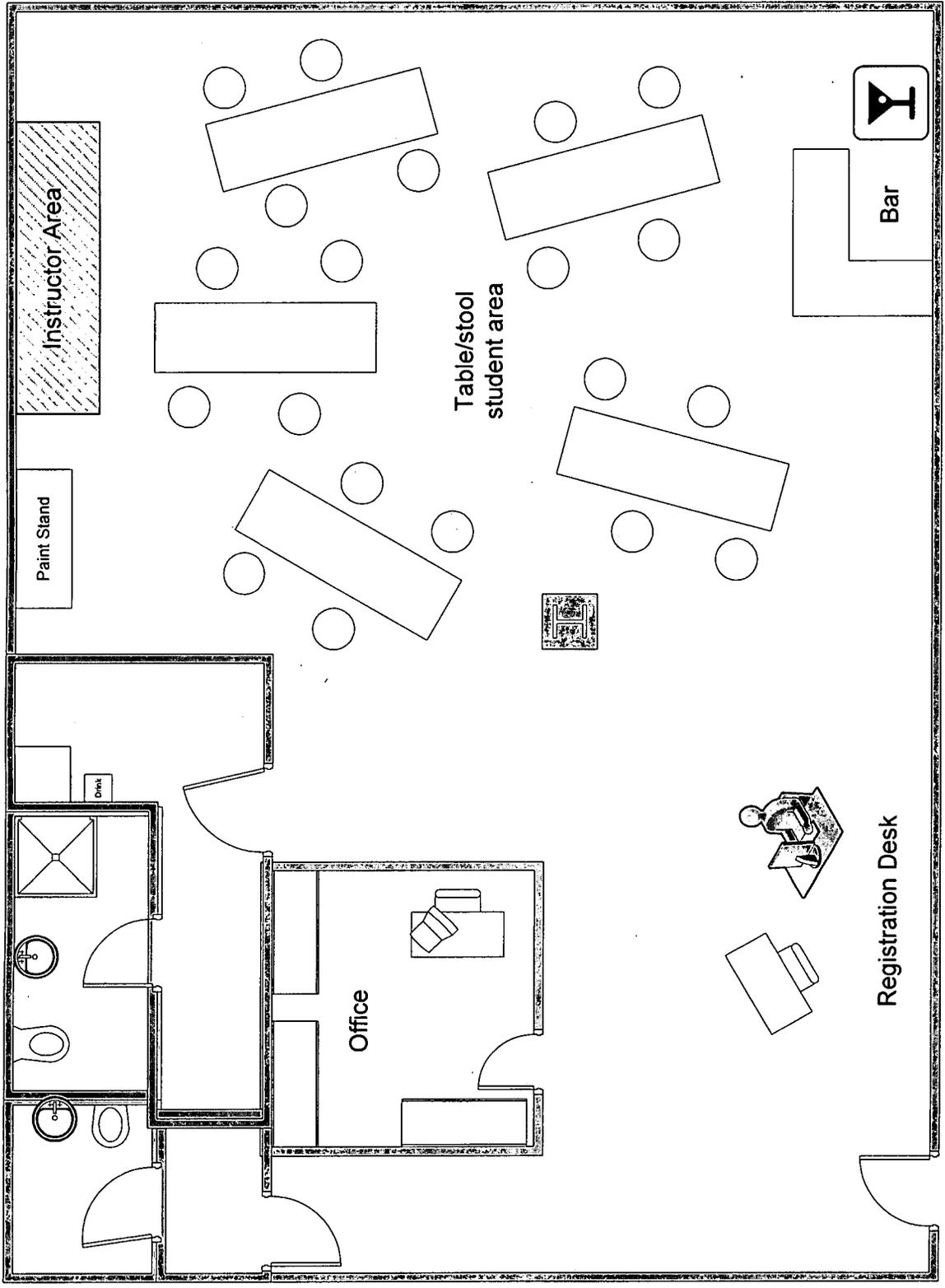
2772 ARTESIA BLVD.	
SUITE 106	p/n: 318.01
1/10'-1'-0"	date: 14DEC11



SUITE 106  
1782 SF

ARTESIA CENTER LLC.

