

## REPORT TO THE HEARING OFFICER

---

DATE ISSUED: May 15, 2025

HEARING DATE: May 27, 2025 AGENDA ITEM: 4

PROJECT NUMBER: PRJ2023-004500-(2)

PERMIT NUMBER(S): Conditional Use Permit ("CUP") No.  
RPPL2023006634

SUPERVISORIAL DISTRICT: 2

PROJECT LOCATION: 4175 Admiralty Way, Marina del Rey, CA 90292

OWNER: County of Los Angeles

APPLICANT: Pro SUP Shop

CASE PLANNER: Shawn Skeries, Principal Planner  
sskeries@planning.lacounty.gov

---

### RECOMMENDATION

*The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:*

LA County Planning staff ("Staff") recommends **APPROVAL** of Project Number PRJ2023-004500-(2), CUP Number RPPL2023006634, based on the Findings (Exhibit C – Findings) contained within this report and subject to the Draft Conditions of Approval (Exhibit D – Conditions of Approval).

Staff recommends the following motion:

### **CEQA:**

I, THE HEARING OFFICER, CLOSE THE PUBLIC HEARING AND FIND THAT THE PROJECT IS CATEGORICALLY EXEMPT PURSUANT TO STATE AND LOCAL CEQA GUIDELINES.

### **ENTITLEMENT(S):**

I, THE HEARING OFFICER, APPROVE CONDITIONAL USE PERMIT NUMBER RPPL2023006634 SUBJECT TO THE ATTACHED FINDINGS AND CONDITIONS.

## **PROJECT DESCRIPTION**

### **A. Entitlement(s) Requested.**

The applicant is requesting a CUP to authorize the continued operation of a stand-up paddle board and kayak rental ("Project") pursuant to County Code Section 22.46.1360 (Hotel-Uses Subject to Additional Permits). The Project is located at 4175 Admiralty Way, Lease Parcel 27, in the Marina del Rey Land Use Plan's ("Land Use Plan") H (Hotel) land use designation and Waterfront Overlay zone in the SP (Specific Plan) Zone in the unincorporated community of Marina del Rey ("Project Site").

### **B. Project**

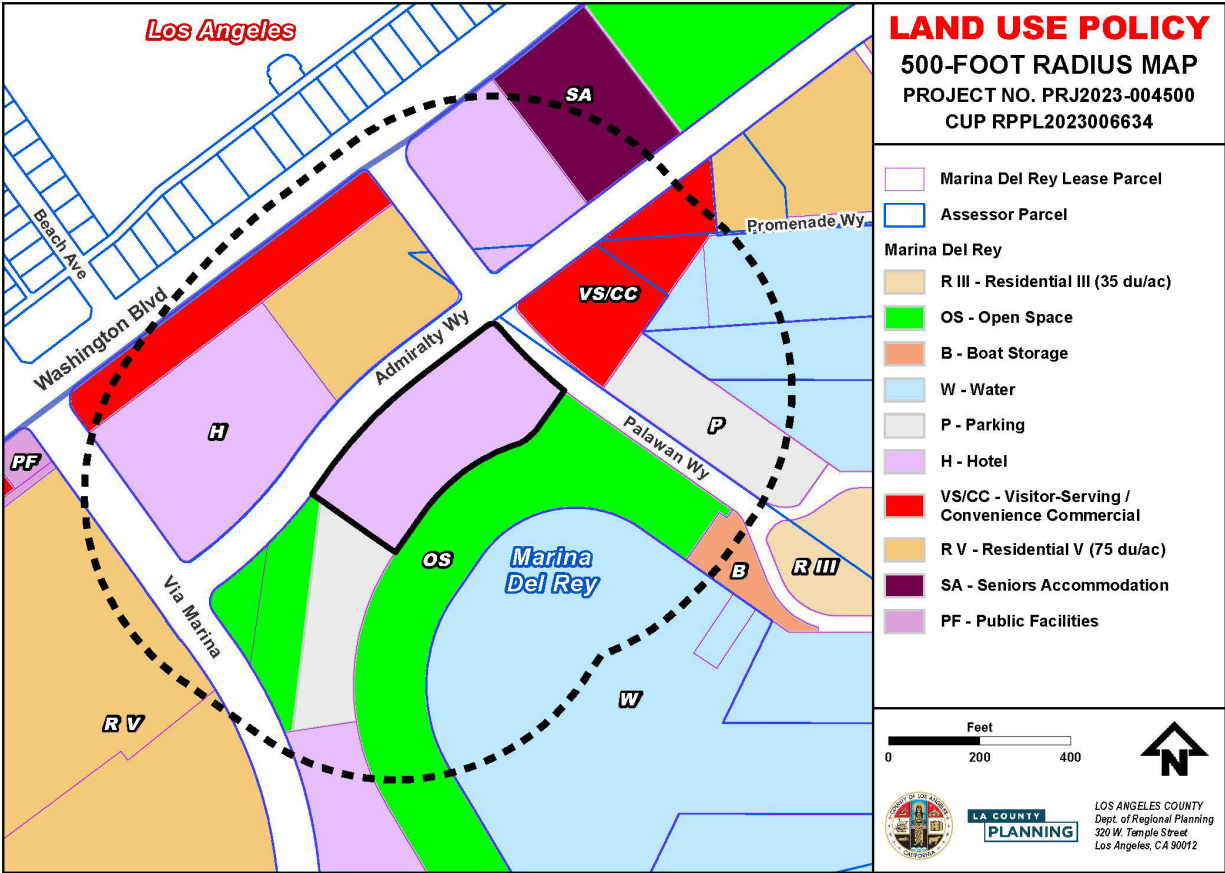
The Project includes the operation of an existing visitor-serving use (stand up paddle boards and kayaks) on the site of an existing hotel (Jamaica Bay Inn), utilizing surplus parking spaces. The rental operation would be based out of two mobile trailers utilizing seven parking spaces in the southwest corner of the parking lot for the business and 4 parking spaces would be set aside for the proposed use, which are used as surplus parking spaces for the existing on-site hotel. Pro SUP Shop operates year-long, however, hours of operation change throughout the year. Pro SUP Shop employs approximately 15 to 20 employees during the summer months and between five and seven employees during the off season. Pro SUP Shop provides low-cost paddle board and kayak rentals by the hour. In addition, they offer private and group lessons, guided tours of the marina, sunset paddle tours, clinics, team building events and custom events.

## **SUBJECT PROPERTY AND SURROUNDINGS**

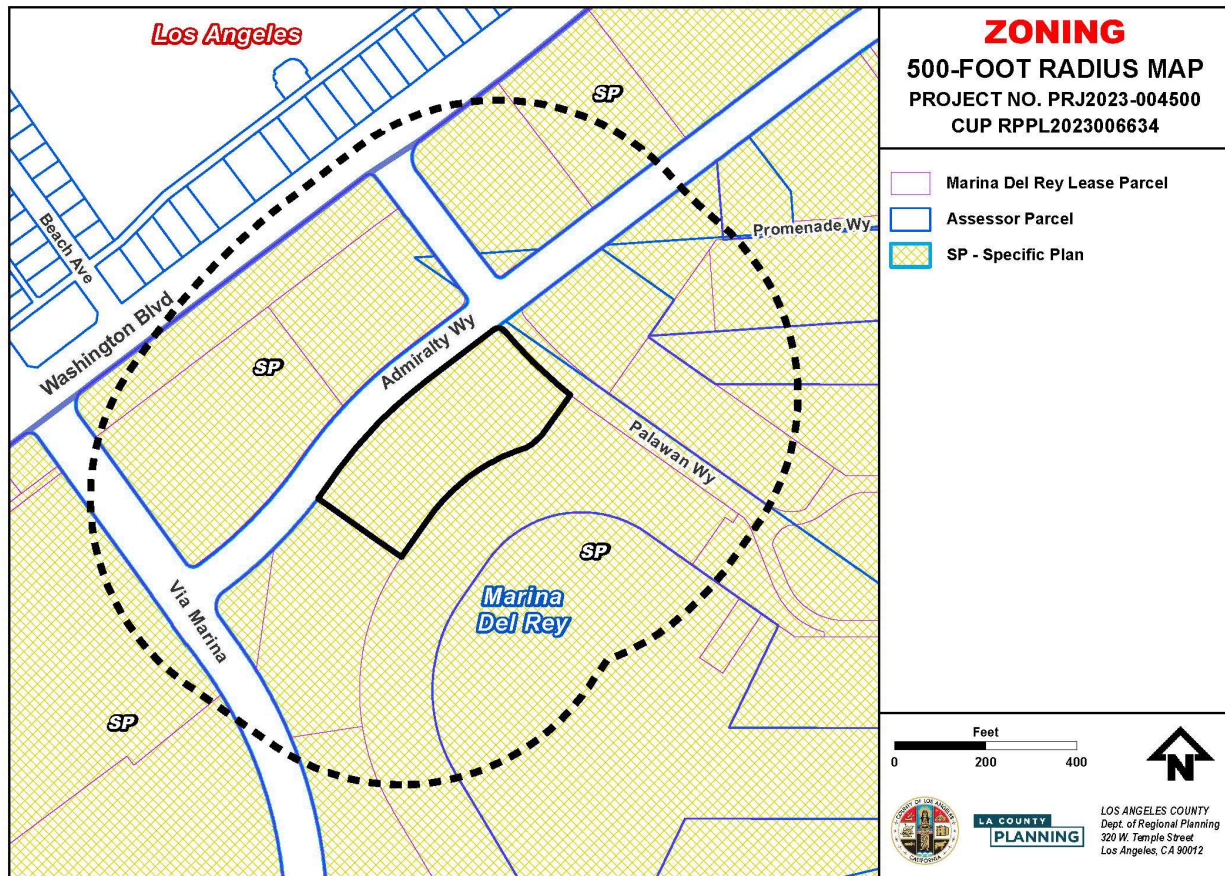
The following chart provides property data within a 500-foot radius:

