

Title: The Annenberg Center at the Collective at Playa Vista	Item No. _____
Meeting date: 7-7-15	
Agendized by: PLUC	
Contact person: Pat Lyon	Phone number: 310-641-1074
Committee Vote (if appropriate): 9-0 in support	
Does this item have a fiscal impact on the Neighborhood Council? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Additional documents attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

RECOMMENDATION:

The Planning and Land Use Committee (PLUC) recommends that the NCWP Board support the Conditional Use Permit application for the Annenberg Center at the Collective at Playa Vista.

BACKGROUND:

The Annenberg Foundation is proposing a cutting-edge learning center located at The Collective (Building 1) at 12005 W. Bluff Creek in Playa Vista designed to be a national model and a leading voice dedicated to fostering the deep connection and companionship between people and their pets to enrich the lives of individuals and local communities from all walks of life.

Through the center, Annenberg Foundation will:

- Lead and advocate a national conversation to encourage dialogue and establish public policy;
- Collaborate with other groups organizations to highlight this mission and engage the public;
- Champion the compassionate training of rescued animals for a second chance at life for the well-being of people and their pets;
- Partner with and support other expert and specialized organizations for the greatest national reach and impact;
- Provide sustainable employment directly at the Annenberg center in addition to generating jobs from surrounding companies inspired through a variety of partnerships;
- Create volunteer and collaborative opportunities for people of all ages and abilities in a variety of fields relative to the diverse and robust programming of the center - including relationships with local schools and community centers, homes for the aging and many others;
- Create relevant educational, training and enrichment opportunities for the Los Angeles neighborhood, which is representative of a growing demographic across the U.S. that increasingly advocates for dog-friendly workplaces, dog parks and walking trails;

- Develop a model community center that can lead the nation in raising awareness and addressing the growing issues surrounding people and their pets in urban communities, public spaces and places of work.

DISCUSSION:

The proposed animal keeping/boarding use is allowed by right unless the use is within 500 feet of a residential area. The 500-foot radius touches seven homes atop the Westchester Bluffs. After seeing a presentation at its June meeting, the PLUC committee voted unanimously to recommend support of the CUP application.

FISCAL ANALYSIS:

No fiscal impact

ATTACHMENTS:

Proposed letter of support attached.

MOTION:

That the Neighborhood Council:

Support the Conditional Use Permit (CUP) application for the Annenberg Center at the Collective at Playa Vista, send the attached letter of support and take the appropriate actions to support the application.