2772 ARTESIA BLVD.



2772 Artesia #106

Parking Assessment at 2772 Artesia Blvd., Redondo Beach 90278

Suite #	Tenant	Sq. Ft. Occupied	Parking Ratio sq. ft.	Req Parking	Use
101	Claydon Jewelers	1175	250	5	Sales/repair of jewelry
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103	Galleria Dental Care	1079	150	7	Medical office
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200	Mercury Insurance Group	983	300	3	Office
201-206	S.V.S.	4000	CUP - 9 instr + 5 van*	14	Adult day care
		<u>15412</u>	SPACES REQUIRED	<u>66</u>	(including 5.vans)*

Total Spaces Onsite	66
Adjoining Van Spaces*	5

\*NOTE: Five van spaces used by S.V.S.  
 Spaces on adjoining property acquired via long-term lease.

CONFIDENTIAL BUSINESS PLAN

OF  
PAINT 'N POUR

December 2011

(revision 1/9/2012)

This Business Plan contains confidential and proprietary information and may not be copied or distributed without the written permission of Paint 'n Pour or its ownership.

Paint 'n Pour

2772 Artesia Blvd., Suite 106

Redondo Beach, CA 90278

Phone: 562/743-3262

Email: [marie@paintnpour.org](mailto:marie@paintnpour.org)

Contact: Marie Madera Gleerup

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## Executive Summary

Paint 'n Pour ("The Company") is an Arts and Entertainment establishment hosting events where all supplies and instruction in art are provided to participants in a gathering-like atmosphere. Adults who have registered to participate and attend an event may purchase beer and wine, as well as non-alcoholic beverages, during the event, and leave with their own created – and unique – work of art.

The Company is a sole proprietorship, owned and managed by Richard and Marie Gleerup. The management team brings a combined 60 years of business experience to this new venture, and plans to capitalize on experiences in marketing, sales, event planning, project management, teaching and theatre performance – as well as new skills in art and painting – to successfully host nightly paid events for the community.

This small business is modeled after a similar business started 3 1/2 years ago in Denver, Colorado. Called *Canvas and Cocktails*, the owner has two locations in Colorado, and partners with seven other studios nationwide. Each studio has its own unique name and runs independently, but shares painting ideas, marketing plans and website graphics.

Events will normally be held evenings, 7 to 10PM and weekend days, 1 to 4PM, hosting 20 participants. Events are open to the general public. Reserving the entire event for a private party or charity fundraising event is an option. The typical attendee – and target market -- is female, between the ages of 25-40, who is looking to spend an evening with friends.

In the first full year of operation, The Company projects sales will reach \$100,000 with a gross profit margin of 20-25%. Long range plans for this business level off at \$150,000 in gross sales per year, with a 33% profit margin. Under this plan, no capital investments outside of the owners' own resources is needed to maintain a healthy business.

Richard and Marie Gleerup plan to open in early 2012 in their hometown of Redondo Beach, California. We want to participate in the neighborhood where we live, and offer this service and entertainment option to their community.

## Industry and Market Description

The Company is unique in its combination of three business elements: leisure activity, instruction/personal improvement, and entertainment. The community of Redondo Beach and surrounding area supports a number of successful businesses that offer one or two of the above, but not many that offer all three.

The Company's unique niche is offering an alternative to a personal improvement activity – painting a picture – by doing so in a gathering-like atmosphere. Rather than a classroom set up where everyone quietly faces “the teacher,” the art studio encourages camaraderie by setting the students up at tabletop easels next to each other in an informal setting. In between the simple instructions, upbeat music plays as students paint. The “teacher” instructs every step of the way, but walks among the students encouraging and offering individual tips to make everyone feel helped. In addition, those more experienced in painting are encouraged to add their own touches or color choices, even paint their own pictures (and a variety of picture examples are displayed along the walls of the studio space).

The Company's other offering is entertainment. Since attendees may not have considered taking an art class prior to hearing about The Company, the teaching experience is critical to making the evening's instructions easy, fun, and comfortable for the novice. Although repeat business is expected, as much as half an event may be first timers, who benefit from the humor, support, and presentation skills of the instructor. Artists who are also actors well versed in engaging an audience will be hired as instructors; Marie brings these skilled experiences to the business as its primary teacher and mentor to future instructors.

Finally, all attendees leave with a painting – a unique work of art they created. Unlike similar businesses, such as Color Me Mine – where attendees paint on ceramic (sometimes over multiple days) and must return days later to pick up their product – the 16 x 20 acrylic painting is completed and dry before the end of one evening's event. In addition, each attendee can immediately hang their masterpiece up – no frame is even needed!