LOCATION	MARINA DEL REY LAND USE POLICY	ZONING	EXISTING USES
SUBJECT PROPERTY	H (Hotel)	SP	Jamaica Bay Inn
NORTH	SA (Seniors Accommodation) H VS /CC (Visitor - Serving / Convenience commercial) RV (Residential V (75 dwelling units per acre))	SP	Hotel parking, public parking surface lot, mixed commercial, residential units
EAST	W (Water) P (Parking)	SP	Marina Boat slips

	B (Boat Storage) OS (Open Space)		Public parking surface lots Dry boat storage
SOUTH	OS W	SP	Marina ‘Mother’s’ Beach Marina
WEST	H OS P	SP	Hotel Marina ‘Mother’s’ Beach Public parking surface lots







## PROPERTY HISTORY

### A. Zoning History

ORDINANCE NO.	ZONING	DATE OF ADOPTION
1494	7 - Unrestricted	September 12, 1927
5575	A-1 (Light Agricultural)	August 8, 1950
7787	M-1 (Light Manufacturing)	May 17, 1960
7925	C-4 (Unrestricted Commercial)	January 3, 1963
900157z	SP (Specific Plan)	November 6, 1990

### B. Previous Cases

CASE NO.	REQUEST	DATE OF ACTION
Conditional Use Permit 1053 and Variance 520	To authorize expansion and remodeling of the	March 9, 1977



	existing hotel and restaurant	
Plot Plan	To authorize a pole sign	March 3, 1989
Coastal Development Permit No. 200500006 and Conditional Use Permit No. 200500233	To authorize the renovation and expansion of the existing hotel and for the sale of a full line of alcoholic beverages for on-site consumption	August 15, 2007
CUP 201300105	Operation of a stand-up paddle board business	November 5, 2013

### C. Violations

CASE NO.	VIOLATION	CLOSED/OPEN
N/A	N/A	N/A

## ANALYSIS

### A. Land Use Compatibility

The Project Site is located in the Land Use Plan's H land use designation and Waterfront Overlay zone. The Project is consistent with the goals and policies of the Marina del Rey Land Use Plan because the H land use designation in conjunction with the Waterfront Overlay zone land use designation is intended for commercial uses, such as coastal-related and coastal-dependent uses. The proposed project would allow for stand-up paddle board and kayak rentals, which is a coastal-related use and therefore supports the objectives of the Marina del Rey Land Use Plan by taking advantage of the unique and desirable conditions in Marina del Rey to provide outdoor recreational opportunities for residents and visitors.

### B. Neighborhood Impact (Need/Convenience Assessment)

The stand-up paddle board and kayak rental would provide an added amenity for the public and would be located adjacent to Marina Beach providing easy accessibility. The rental services provide a low cost coastal-related use near the water which is a key priority of the Marina del Rey Local Coastal Program. The stand-up paddle board and kayak rental would be consistent with the surrounding uses as visitors using Marina Beach could rent the boards and kayaks as well as nearby hotel guests.

### C. Design Compatibility

No new physical development on the site is proposed. The rental use will utilize existing excess parking on-site and provide for customer parking. The project would be located within an existing developed parking lot and would consist of two mobile trailers. One of the mobile trailers has a photo mural by Bo Bridges, a world-renowned advertising and fine art photographer. The mural reflects life on the water of which Marina del Rey is known for and adds to the coastal element of the area.

### **GENERAL PLAN/COMMUNITY PLAN CONSISTENCY**

The Project is consistent with applicable goals and policies of the General Plan and Marina del Rey Land Use Plan. Consistency findings can be found in the attached Findings (Exhibit C – Findings).

### **ZONING ORDINANCE CONSISTENCY**

The Project complies with all applicable zoning requirements. Consistency findings can be found in the attached Findings (Exhibit C – Findings).

### **BURDEN OF PROOF**

The applicant is required to substantiate all facts identified by Section 22.158.050 (Conditional Use Permit Findings and Decision) of the County Code. The Burden of Proof with applicant's responses is attached (Exhibit E – Applicant's Burden of Proof). Staff is of the opinion that the applicant has met the burden of proof.

### **ENVIRONMENTAL ANALYSIS**

Staff recommends that this Project qualifies for a Categorical Exemption (Class 1, Existing Facilities) under the California Environmental Quality Act (CEQA) and the County environmental guidelines. The Project involves the continued operation of a stand-up paddle board and kayak rental business with no expansion of the previously permitted use and structures. The rental operation would be based out of mobile trailers on an existing paved surface parking lot. Therefore, Staff recommends that the Hearing Officer determine that the project is categorically exempt from CEQA. An environmental determination (Exhibit F – Environmental Determination) was issued for the Project.

### **COMMENTS RECEIVED**

#### **A. County Department Comments and Recommendations**

Parks and Recreation cleared the project on February 14, 2024, stating the project has no impacts on DPR facilities.

Public Works cleared the project on February 15, 2024, stating no new improvements proposed thus review is not required.

Fire Department cleared the project on March 13, 2024, with no comments.

Public Health cleared the project on July 30, 2024, with general requirements for Noise and Air Quality.

#### **B. Other Agency Comments and Recommendations**

Staff has not received any comments at the time of report preparation.

**C. Public Comments**

Staff received a letter of support for the project from the Marian del Rey Tourism Board dated October 13, 2023, and from the Venice Chamber of Commerce dated November 19, 2024.

---

Report  
Reviewed By: Rob Glaser  
Robert Glaser, Supervising Regional Planner

Report  
Approved By: M. Glaser  
Mitch Glaser, Assistant Administrator

---

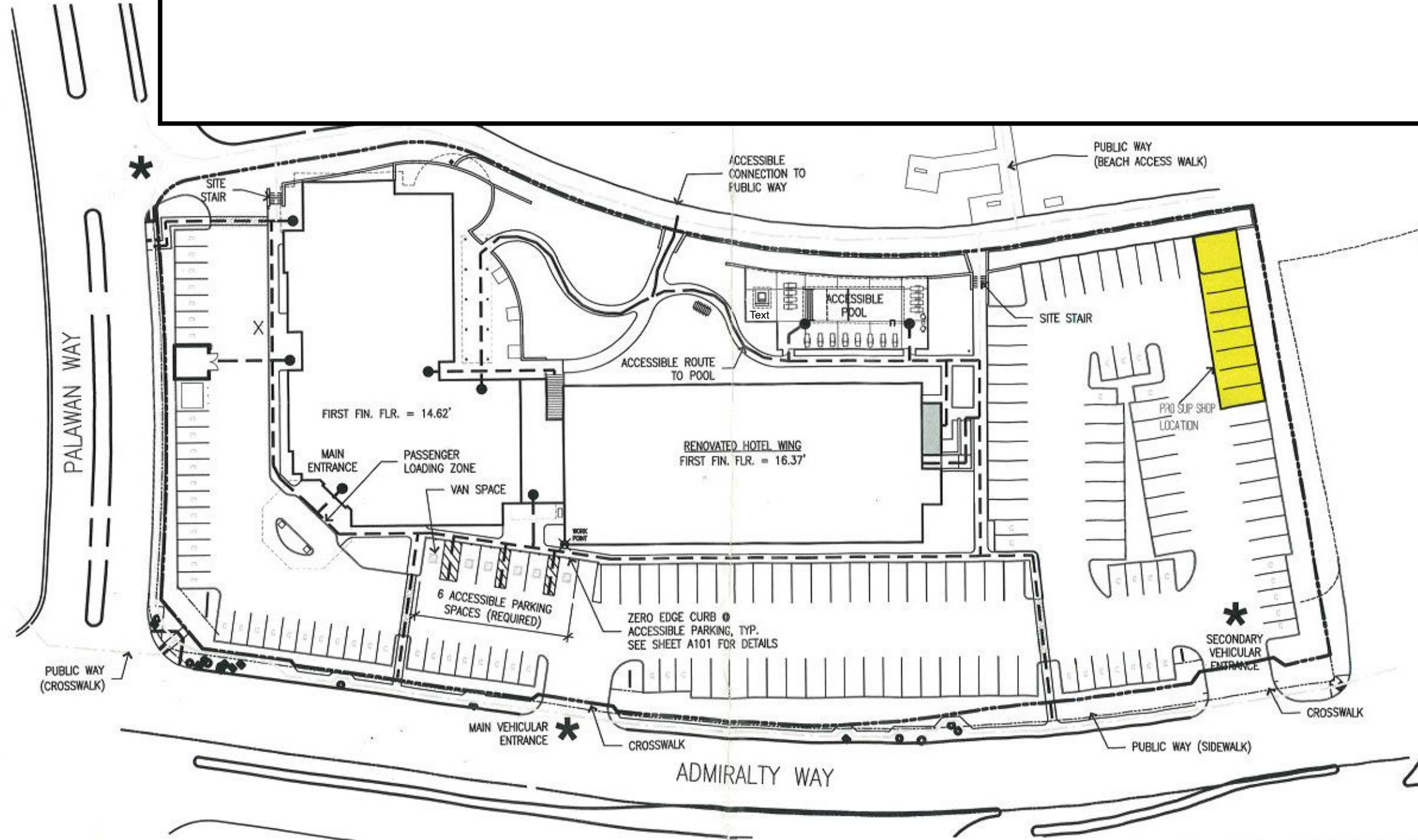
LIST OF ATTACHED EXHIBITS	
EXHIBIT A	Plans
EXHIBIT B	Project Summary Sheet
EXHIBIT C	Findings
EXHIBIT D	Conditions of Approval
EXHIBIT E	Applicant's Burden of Proof
EXHIBIT F	Environmental Determination
EXHIBIT G	Informational Maps
EXHIBIT H	Photos
EXHIBIT I	Agency Correspondence
EXHIBIT J	Public Correspondence



