



Venice Neighborhood Council



LAND USE AND PLANNING COMMITTEE
PO Box 550, Venice, CA 90294 www.VeniceNC.org
Email: Chair-LUPC@VeniceNC.org

LUPC STAFF REPORT

TO: Venice Neighborhood Council
FROM: Michael Jensen - Land Use and Planning Committee
DATE: July 14, 2018
RE: 425 Rose Avenue (American Beauty) - Case No. ZA-2018-2143-CUB

LUPC Hearing Date: June 28, 2018
VNC Hearing Date: July 17, 2018

Project Description

Applicant American Beauty Venture, LLC, requests support for an application to allow sale and dispensing of full line of alcohol. in conjunction with proposed 2,306 SF restaurant. Proposed hours of operation are 10:00 a.m. to 11:00 p.m. Sunday through Thursday and 10:00 a.m. to 12:00 a.m. Friday and Saturday.

Community Outreach

Applicant and its representatives held a community outreach meeting June 13, 2018. Notices went out to occupants and owners within 500 feet of the site. Approximately 20 people attended the outreach meeting, with LUPC member Michael Jensen also in attendance.

Applicant described the history of the prior iterations of the development proposals for the property, which has been controversial and, ultimately, unsuccessful. However, those prior proposals are not subject to this report. Importantly, Applicant noted that development of the property is nearly all internal and very little to the building's facade will be changed.

Applicant also detailed the experience of the owners and management staff in running other restaurants such as Tasting Kitchen and Wabi Sabi, other popular, long standing, local restaurants. Applicant also discussed the menu, pointing out that the primary business of the restaurant will be food sales, not alcohol. Finally, Applicant also described a lunch menu that will offer a reasonably priced fare.

Neighbors had mixed comments about project ranging from strong opposition to strong support of the new restaurant. One neighbor was vehemently opposed to the restaurant, at one point shouting with another neighbor who supported the project. Another neighbor commented that the applicants had somehow switched the concept of the restaurant without going through the appropriate processes. Many more neighbors attending the meeting expressed support for the project. Applicant gathered names and signatures from those in attendance and those who supported the project: 18 neighbors signed the attendance sheet, and 12 neighbors signed in support of the project.

Venice Neighborhood Council

LAND USE AND PLANNING COMMITTEE

PO Box 550, Venice, CA 90294 www.VeniceNC.org

Email: Chair-LUPC@VeniceNC.org

LUPC Hearing

One of the restaurant owners and its representative presented the application before the June 28 LUPC hearing. The applicant described the 814 SF dining area (702 SF service area) with 58 seats and a 287 SF bar area (146 SF service area) with 15 seats. Applicant also reiterated much of the information that was presented at the community outreach meeting.

Public comments included some of the neighbors who attended the outreach meeting. An overwhelming majority of public comment was in support of the project.

Recommended Findings

LUPC finds that American Beauty would be a positive addition to the neighborhood, which is comprised of a mix of commercial and residential uses. There are numerous other restaurants on Rose Avenue on the surrounding blocks. LUPC believes the owners and management of American Beauty have a demonstrated track record of successfully operating other restaurants in the area (e.g., Tasting Kitchen, Wabi Sabi) and are local community members themselves that live and work in the community.

The proposed project is compliant with the Venice Specific Plan, and Applicant is not seeking any variances for the project.

Recommended Motion

LUPC recommends that the VNC Board approve the project as presented.