The unique experience offers multiple marketing options to schedule and sell painting events. Prospective customers range from the casual artist to those wanting a single-night art class, to an alternative leisure-time evening for friends to enjoy together. In addition, the model is proven by other similar studios to work well as a department team-building event, a charity fundraiser, or a private party to celebrate a birthday or anniversary.

## Marketing

The Company intends to use a combination of marketing tactics to fill its calendar with customers. First is the interactive website itself, displaying a different painting offering for each event. Visitors to the website can select the evening they want to attend based on the picture of their choice. An easy click takes a prospective customer to a sign-up page, where they can reserve their evening's seat. As customer incentives, group discount rates, coupons for signing up online, and special lower-priced evenings will be promoted.

An initial postcard campaign, explaining the concept in bright colors and few words, will drive readers to the website to find out more. Postcard mailings will be used periodically, as needed, to promote new paintings or special evenings such as "couples night" or "Halloween Art."

The website offers additional answers, such as those below:

**What is a class like?**

In a relaxed, social, group setting, an artist instructor guides you through replicating the night's featured painting step by step. Whether you are an aspiring Van Gogh or just looking to explore your creative side, you are sure to go home with a painting that is uniquely yours. By the end of the evening, you'll be amazed at the art you've created! Classes are about 2 1/2 hours with frequent breaks.

**What is included in the price?**

We provide Canvases, Paint, Brushes, Easels, and Aprons -- everything you need for the evening.

**Do you provide food or beverages?**

Although we don't offer food, we do have snack items available for purchase. In addition, a variety of beer, wine and champagne are also available for purchase; we offer this selection for the enjoyment of our artistic participants and comply with the laws of California regarding the sale and serving of beer and wine.

**If I come with a friend or a group, can we all sit together?**

We always try to seat friends and parties together. Let us know when making your reservation and we'll be sure to make the appropriate seating arrangements.

Attendees to the first few events will also be used in marketing, provided discounted or complimentary pricing to those who bring in additional friends. Proven to be extremely successful to the similar businesses under the *Canvas and Cocktails* partnership models, word-of-mouth is a strong tactic.

Finally, The Company's owners have extensive relationships with major corporations and non-profit entities in the South Bay, which should facilitate marketing efforts to groups and individuals within the target audience. The Company has also been developing a distinctive brand and logo to achieve brand recognition as the choice for a unique, fun and entertaining experience.

**Canvas and Cocktails website home page (ours will be designed similarly):**



Home | About Us | Contact Us

**Contact Us Today!**  
 Cherry Creek: 303.333.3288  
 South Glens: 303.794.6696

**No Experience Required!**  
 SIGN UP TODAY TO RESERVE YOUR SPOT!

always uniquely you.

Partner Studios

Calendar | Family Day | Private Events | Gallery | Locations | Blog | FAQ | In The News

**Join Canvas and Cocktails**  
 for the  
**Trendiest Night**  
**Out in Denver!**



**► SIGN UP NOW**

**Feeling Creative?** Join us for an Open Painting Session! Tuesday through Sunday from 11am-5pm.  
 \$25 includes all materials- 16x20 Canvas, Paints, Brushes, etc.  
 (No instruction during Open Painting- Unleash Your Inner Artist!)

Looking for a way to explore your artistic side but don't know where to start? Want a fun night out that is new and exciting? Canvas and Cocktails is an upbeat creative class for both the artistic and not so artistic. Come learn the basics of acrylic painting while enjoying the company of friends.



Grab your friends, coworkers, or make it a unique date night- and join us for an evening of entertaining art instruction. The best part? You will go home with a painting you can call "uniquely yours" and hopefully a new found talent you'll want to explore.



Not artistic? A little nervous? Don't worry- our instructor will guide you through step by step recreating the featured nights painting. Its easy, fun, and totally stress free. By the end of the night you will be amazed at the artwork you have created!

It's always Happy Hour at Canvas and Cocktails! Our bar is now serving \$3 glasses of wine, \$2 beers, and bottles from \$12 and up!

**Join Our Newsletter**

Sign up for our free monthly newsletter to receive the latest news and specials!

Enter Email  **► JOIN**

**Here's what to do**

Check out our monthly calendar for the evening that is best for you. Register online or by phone. We provide the canvases, paint, brushes, aprons and easels. Bring your own personal style and we do the rest.