4175 Admiralty Way, Marina del Rey, CA 90292 -- Lease Parcel no. 27

Jennifer Kirkley - owner - Pro SUP Shop

Drawing provided from Jamaica Bay Inn



PARKING MATRIX		
COMPACT	REGULAR	TOTAL
50	111	161

ACCESSIBLE PARKING		
REGULAR ACCESSIBLE	MIN ACCESSIBLE	TOTAL
5	1	6

LEGEND	
PUBLIC WAY	---
ACCESSIBLE ROUTE	---

Revisions		
No.	Date	Description
1	01/14/10	Final Construction
2	01/14/10	Final Construction
3	01/14/10	Final Construction
4	01/14/10	Final Construction

Date	01/14/10
Drawn By	CS-0014
Check By	WKS
Project Title	JAMAICA BAY INN BEST WESTERN APN# 4224-004-901 C.U.P. 200500233 (4)

99% CONSTRUCTION DOCUMENTS

Sheet Title  
ACCESSIBLE ROUTE:  
SITE PLAN

Sheet Number  
**R-100**

1 ACCESSIBLE ROUTE: SITE PLAN  
R-100 SCALE: 1" = 20'-0"





**PROJECT NUMBER**  
PRJ2023-004500-(2)

**HEARING DATE**  
May 27, 2025

**REQUESTED ENTITLEMENT(S)**  
Conditional Use Permit No. RPPL2023006634

## PROJECT SUMMARY

---

**OWNER / APPLICANT**

County of Los Angeles / Pro SUP Shop

**MAP/EXHIBIT DATE**

December 14, 2023

---

**PROJECT OVERVIEW**

The application is a request for a Conditional Use Permit to authorize the continued operation of a stand-up paddle board and kayak rental on Lease Parcel 27 in the unincorporated community of Marina del Rey. The project is located within the Marina del Rey Specific Plan and the Marina del Rey Land Use Plan, which together make up the Marina del Rey Local Coastal Program.

---

**LOCATION**

4175 Admiralty Way, Marina del Rey, CA 90292

**ACCESS**

Admiralty Way

---

**ASSESSORS PARCEL NUMBER(S)**

Lease Parcel 27 (a portion of Assessor's Parcel Number 4224-004-901)

**SITE AREA**

2.8 acres

---

**GENERAL PLAN / LOCAL PLAN**

Marina del Rey Specific Plan

**ZONED DISTRICT**

Playa del Rey

**PLANNING AREA**

Westside

---

**LAND USE DESIGNATION**

H (Hotel)

**ZONE**

SP (Specific Plan)

---

**PROPOSED UNITS**

N/A

**MAX DENSITY/UNITS**

N/A

**COMMUNITY STANDARDS DISTRICT**

N/A

---

**ENVIRONMENTAL DETERMINATION (CEQA)**

Class 1 Categorical Exemption – Existing Facilities

---

**KEY ISSUES**

- Consistency with the Marina del Rey Land Use Plan
  - Satisfaction of the following portions of Title 22 of the Los Angeles County Code:
    - Section 22.46.1360 (Hotels – Uses Subject to Additional Permits)
    - Section 22.46.1390 (Visitor-Serving / Convenience Commercial – Permitted Uses)
    - Section 22.46.1410 (Visitor-Serving / Convenience Commercial- Development Standards)
    - Section 22.158.050 (Conditional Use Permits Findings and Decision)
- 

**CASE PLANNER:**

Shawn Skeries

**PHONE NUMBER:**

(213) 893-7042

**E-MAIL ADDRESS:**

sskeries@planning.lacounty.gov

**LOS ANGELES COUNTY  
DEPARTMENT OF REGIONAL PLANNING  
FINDINGS OF THE HEARING OFFICER  
AND ORDER  
PROJECT NO. PRJ2023-004500-(2)  
CONDITIONAL USE PERMIT NO. RPPL2023006634**

**RECITALS**

1. **HEARING DATE(S).** The Los Angeles County ("County") Hearing Officer conducted a duly noticed public hearing on May 27, 2025, in the matter of Conditional Use Permit No. **RPPL2023006634** ("CUP").
2. **HEARNIG PROCEEDINGS.** *Reserved*
3. **ENTITLEMENT(S) REQUESTED.** The permittee, Pro SUP Shop ("permittee"), requests the CUP to continue operating an existing stand-up paddle board and kayak rental ("Project") on a property located at 4175 Admiralty Way, Lease Parcel 27, in the unincorporated community of Marina del Rey ("Project Site") in the Specific Plan (SP) Zone pursuant to Los Angeles County Code ("County Code") Section 22.46.1360 (H-Uses Subject to Additional Permits).
4. **PREVIOUS ENTITLEMENTS.** Conditional Use Permit 1053 and Variance 520, approved on March 9, 1977, for the expansion and remodel of the existing hotel and restaurant.
5. **PREVIOUS ENTITLEMENTS.** Plot Plan approved on March 3, 1989, approved for a pole sign.
6. **PREVIOUS ENTITLEMENTS.** Coastal Development Permit 200500006 and Conditional Use Permit 200500233 approved on August 15, 2007, to authorize the renovation and expansion of the existing hotel and for the sale of a full line of alcoholic beverages for on-site consumption.
7. **PREVIOUS ENTITLEMENTS.** CUP 201300105 approved on November 5, 2013, for the operation of a stand-up paddle board business.
8. **LAND USE DESIGNATION.** The Project Site is located within the H (Hotel) land use designation and Waterfront overlay zone of the Marina del Rey Land Use Plan.
9. **ZONING.** The Project Site is located in the Playa del Rey Zoned District and is currently zoned SP. Pursuant to County Code Section 22.46.1360, a CUP is required for a visitor-serving commercial uses in the H land use designation in conjunction with the Waterfront overlay zone.
10. **SURROUNDING LAND USES AND ZONING**



LOCATION	MARINA DEL REY LAND USE POLICY	ZONING	EXISTING USES
NORTH	SA (Seniors Accommodation) H VS /CC (Visitor -Serving / Convenience commercial) RV (Residential V (75 dwelling units per acre))	SP	Hotel parking, public parking surface lot, mixed commercial, residential units
EAST	W (Water) P (Parking) B (Boat Storage) OS (Open Space)	SP	Marina Boat slips Public parking surface lots Dry boat storage
SOUTH	OS W	SP	Marina ‘Mother’s’ Beach Marina
WEST	H OS P	SP	Hotel Marina ‘Mother’s’ Beach Public parking surface lots

# 11. PROJECT AND SITE PLAN DESCRIPTION.

## A. Existing Site Conditions

The Project Site is 2.8 gross acres in size and consists of one leased parcel (Parcel 27). The Project Site is rectangular in shape with flat topography and is developed with a 111-room hotel with a restaurant, meeting / banquet room, pool, and a 161-space surface parking lot.

## B. Site Access

The Project Site is accessible via Admiralty Way in two different locations to the north.

## C. Site Plan

The Site Plan depicts the Project Site with proposed location of the mobile trailers in the southwest corner of the existing paved surface parking lot. The site plan also depicts the existing hotel and accessory uses associated with the hotel along with the stripped area of the parking lot.

12. **CEQA DETERMINATION.** Prior to the Hearing Officer’s public hearing on the Project, County Department of Regional Planning (“LA County Planning”) staff determined that the Project qualified for a Class 1, Existing Facilities, categorical exemption from the California Environmental Quality Act (Public Resources Code section 21000, et seq.) (“CEQA”), and the County Environmental Document Reporting Procedures and Guidelines, because the Project involves the continued operation of a stand-up paddle

board and kayak rental business with no expansion of the previously permitted use and structures. The rental operation would be based out of mobile trailers on an existing paved surface parking lot. The Project Site is not located within or in close proximity to an environmentally sensitive area, a historical resource, or a hazardous waste site, or scenic route. No significant effect due to "unusual circumstances" and no cumulative impacts are anticipated. Therefore, no exceptions to the categorical exemption apply to the Project as per Section 15300.2 of the California Code of Regulations.

13. **COMMUNITY OUTREACH.** No community outreach was conducted for this existing use and request for the continued operation of a stand-up paddle board and kayak business.

14. **PUBLIC COMMENTS.** Staff received two letters of support for the project from the Marina del Rey Tourism Board dated October 13, 2023, and the Venice Chamber of Commerce dated November 19, 2024.

15. **AGENCY RECOMMENDATIONS.**

Parks and Recreation cleared the project on February 14, 2024, stating the project has no impact on DPR facilities.

Public Works cleared the project on February 15, 2024, stating no new improvements proposed thus review is not required.

Fire Department cleared the project on March 13, 2024, with no comments.

Public Health cleared the project on July 30, 2024, with general requirements for Noise and Air Quality.

