



THE FACTS THE VENICE PLACE PROJECT

The Venice Place Project hopes to connect both Venice's past and future by creating a vibrant independent hotel and mixed-use project with ample public space for visitors and residents to experience what makes this beach town unique. The project is located on the western end of Abbot Kinney Boulevard and includes the existing restaurants Felix and Neighbor, and The Venice Place building.

The Project Will

- Include a boutique hotel with 78 guest rooms and 4 apartments, an expanded open-air courtyard, spa, rooftop garden, shops, restaurants and creative office space
- Fully comply with the Venice Coastal Zone Specific Plan, the Venice Coastal Land Use Plan and the City of Los Angeles Zoning Code; no general plan amendment, zone change, variance or exceptions requested
- Provide 175 spaces of underground parking for existing and new uses in accordance with all parking requirements of the Venice Coastal Zone Specific Plan, Venice Coastal Land Use Plan and city's zoning code
- Provide a new higher-end hotel currently not available in the community; appropriately located in a commercial zone, it will help address the significant demand for overnight visitor lodging in Venice
- Preserve several existing buildings onsite and street-front architecture on Abbot Kinney Boulevard
- Reimagine the existing interior courtyard as a larger "outdoor living room" and open space amenity
- Provide a new home on the hotel's rooftop for The Cook's Garden that will supply ultra-local produce to The Venice Place and other area restaurants
- Strive for LEED Gold or Platinum certification and integrate emerging sustainable technologies in design, construction practices and operations
- Create new fulltime jobs

Community & City Process

- Over a multi-year collaborative and iterative process, the plan has been reviewed and supported by the Venice Neighborhood Council Land Use and Planning Committee (VNC LUPC) and its Board, local residents and community leaders, and the Venice Chamber of Commerce. This process included more than 20 community meetings and hearings, with significant design changes made in response to the community.
- After extensive public outreach, plans were revised in response to constructive comments. The project was reduced to a maximum of 30 feet in height to be consistent with the municipal code. The project was further modified to design a collection of smaller buildings rather than a single, continuous structure.
- The Project increases setbacks and is broken up into a collection of buildings connected by passageways, and significantly expands the open air courtyard, making almost 40% of the site publicly accessible or open space.
- The project will minimize driveway curb cuts, add new sidewalks and place utilities underground, providing a better pedestrian experience for the community and guests.
- The project was successfully reviewed at a Zoning Administrator hearing last year and approved by the City of Los Angeles Zoning Administrator earlier this year. The project will now be considered by the West Los Angeles Area Planning Commission on July 15.
- Importantly, the project will generate millions annually in new onsite tax revenue to the City of Los Angeles and result in additional annual spending in Venice, as guests visit local shops, galleries and restaurants.

More Information

www.theveniceplaceproject.com