**Calendar of Events (ours will be similar):**



**No Experience Required!**  
SIGN UP TODAY TO RESERVE YOUR SPOT!

**Contact Us Today!**  
Cherry Creek: 303.333.3288  
South Glenn: 303.794.6696

Partner Studios

[Calendar](#)
[Family Day](#)
[Private Events](#)
[Gallery](#)
[Locations](#)
[Blog](#)
[FAQ](#)
[In The News](#)

# Cherry Creek

**CALENDAR**

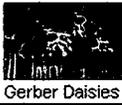
Looking for the SouthGlenn Calendar instead?  
[Click Here to View SouthGlenn](#)

<<< October

December >>>

## November

Our "SOLD OUT" classes are sold out to keep from over-crowding. Call us to get your name on our Wait List- We can almost always get you in last minute due to cancellations!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	 Mimosa Morning Funky Vase <b>▶ENLARGE</b> 10:00 a.m. \$35.00	 Red Rocks <b>▶ENLARGE</b> 6:30pm \$35.00	 SOLD OUT <b>▶ENLARGE</b> 6:30pm SOLD OUT Call to be put on our wait list	 Mimosa Morning Blue Petunia <b>▶ENLARGE</b> 10:00 a.m. \$35.00
			 Lovers Lane <b>▶ENLARGE</b> 6:30pm SOLD OUT \$35.00 Sold out call to be put on our wait list			 SOLD OUT <b>▶ENLARGE</b> 6:30pm SOLD OUT CALL FOR OUR WAITLIST
 Mimosa Morning Peacock <b>▶ENLARGE</b> 10:00 a.m. \$35.00	 FUNDRAISER: American Institute for Architects <b>▶ENLARGE</b> 6:30pm \$40.00	 Polar Express <b>▶ENLARGE</b> 6:30pm \$35.00	 Mimosa Morning Hydrangeas <b>▶ENLARGE</b> 10:00 a.m. \$35.00	 SOLD OUT <b>▶ENLARGE</b> 6:30pm SOLD OUT Call to be put on our wait list	 Gerber Daisies <b>▶ENLARGE</b> SOLD OUT SOLD OUT Call to be put on our wait list	 Mimosa Morning Changing Aspens <b>▶ENLARGE</b> 10:00 a.m. \$35.00

**Partial list of Partner Studios nationwide (ours would be added):**

Home | About Us | Contact Us



**No Experience Required!**  
SIGN UP TODAY TO RESERVE YOUR SPOT!

**Contact Us Today!**  
Cherry Creek: 303.333.3288  
South Glenn: 303.794.6696

Partner Studios

Calendar | Family Day | Private Events | Gallery | Locations | Blog | FAQ | In The News

## Partner Studios

*Other studios inspired by Canvas and Cocktails:*

---

**Boston, MA**



**The Paint Bar**

Boston's new venue for art as entertainment. Fun for the absolute beginner to the seasoned artist. Our instructor will guide you step by step - it's easy and stree free!

» [Click to visit The Paint Bar's website](#)

---

**Cincinnati, OH**



**Cheers to Art!**

Cincinnati's newest venue for an evening out on the town. It's the perfect place to get together with friends and famil to relax, unwind and enjoy time together painting while sipping your favorite beverage.

» [Click to visit Cheers to Art's website](#)

---

**Chicago, IL**



**Arts n Spirits**

Chicago's newest venue for the artistic and not so artistic. Bring your favorite drink, grab your friends and family and be prepared to have a good time while we guide you step-by-step and you go home with your own unique masterpiece.

» [Click to visit Arts N Spirits' website](#)

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**Longview, TX**



**Color Me Happy**

» [Click to visit Color Me Happy's website](#)