16. **LEGAL NOTIFICATION.** Pursuant to 22.222.120 (Public Hearing Procedure) of the County Code, the community was properly notified of the public hearing by mail, newspaper (*The Argonaut*), and property posting. Additionally, the Project was noticed, and case materials were available on LA County Planning's website. On April 9, 2025, a total of 3 Notices of Public Hearing were mailed to all property owners as identified on the County Assessor's record within a 500-foot radius from the Project Site, as well as 33 notices to those on the courtesy mailing list for the Playa del Rey Zoned District and to any additional interested parties.

**GENERAL PLAN CONSISTENCY FINDINGS**

17. **LAND USE POLICY.** The Hearing Officer finds that the Project is consistent with the goals and policies of the Marina del Rey Land Use Plan because the H land use designation is intended for visitor-serving commercial uses in conjunction with a conditional use permit, such as boat rentals. The Hearing Officer further finds that the Project promotes public access to, and enjoyment of, the Marina del Rey waterfront and the associated coastal resources.

18. **GOALS AND POLICIES.** The Hearing Officer finds that the following goals and policies of the General Plan and the Marina del Rey Land Use Plan are applicable to the Project:

**General Plan:**

- A. Goal LU 5: Vibrant, livable, and healthy communities with a mix of land uses, services, and amenities.** Authorizing the continued use of the stand-up paddle board and kayak rental business will contribute and directly enhance the vibrant community of Marina del Rey by encouraging participation in outdoor activity on the water. The stand-up paddle board and kayak rental business will contribute to a valuable concentration of convenient commercial uses to serve the needs of residents, visitors, and the greater Marina del Rey community.
- B. Goal LU 7: Compatible land uses that complement neighborhood character and the natural environment.** The stand-up paddle board and kayak rental business will support Marina del Rey's reputation as a destination for visitors and residents with an emphasis on outdoor activity on the water.

**Marina del Rey Land Use Plan:**

- C. Marina Del Rey Land Use Plan- Element A.2 Policy 1: Visitor-serving uses may be provided in the LCP Area in accordance with the Existing & Proposed Visitor-Serving Facilities, as depicted on Map 5. Typical visitor-serving uses may include public or private recreation, parks, cultural and educational facilities, gift and specialty shops, service concessions, (i.e., boat, bicycle, or skate rentals), bicycle lockers, food, and drink establishments, overnight lodging, and related parking areas.** The request by the applicant to continue the operation of a stand-up paddle board and kayak rental business will directly encourage more visitors and increases leisure activities in the Marina's unique waterfront environment.
- D. Marina Del Rey Land Use Plan – Element A.2 Policy 4: Lower cost visitor-serving facilities shall be protected and, to the extent feasible, new lower cost visitor-serving uses shall be encouraged and provided within the existing Marina.** By authorizing the continued operation of the stand-up paddle board and kayak rental business this will allow the public to enjoy marine activities directly on the water that can be enjoyed at a lower cost.
- E. Marina Del Rey Land Use Plan – Element A.1 Policy 14: Public opportunities for viewing the Marina's scenic elements, particularly the small craft harbor water areas, shall be enhanced and preserved.** By authorizing the continued operation of a stand-up paddle board and kayak rental business, the Project enhances opportunities for public access and viewing of the Marina's existing waterfront promenade from the on-water perspective.



- F. Recreational Boating a Top Priority – Element A.3 Policy 1: Recreational boating shall be emphasized as a priority use throughout the planning and operation of the Marina.** By authorizing the continued operation of a stand-up paddle board and kayak rental business, the Project directly emphasizes this policy in providing a day-use rental service to the Marina visiting public.

### **ZONING CODE CONSISTENCY FINDINGS**

19. **PERMITTED USE IN ZONE.** The Hearing Officer finds that the Project is consistent with the H land use designation and Waterfront overlay as the operation of a stand-up paddle board and kayak rental business with a CUP pursuant to County Code Section 22.46.1360 and 22.46.1390.
20. **REQUIRED YARDS.** The Hearing Officer finds that the Project is consistent with the provisions of County Code Section 22.46.1410.
21. **HEIGHT.** The Hearing Officer finds that the Project is consistent with the standard identified in County Code Section 22.46.1410.
22. **PARKING.** The Hearing Officer also finds that the Project is consistent with the standards identified in County Code Chapter 22.112. Parking ratios for a stand-up paddle board and kayak rental business use are not specified in Title 22, however staff had determined that the commercial parking ratio of one parking space per every 250 square feet of area is appropriate for the use. The total area which would be occupied by the mobile trailers and set up area is approximately 918 square feet, which would require four parking spaces. The parking standard for hotels is one parking space per two guest rooms. The restaurant and meeting rooms were considered accessory to the primary use, a hotel, therefore 56 parking spaces were required under CDP 200500006 for the hotel use and restaurant. There are 161 parking spaces provided on-site. In addition, seven total parking spaces would be used to locate the rental trailers and set up area and 4 parking spaces for the use, therefore 150 parking spaces would be available.

### **CONDITIONAL USE PERMIT FINDINGS**

23. **The Hearing Officer finds that the proposed use at the site will not adversely affect the health, peace, comfort, or welfare of persons residing or working in the surrounding area; will not be materially detrimental to the use, enjoyment, or valuation of property of other persons located in the vicinity of the site; and will not jeopardize, endanger, or otherwise constitute a menace to the public health, safety, or general welfare.** The continued operation of a stand-up paddle board and kayak rental business presents minimal risk of adversely affecting the health, peace, comfort, or welfare of persons residing or working in the area because it will not create negative impacts to the circulation, aesthetic, or environmental conditions in the Marina del Rey community. The stand-up paddle board and kayak rental business will contribute to an active and vibrant urban milieu enjoyed by residents and visitors of

Marina del Rey and in no way constitutes a menace to public health, safety, and welfare.

24. **The Hearing Officer finds that the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.** The Project will be located on Lease Parcel 27, which represents only a small part of a larger parcel occupied by other retail, restaurant and office uses. The Project does not propose any additions to the previously approved stand-up paddle board and kayak rental business.
25. **The Hearing Officer finds that the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.** Admiralty Way is an arterial roadway with multiple lanes in each direction. The Project does not propose any changes to the existing entrances to Lease Parcel 27. The continued operation of the stand-up paddle board and kayak rental business will not generate any additional need for public or private services.
26. **GRANT TERM.** The Hearing Officer finds that to ensure continued compatibility between the Project and the surrounding land uses, it is necessary to limit the CUP to 15 years.

### **ENVIRONMENTAL FINDINGS**

27. The Hearing Officer finds that the Project is exempt from the California Environmental Quality Act pursuant to State CEQA Guidelines section 15301 (Class 1, Existing Facilities Categorical Exemption). The project involves the continued operation of a stand-up paddle board and kayak rental business with no expansion of the previously permitted use and structures. The rental operation would be based out of mobile trailers on an existing paved surface parking lot..

### **ADMINISTRATIVE FINDINGS**

28. **LOCATION OF DOCUMENTS.** The location of the documents and other materials constituting the record of proceedings upon which the Hearing Officer's decision is based in this matter is at LA County Planning, 13th Floor, Hall of Records, 320 West Temple Street, Los Angeles, California 90012. The custodian of such documents and materials shall be the Section Head of the Coastal Development Services Section, LA County Planning.

### **BASED ON THE FOREGOING, THE HEARING OFFICER CONCLUDES THAT:**

- A. The proposed use with the attached conditions will be consistent with the adopted General Plan.

- B. The proposed use at the site will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.
- C. The proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.
- D. The proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.
- E. The proposed location is sufficiently buffered in relation to any residential area within the immediate vicinity, so as not to adversely affect said area.
- F. The proposed location will not adversely affect the economic welfare of the nearby community.
- G. The exterior appearance of the structure will not be inconsistent with the exterior appearance of commercial structures already constructed or under construction within the immediate neighborhood, so as to cause blight, deterioration, or substantially diminish or impair property values within the neighborhood.

**THEREFORE, THE HEARING OFFICER:**

1. Finds that the Project is exempt from CEQA pursuant to State CEQA Guidelines section 15301 (Class 1, Existing Facilities Categorical Exemption); and
2. Approves **CONDITIONAL USE PERMIT NO. RPPL2023006634**, subject to the attached conditions.

**ACTION DATE: May 27, 2025**

MG: RG: SS

5/15/2025

c: Hearing Officer, Zoning Enforcement, Building and Safety

**LOS ANGELES COUNTY  
DEPARTMENT OF REGIONAL PLANNING**

**CONDITIONS OF APPROVAL  
PROJECT NO. PRJ2023-004500-(2)  
CONDITIONAL USE PERMIT NO. RPPL2023006634**

**PROJECT DESCRIPTION**

The project is a request to authorize the operation of a stand-up paddle board and kayak rental business located at 4175 Admiralty Way, Lease Parcel 27 in Marina del Rey subject to the following conditions of approval:

**GENERAL CONDITIONS**

1. Unless otherwise apparent from the context, the term "permittee" shall include the applicant, owner of the property, and any other person, corporation, or other entity making use of this grant.
2. This grant shall not be effective for any purpose until the permittee, and the owner of the subject property if other than the permittee, have filed at the office of the Los Angeles County ("County") Department of Regional Planning ("LA County Planning") their affidavit stating that they are aware of and agree to accept all of the conditions of this grant, and until all required monies have been paid pursuant to Condition No. 9. Notwithstanding the foregoing, this Condition No. 2 and Condition Nos. 3, 4, and 8, shall be effective pursuant to Section 22.222.230 of the County Code.
3. The permittee shall defend, indemnify, and hold harmless the County, its agents, officers, and employees from any claim, action, or proceeding against the County or its agents, officers, or employees to attack, set aside, void, or annul this permit approval, which action is brought within the applicable time period of Government Code section 65009 or any other applicable limitations period. The County shall promptly notify the permittee of any claim, action, or proceeding and the County shall reasonably cooperate in the defense. If the County fails to promptly notify the permittee of any claim, action, or proceeding, or if the County fails to cooperate reasonably in the defense, the permittee shall not thereafter be responsible to defend, indemnify, or hold harmless the County.
4. In the event that any claim, action, or proceeding as described above is filed against the County, the permittee shall within ten days of the filing make an initial deposit with LA County Planning in the amount of up to \$5,000.00, from which actual costs and expenses shall be billed and deducted for the purpose of defraying the costs or expenses involved in LA County Planning's cooperation in the defense, including but not limited to, depositions, testimony, and other assistance provided to permittee or permittee's counsel.

If during the litigation process, actual costs or expenses incurred reach 80 percent of the amount on deposit, the permittee shall deposit additional funds sufficient to bring the balance up to the amount of \$5,000.00. There is no limit to the number of supplemental deposits that may be required prior to completion of the litigation.

At the sole discretion of the permittee, the amount of an initial or any supplemental deposit may exceed the minimum amounts defined herein. Additionally, the cost for collection and duplication of records and other related documents shall be paid by the permittee according to County Code Section 2.170.010.

5. If any material provision of this grant is held or declared to be invalid by a court of competent jurisdiction, the permit shall be void and the privileges granted hereunder shall lapse.
6. Upon any transfer or lease of the property during the term of this grant, the permittee, or the owner of the subject property if other than the permittee, shall promptly provide a copy of the grant and its conditions to the transferee or lessee of the subject property.
7. **This grant shall terminate on May 27, 2040.** Entitlement to use of the property thereafter shall be subject to the regulations then in effect. If the permittee intends to continue operations after such date, whether or not the permittee proposes any modifications to the use at that time, the permittee shall file a new Conditional Use Permit application with LA County Planning or shall otherwise comply with the applicable requirements at that time. Such application shall be filed at least twelve months prior to the expiration date of this grant and shall be accompanied by the required fee. In the event that the permittee seeks to discontinue or otherwise change the use, notice is hereby given that the use of such property may require additional or different permits and would be subject to the then-applicable regulations.
8. This grant shall expire unless used within ninety (90) days from the date of final approval of the grant. A single thirty-day time extension may be requested in writing and with the payment of the applicable fee prior to such expiration date.
9. The subject property shall be maintained and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions. No provision of any easement or any other encumbrance on the property shall exempt the permittee and/or property owner from compliance with these conditions and applicable regulations. Inspections shall be made to ensure compliance with the conditions of this grant as well as to ensure that any development undertaken on the subject property is in accordance with the approved site plan on file. The permittee shall deposit with the County the sum **\$6840.00**, which shall be placed in a performance fund and be used exclusively to reimburse LA County Planning for all expenses incurred while inspecting the premises to determine the permittee's compliance with the conditions of this grant. The fund provides for **fifteen (15)** inspections. Inspections may be unannounced and may be conducted utilizing any available technologies, including, but not limited to, unmanned aircraft systems (UAS).

If additional inspections are required to ensure compliance with the conditions of this grant, or if any inspection discloses that the subject property is being used in violation



of any one of the conditions of this grant, the permittee shall be financially responsible and shall reimburse LA County Planning for all additional enforcement efforts necessary to bring the subject property into compliance. The amount charged for additional inspections shall be \$456.00 per inspection, or the current recovery cost established by LA County Planning at the time any additional inspections are required, whichever is greater.

10. Notice is hereby given that any person violating a provision of this grant is guilty of a misdemeanor. Notice is further given that the Regional Planning Commission ("Commission") or a Hearing Officer may, after conducting a public hearing, revoke or modify this grant, if the Commission or Hearing Officer finds that these conditions have been violated or that this grant has been exercised so as to be detrimental to the public's health or safety or so as to be a nuisance, or as otherwise authorized pursuant to Chapter 22.238 of the County Code.
11. All development pursuant to this grant must be kept in full compliance with the County Fire Code to the satisfaction of the County Fire Department.
12. All development pursuant to this grant shall conform with the requirements of the County Department of Public Works to the satisfaction of said department.
13. All development pursuant to this grant shall comply with the requirements of Title 22 of the County Code and of the specific zoning of the subject property, unless specifically modified by this grant, as set forth in these conditions, including the approved Exhibit "A," or a revised Exhibit "A" approved by the Director of LA County Planning ("Director").
14. The permittee shall maintain the subject property in a neat and orderly fashion. The permittee shall maintain free of litter all areas of the premises over which the permittee has control.
15. All structures, walls and fences open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by LA County Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. The only exceptions shall be seasonal decorations or signage provided under the auspices of a civic or non-profit organization.

In the event of graffiti or other extraneous markings occurring, the permittee shall remove, or cover said markings, drawings, or signage within 48 hours of such notification, weather permitting. Paint utilized in covering such markings shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

16. The subject property shall be developed and maintained in substantial conformance with the plans marked Exhibit "A." If changes to any of the plans marked Exhibit "A" are required as a result of instruction given at the public hearing, **one (1) digital copy in PDF file format of a modified Exhibit "A"** shall be submitted to LA County Planning by **July 28, 2025**.

17. In the event that subsequent revisions to the approved Exhibit "A" are submitted, the permittee shall submit **one (1) digital copy in PDF file format** of the proposed plans to the Director for review and approval. All revised plans must substantially conform to the originally approved Exhibit "A". All revised plans must be accompanied by the written authorization of the property owner(s) and applicable fee for such revision.

**PROJECT SITE-SPECIFIC CONDITIONS**

18. This grant shall authorize the operation of a stand-up paddle board and kayak rental business on Lease Parcel 27 in the unincorporated community of Marina del Rey. The rental operation would be based out of a mobile trailers utilizing seven parking spaces in the southwest corner of the parking lot for the existing hotel (Jamaica Bay Inn), which are currently used as surplus parking spaces.
19. Rental activity shall occur only within the designated area as depicted on the approved Exhibit "A" map.
20. All signs shall adhere to the provisions in Part 10 of Chapter 22.52 of Title 22 and the Design Control Board's ("DCB") Revised Permanent Sign Controls and Regulations of September 16, 1971, and shall be reviewed by DCB prior to Regional Planning approval.

**ACTION DATE: May 27, 2025**

MG: RG: SS  
05/15/2025

c: Hearing Officer, Zoning Enforcement, Building and Safety

# CONDITIONAL USE PERMIT STATEMENT OF FINDINGS

Pursuant to County Code Section [22.158.050](#) (Findings and Decision), the applicant shall substantiate the following:

(Please see [Guidelines for Writing Your Conditional Use Permit Findings Statement](#). Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)

B.1	The proposed use will be consistent with the adopted General Plan for the area.
B.2	<div>The requested use at the location proposed will not:</div> <div> <div>a. Adversely affect the health, peace, comfort, or welfare of persons residing or working in the surrounding area;</div> <div>b. Be materially detrimental to the use, enjoyment, or valuation of property of other persons located in the vicinity of the site; and</div> <div>c. Jeopardize, endanger, or otherwise constitute a menace to the public health, safety, or general welfare.</div> </div>
B.3	The proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping, and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.

<p>B.4 The proposed site is adequately served:</p> <ul style="list-style-type: none"> <li>a. By highways or streets of sufficient width, and improved as necessary to carry the kind and quantity of traffic such use would generate; and</li> <li>b. By other public or private service facilities as are required.</li> </ul>

Pro SUP Shop  
4175 Admiralty Way, Marina del Rey, CA 90292  
Lease Parcel No. 27  
Renewal of Conditional Use Permit No. 201300105

### Statement of Findings

1. The project site is located within the Hotel and Waterfront Overlay land use category of the Marina del Rey LCP. The designation is intended to encourage coastal-related and coastal-dependent land uses while increasing development flexibility. The proposed project would allow for stand up paddle board and kayak rentals, which has coastal-related use. Therefore, the proposed use will be consistent with the certified Local Coastal use.
2. The stand up paddle board rental would be located in an existing parking lot and would not add any new permanent structures. The rental use would add a coastal-related use near the water. The subject property fronts along the water and is surrounded by a mix of commercial, hotel, open spaces and multi-family uses. Therefore, the requested use at the location proposed will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.
3. No new physical development on the site is proposed. The rental use will utilize existing parking on-site and provide for customer parking. Therefore, the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.
4. No new physical improvements are proposed and sufficient parking exists to support the use. Therefore, the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.