## Location

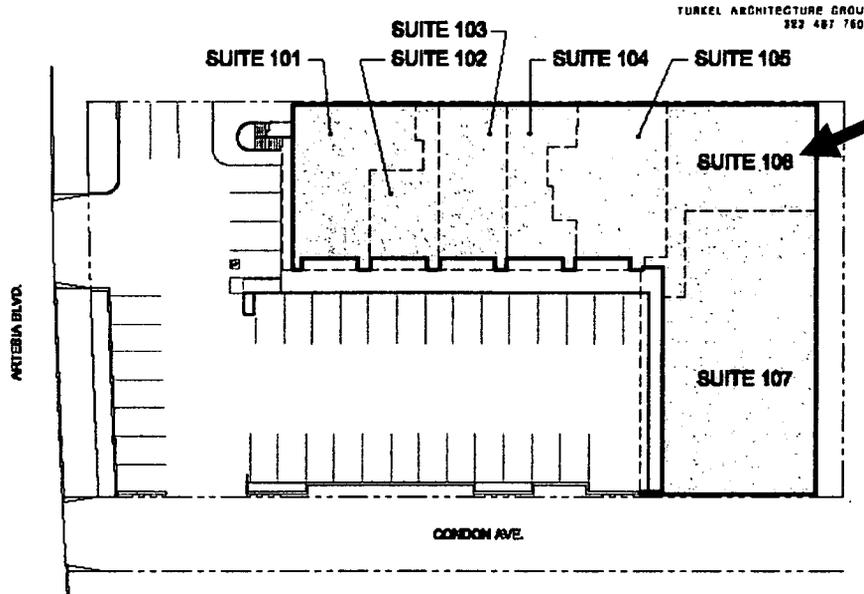
2772 Artesia is an ideal location for our business. The Artesia Center business complex is on a main East-West thoroughfare, Artesia Blvd, between two North-South thoroughfares, Hawthorne Blvd and Inglewood Avenue. Traffic flow is not an issue. Driveway access is available for both right and left turns off Artesia with a left-turn-lane feeding directly into one of the two center driveways.

The Artesia Center is surrounded by businesses, a motel, train tracks and a 171-unit senior condominium complex. Any noise, activity and traffic created by The Company will blend into the background. The Artesia Center is "L" shaped with each of the businesses facing into the parking area. The unit that will be used by The Company, Unit 106, is in the corner, with a small entrance facing the parking area. Two of the walls of unit are shared with other units; one wall is an exterior wall facing the train tracks; the fourth wall abuts a berm where the property rises around the building (see property diagram). This effectively creates a 'bunker' type effect which would preclude noise from activities within the unit to affect the neighborhood in general; no noise from within would impact the condo complex behind Artesia Center. The roof of this structure is additional parking which would generally not be needed by The Company.

The other occupants of Artesia Center include two retail stores, a vocational training center, insurance offices and a dental office. All these businesses are closed during The Company's evening hours of operation and only the two retail stores are open during weekend hours. The Artesia Center has 67 parking units exclusive to the property (including a rooftop area, not shown below) and five additional spaces on an adjacent property; available to Artesia Center under a long-term lease. All 72 spaces are available for shared use by center occupants. With no overlap of operating hours, the spaces immediately in front of Unit 106 provide more than adequate parking for The Company customers.

Additionally, the Artesia Center is just one block west of the South Bay Galleria, an upscale shopping mall, with anchor store Nordstrom's as the closest neighboring establishment.