## PROPOSED ENVIRONMENTAL DETERMINATION

---

DETERMINATION DATE: March 6, 2025  
PROJECT NUMBER: PRJ2023-004500-(2)  
PERMIT NUMBER(S): Conditional Use Permit RPPL2023006634  
SUPERVISORIAL DISTRICT: 2  
PROJECT LOCATION: 4175 Admiralty Way, Marina del Rey, CA 90292  
OWNER: County of Los Angeles  
APPLICANT: Pro SUP Shop  
CASE PLANNER: Shawn Skeries, Principal Planner  
sskeries@planning.lacounty.gov

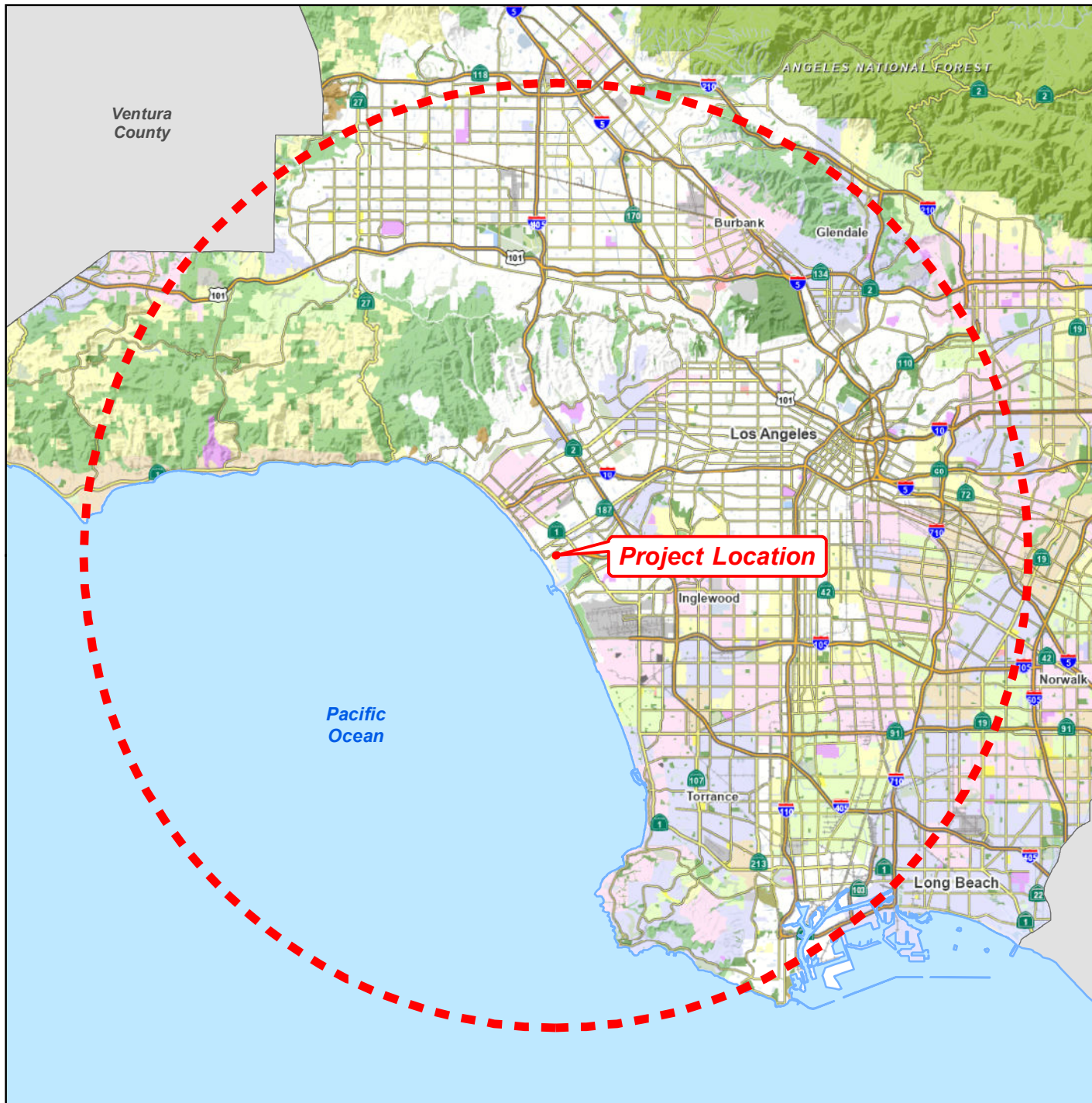
---

Los Angeles County ("County") completed an initial review for the above-mentioned Project. Based on examination of the Project proposal and the supporting information included in the application, the County proposes that an Exemption is the appropriate environmental documentation under the California Environmental Quality Act (CEQA). The Project qualifies for a Class 1 (Existing Facilities) Categorical Exemption under State CEQA Guidelines Section 15301 because the Project involves the continued operation of a stand-up paddle board and kayak rental business with no expansion of the previously permitted use and structures. The rental operation would be based out of two mobile trailers on an existing paved surface parking lot. The Project Site is not located within or in close proximity to an environmentally sensitive area, a historical resource, or a hazardous waste site, or scenic route. No significant effect due to "unusual circumstances" and no cumulative impacts are anticipated. Therefore, no exceptions to the categorical exemption apply to the Project as per Section 15300.2 of the California Code of Regulations.

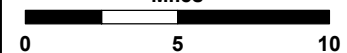
**LOCATOR MAP**  
**PROJECT NO. PRJ2023-004500**  
**CUP RPPL2023006634**

**PROJECT NO. PRJ2023-004500**

**CUP RPPL2023006634**

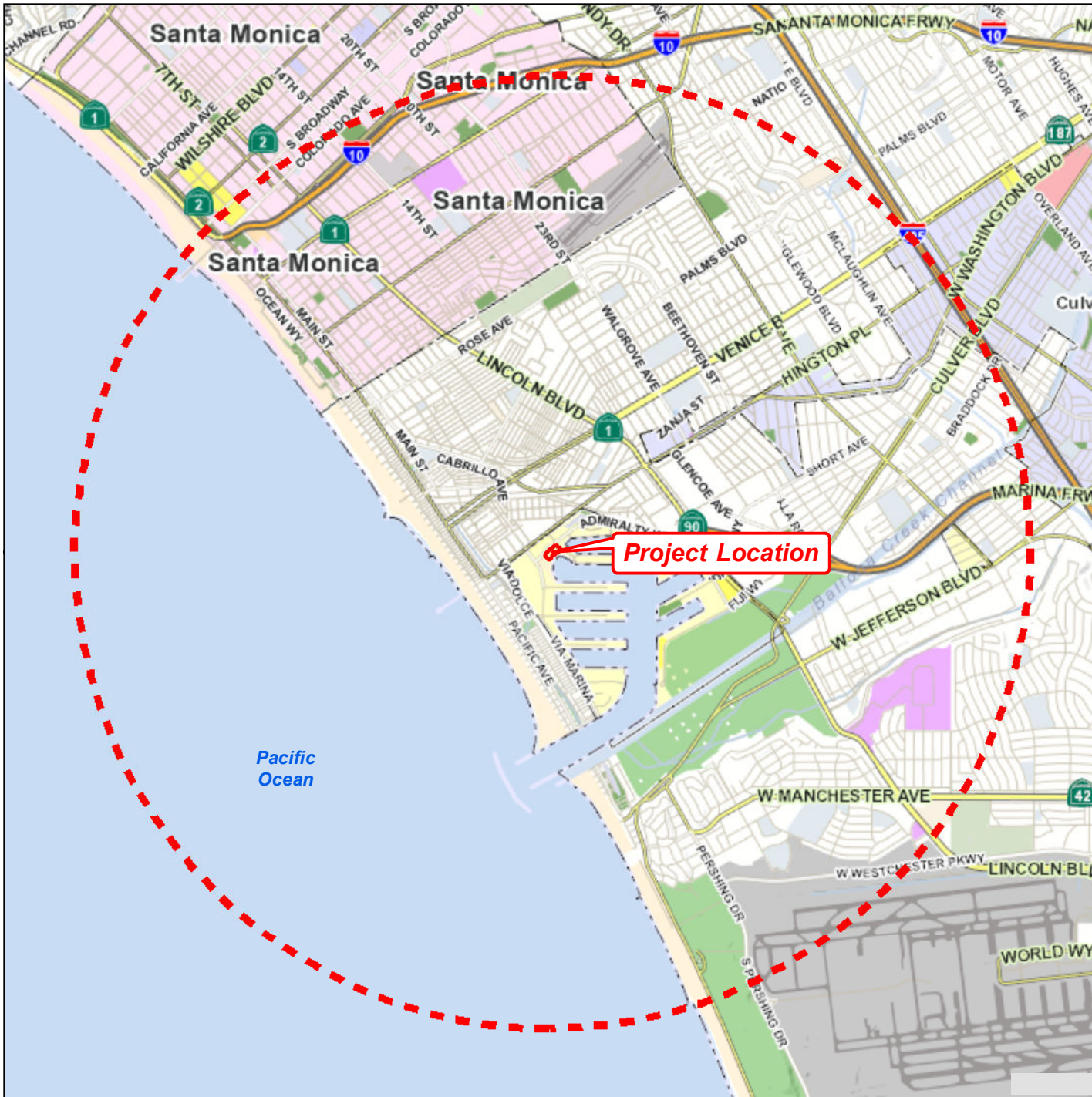


Miles

LA COUNTY  
PLANNING

**LOS ANGELES COUNTY**  
**Dept. of Regional Planning**  
**320 W. Temple Street**  
**Los Angeles, CA 90012**





# 3-MILE RADIUS

## LOCATOR MAP

PROJECT NO. PRJ2023-004500

CUP RPPL2023006634



**LA COUNTY**  
**PLANNING**

LOS ANGELES COUNTY  
Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90012





# HALF-MILE RADIUS

## LOCATOR MAP

PROJECT NO. PRJ2023-004500  
CUP RPPL2023006634



Miles  
0 0.25

**LA COUNTY**  
**PLANNING**

LOS ANGELES COUNTY  
Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90012





# AERIAL IMAGERY

## SITE-SPECIFIC MAP

PROJECT NO. PRJ2023-004500

CUP RPPL2023006634

Digital Ortho Aerial Imagery:  
Los Angeles Region Imagery  
Acquisition Consortium (LARIAC)  
2023

 Marina Del Rey Lease Parcel

 Assessor Parcel

Feet  
0 100 200



LA COUNTY  
PLANNING

LOS ANGELES COUNTY  
Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90012



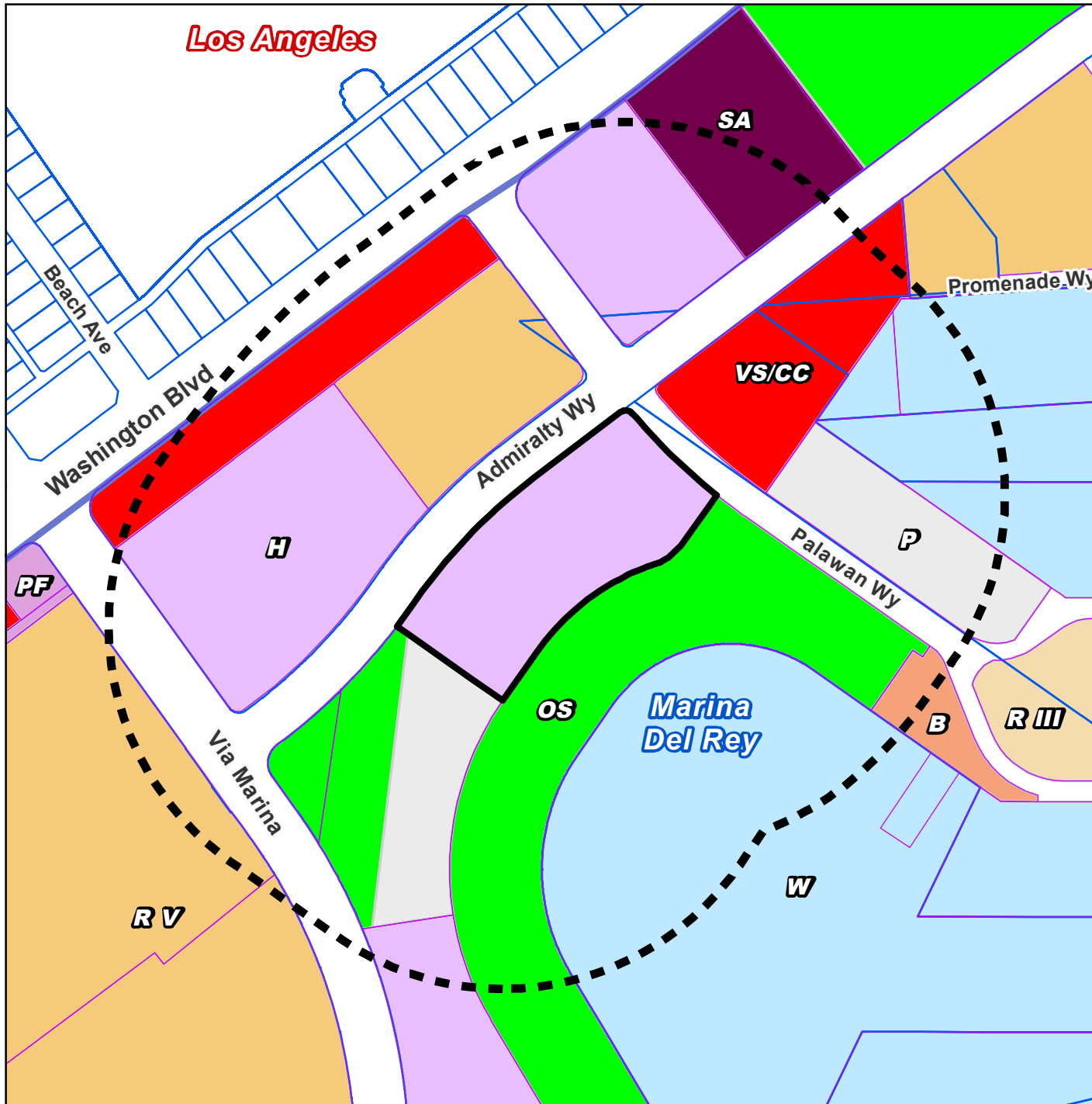
Los Angeles

# LAND USE POLICY

## 500-FOOT RADIUS MAP

PROJECT NO. PRJ2023-004500

CUP RPPL2023006634



Marina Del Rey Lease Parcel

Assessor Parcel

### Marina Del Rey

R III - Residential III (35 du/ac)

OS - Open Space

B - Boat Storage

W - Water

P - Parking

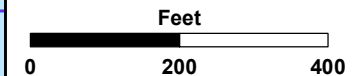
H - Hotel

VS/CC - Visitor-Serving /  
Convenience Commercial

R V - Residential V (75 du/ac)

SA - Seniors Accommodation

PF - Public Facilities



LA COUNTY  
PLANNING

LOS ANGELES COUNTY  
Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90012




Los Angeles

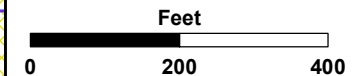
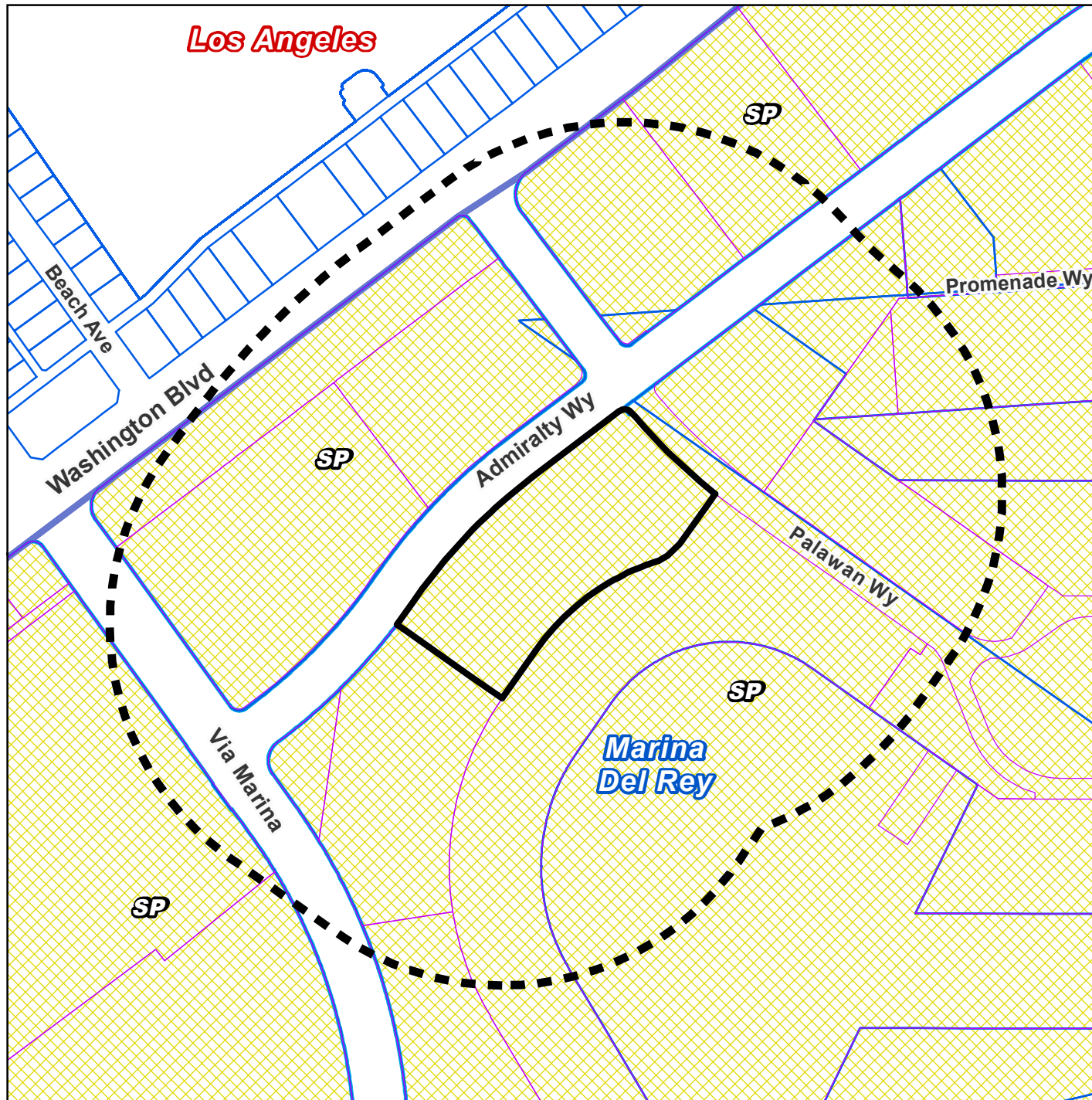
# ZONING

## 500-FOOT RADIUS MAP

PROJECT NO. PRJ2023-004500

CUP RPPL2023006634

-  Marina Del Rey Lease Parcel
-  Assessor Parcel
-  SP - Specific Plan



LA COUNTY  
PLANNING

LOS ANGELES COUNTY  
Dept. of Regional Planning  
320 W. Temple Street  
Los Angeles, CA 90012