**Site Plan/Floor Plan:**

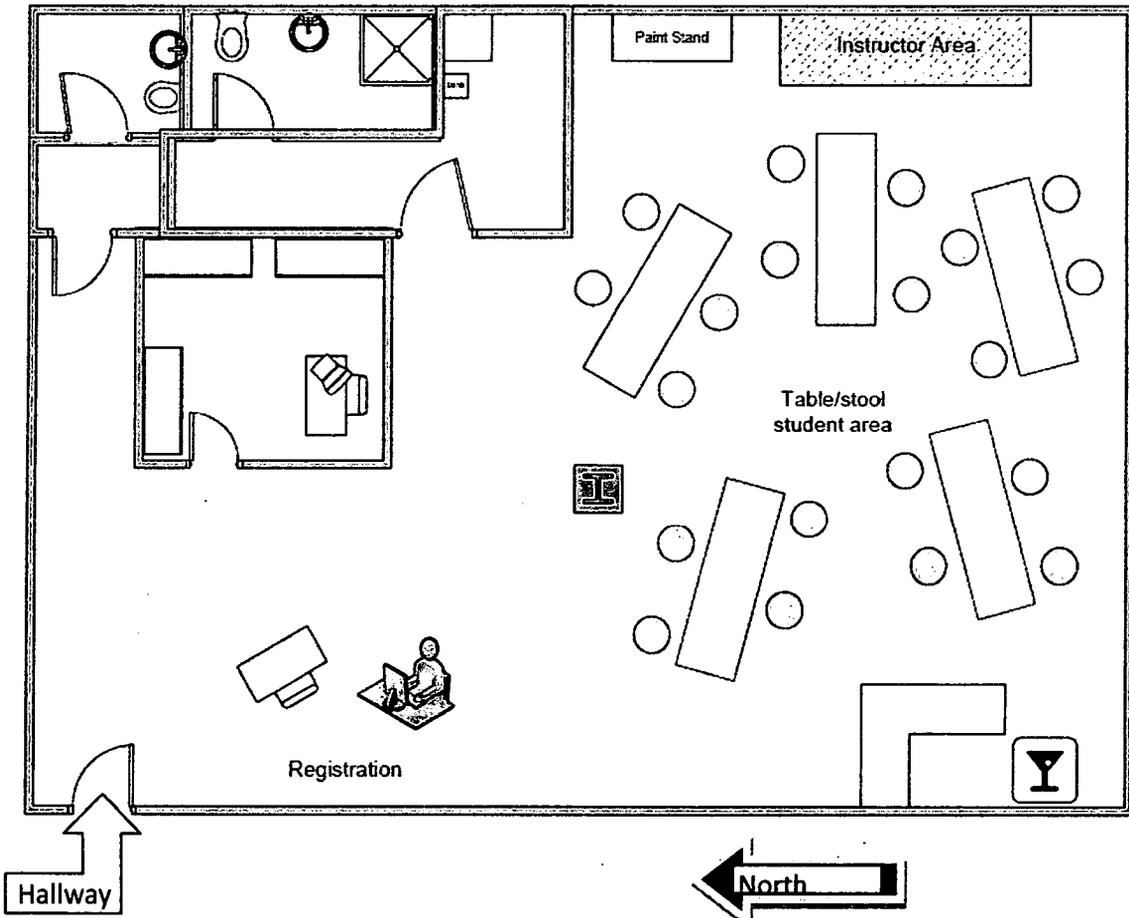


TURKEL ARCHITECTURE GROUP  
322 487 7608

**ARTESIA CENTER LLC.**

2772 ARTESIA BLVD.	
DATE	DATE: 01.16.07
1"=30'-0"	DATE: 10DEC07

2772 Arteria #106



## Pouring Responsibly

The Company experience is targeted to, and intended for, adult audiences. The price of an evening's event (\$40) makes this an unappealing choice for a customer who just wants to partake as a "bar patron." The sale of a glass of wine or bottle of beer is intended to add to the relaxing atmosphere of the activity, and is secondary to the experience of creating a unique work of art. The fun derived from the entertaining instruction, along with watching both your picture and your friend's (both old and new) creations come to life on canvas, is the appeal for customers. In addition, offering an event for an over-21 audience provides an extra bonus to adults wanting an evening "away from the kids – anyone's kids."

To both sell and serve responsibly AND maintain a comfortable environment for all, the owners:

- Qualify to receive, and have applied for, a beer/wine license (Type 42) in compliance with the California Alcoholic Beverage Control. This allows for the retail sale of beer and wine by the glass or bottle.
- Will complete prior to opening business – and require any future employees to successfully complete – the Licensee Education on Alcohol and Drugs (LEAD) training program offered by the California Alcoholic Beverage Control that deals with the issues of alcohol sales to minors and "over-serving." (class date: February 9, 2012)
- Will require ID be shown for participants who appear underage or at-age.
- Will serve to paid participants only, who register and participate in the art aspect of the evening. There is no intent to appear or operate as a "wine bar" or equivalent operation.
- Will only sell beer and wine during limited hours, including no service before start of event and ending sales after the mid-way break (more than an hour before the end of the evening's event).
- Will serve wine in glasses designed to hold 5 ounces; beer from 12 ounce containers.
- Will display signage in accordance with recommendations of the California Alcoholic Beverage Control concerning the responsible use of alcohol.
- Will establish and maintain a Zero Tolerance Policy for underage drinking, updating and/or improving to stay compliant with any and all applicable legislation and industry standards.
- Will responsibly control sales to individuals who appear over-served, in accordance with training and information available through the California Alcoholic Beverage Control.
- Will responsibly monitor participants throughout and at the end of each evening, to be sure all customers will arrive home safely (and be able to come again!)

Based upon experience with partner studios, expected take-rate on consumption of beer/wine is one-half of the participants, averaging one glass each. Many participants do not purchase beer/wine, opting instead for the wide variety of non-alcoholic drinks, sodas or water also available for purchase. The gathering-like atmosphere where beer and wine is an option and not a primary focus is appealing for patrons who may not want to partake for various reasons, but enjoy the company of others for their leisure time activities.