Life is Better on the Water

Paddleboard & Kayak Rentals  
Paddle & Board Sales  
Private & Group Lessons  
Event Experiences  
Board Storage



Photo By  
Bo Bridges  
GALLERY

Life is Better on the Water  
How to Swim  
Center of the Channel  
Your Time  
Paddleboard & Kayak Rentals  
Paddle & Board Sales  
Private & Group Lessons  
Event Experiences  
Board Storage  
Photo By Bo Bridges GALLERY















**BARBARA FERRER, Ph.D., M.P.H., M.Ed.**  
Director

**MUNTU DAVIS, M.D., M.P.H.**  
County Health Officer

**ANISH P. MAHAJAN, M.D., M.S., M.P.H.**  
Chief Deputy Director

**NICHOLE QUICK, M.D., M.P.H.**  
Deputy Director for Health Protection

**LIZA FRIAS, REHS**  
Director of Environmental Health

**BRENDA LOPEZ, REHS**  
Assistant Director of Environmental Health

**SCOTT ABBOTT, REHS, M.P.A.**  
Assistant Director of Environmental Health

5050 Commerce Drive  
Baldwin Park, California 91706  
TEL (626) 430-5374 • FAX (626) 813-3000

[www.publichealth.lacounty.gov/eh/](http://www.publichealth.lacounty.gov/eh/)

July 30, 2024

TO: Robert Glaser  
Supervising Regional Planner  
Department of Regional Planning

Attention: Shawn Skeries

FROM: Charlene Contreras   
Director, Community Protection Branch  
Department of Public Health

**SUBJECT: CONDITIONAL USE PERMIT (CUP) REQUEST**  
**CASE: RPPL2023006634**  
**14110 PALAWAN WAY MARINA DEL REY CA 90292**

Thank you for the opportunity to review the application and project located at the subject property. This project is for a renewal of a CUP permit for Pro SUP Shop, to continue to operate a visitor-serving use (stand up paddle board and kayak rental) on the subject site in Marina del Rey Specific Plan Zone within the Hotel and Waterfront Overlay Land Use Category. The project includes the operation of a visitor-serving use on the site of an existing hotel utilizing surplus parking spaces.

- ☒ Public Health conditions for this project have been met as of the date of this letter.  
Public Health recommends the clearance of the aforementioned project.



**BOARD OF SUPERVISORS**

**Hilda L. Solis**  
First District

**Holly J. Mitchell**  
Second District

**Lindsey P. Horvath**  
Third District

**Janice Hahn**  
Fourth District

**Kathryn Barger**  
Fifth District

- ☐ Public Health requires that the conditions or information requested below are addressed prior to agency approval; therefore, the Department **DOES NOT** recommend clearance of this project until the following conditions are met:

1. Drinking Water Program: Potable Water

The applicant provided a water bill from Los Angeles County Public Works Waterworks Districts and the Lease Agreement with Jamaica Bay Inn with a billing date of June 04, 2024.

For questions regarding drinking water, please contact Anhdao Truong, Drinking Water Program at (626) 430-5420 or [atruong@ph.lacounty.gov](mailto:atruong@ph.lacounty.gov).

2. Land Use Program: Wastewater

The applicant utilizes the existing public sewer service currently available at the project site.

For questions regarding wastewater, please contact, Land Use Program at (626) 430-5380 or [xsantana@ph.lacounty.gov](mailto:xsantana@ph.lacounty.gov).

3. Community Protection Branch: Environmental Hygiene

**Please Note:** The following are general requirements for Noise and Air Quality recommendations for the proposed project.

The applicant shall abide by all applicable requirements contained in Title 12, Chapter 12.08 - Noise Control Ordinance of the County of Los Angeles (reference available at [municode.com](http://municode.com)). The sections in Title 12 that apply to this project include but are not limited to 12.08.390 (Exterior Noise Standards).

3.1 Exterior Noise

Ordinance:

**12.08.390 Exterior Noise Standards**

No person shall operate or cause to be operated, any source of sound at any location within the unincorporated county or allow the creation of any noise on property owned, leased, occupied, or otherwise controlled by such person which causes the noise level, when measured on any other property either incorporated or unincorporated, to exceed any of the following exterior noise standards in Table 1.

Exterior Noise Standards, dBA						
Area	Duration	Std # 1 = L50	Std # 2 = L25	Std # 3 = L8.3	Std # 4 = L1.7	Std # 5 = L0
		30min/hr	15min/hr	5 min/hr	1 min/hr	At no time
Residential	7 am – 10 pm	50	55	60	65	70
	10 pm – 7 am	45	50	55	60	65
Commercial	7 am – 10 pm	60	65	70	75	80
	10 pm – 7 am	55	60	65	70	75
Industrial	Anytime	70	75	80	85	90

Table 1. Std = Standard dB that may not exceed the cumulative period.

Findings:

The subject site was zoned for commercial use, and there were multi-family residential apartment complexes to the north, south and west and a hotel to the north of the subject site. Per the applicant, the subject business:

1. has been operating in the Marina del Rey for over a decade.
2. is a coastal-related use and is therefore consistent with the permitted uses of the underlying land use category.
3. would operation out of a mobile trailer utilizing six parking spaces in the northwest corner of the business parking lot.
4. operates year-long, but hours of operation change throughout the year. Hours are subject to change based on weather conditions.
5. employs approximately 15 to 20 employees during the summer months and between five to seven during the off season.

### 3.2 Recommendations

#### 3.2.1 Exterior Noise

The operation of the subject site must adhere to the Los Angeles County Exterior Noise Standards. All other applicable Noise Control Ordinance of the County of Los Angeles must also be complied with.

For questions regarding above comments, please contact Yonas Taye of Public Health, Environmental Hygiene Program at (626) 430-5201 or [ytaye@ph.lacounty.gov](mailto:ytaye@ph.lacounty.gov).

If you have any other questions or require additional information, please contact Veronica Aranda of Public Health, Land Use Liaison at (626) 430-5201 or [varanda@ph.lacounty.gov](mailto:varanda@ph.lacounty.gov).

CC:va

DPH\_CLEARED\_14110 PALAWAN WAY MARINA DEL REY CA 90292\_RPPL2023006634\_07.30.2024



## COUNTY OF LOS ANGELES FIRE DEPARTMENT FIRE PREVENTION DIVISION

Land Development Unit  
5823 Rickenbacker Road  
Commerce, CA 90040  
Telephone (323) 890-4293, Fax (323) 890-9783

EPIC-LA NUMBER: RPPL2023006634

PROJECT NUMBER: Stand up Paddle board  
at 14110 Palawan Way

CITY/COMMUNITY: Marina del Rey

STATUS: Cleared

PROJECT ADDRESS: 14110 Palawan Way  
Marina Del Rey, CA 90292

DATE: 03/13/2024

---

### CONDITIONS

1. The proposed renewal for CUP of the USPS shop is cleared.

For any questions regarding the report, please contact Joseph Youman at (323) 890-4243 or [joseph.youman@fire.lacounty.gov](mailto:joseph.youman@fire.lacounty.gov).





# MARINA DEL REY TOURISM BOARD

October 13, 2023

Los Angeles County Department of Regional Planning  
County of Los Angeles  
320 West Temple Street, FL 13  
Room 821  
Los Angeles, CA 90012

Dear Department of Regional Planning,

On behalf of the Marina del Rey Tourism Board, I am writing this letter of recommendation and support for ProSUP, a family-owned standup paddle board business in Marina del Rey.

ProSUP is a valued part of the Marina del Rey business and tourism/hospitality community. Their business has been in Marina del Rey for over a decade and in that time, they have provided low-cost recreational amenities for residents and visitors. In addition, ProSup has always been an active part of the Marina del Rey and Los Angeles community. They provide support to non-profit organizations and use their platform to raise awareness for important causes, such as breast cancer awareness and toy drives for underprivileged children. They consistently collaborate with the business and tourism community and we value their support.

ProSUP is an important part of the tourism community and we appreciate that they have remained in Marina del Rey, despite the challenges that arose during the pandemic. They continue to be a popular attraction that helps Marina del Rey thrive as a travel and leisure destination.

We strongly encourage you to renew their conditional use permit.

Thank you for your consideration.

Sincerely,

Janet Zaldua  
CEO  
Marina del Rey Tourism Board





November 19th, 2024

Los Angeles County Department of Regional Planning  
County of Los Angeles  
320 West Temple Street, FL 13  
Room 821  
Los Angeles, CA 90012

Dear Department of Regional Planning,

On behalf of the Venice Chamber of Commerce, I am writing to express our enthusiastic support for Pro SUP Shop. This family-owned standup paddleboard business has been vital to our neighboring Marina del Rey and Venice business communities.

Pro SUP Shop has served the area for over a decade, offering accessible and affordable recreational activities for residents and visitors. Their commitment to the community goes beyond their business; Pro SUP Shop actively supports local non-profits and raises awareness for important causes such as beach clean-ups, homelessness, recovery from substance abuse, breast cancer awareness, and programs benefiting underprivileged children.

Their collaboration with other businesses, community organizations, and tourism initiatives contributes significantly to the vibrant coastal lifestyle that Venice and Marina del Rey are known for. Pro SUP Shop has remained a valued asset to our area, even amid the challenges brought on by the pandemic. It continues to attract visitors who help support the local economy.

We strongly recommend that Pro SUP Shop's conditional use permit be renewed so that they can continue making invaluable contributions to our community and the region's tourism industry.

Thank you for your attention and consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "Donna Lasman", with a stylized flourish at the end.

Donna Lasman, CEO