



ENT No.: _____
CITY OF SANTA MONICA – CITY PLANNING DIVISION
SB 330 Preliminary Application Form

Applications are submitted online through a [virtual appointment system](#).
If you have questions about completing this application, please email City Planning at 311@santamonica.gov.

Site Address: 745 & 749, 17th Street, Santa Monica, California 90402

Project Description:

The construction of a new 4-story (50 feet 4 inches) multi-family residential project consisting of 19 market-rate residential units and 5 on-site affordable units. Project includes indoor and outdoor residential serving amenities, and 43 vehicle parking spaces in 1 level of subterranean parking.

By applying for a permit, I understand and agree that contact information, including but not limited to, email addresses and telephone numbers, will become part of a disclosable public record pursuant to the California Public Records Act and that the City may elect not to redact contact information contained in this application prior to disclosing a copy of this application to the public. I further agree that I do not object to the City's disclosure of contact information contained in this application in response to public records requests.

APPLICANT (Note: All correspondences will be sent to the contact person)

Name: Holland Ashrafnia Organization Name: North of Montana Place LLC
Address: 433 N Camden Dr. #600 City/State: Beverly Hills/CA Zip: 90210
Phone: (310) 739-9432 Email: Holland@hollandgrouppla.com

CONTACT PERSON (If different from applicant)

Name: Jason Grant Organization Name: Local Development LLC
Address: 149 S Wetherly Dr. City/State: Beverly Hills/CA Zip: 90211
Phone: (310) 488-4446 Email: Jason@localdevinc.com
Relation to Applicant: Representative

PROPERTY OWNER

Name: Holland Ashrafnia Organization Name: North of Montana Place LLC
Address: 433 N Camden Dr. #600 City/State: Beverly Hills/CA Zip: 90210
Phone: (310) 739-9432 Email: Holland@hollandgrouppla.com

I hereby certify that I am the owner of the subject property and that I have reviewed the subject application and authorize the applicant or applicant's representative (contact person) to make decisions that may affect my property as it pertains to this application.

GENERAL INFORMATION

Holland Ashrafnia
Property Owner's Name (PRINT)

DocuSigned by:
Holland Ashrafnia 5/6/2026
98610D02C615468...
Property Owner's Signature / Date

PROJECT INFORMATION

(All requested information MUST be provided. Applications containing incomplete information will not be accepted.)

Total Floor Area (SF): 69,657

No. of Stories / Height: 4 / 50'-4"

Commercial Floor Area (SF): N/A

Parcel Area: 17,890 SF

Residential Floor Area (SF): 42,282

No. of Parking Spaces: Res: 43 Com:

Floor Area Ratio (FAR): 2.50

No. of "Protected Units" per SB 330 / 8: N/A

Parcel number(s): 4279-016-020 and 4279-016-021

Legal description (attach as needed): Lots 17 AND 18, Block V, Gillette's Regent Square, M.B.22, page 79, of maps, in the city of Santa Monica, county of Los Angeles, state of California.

Existing use(s) on the project site: Multi-Family residential

Proposed land uses: Multi-Family residential

Existing Residential Use Details:

	Existing	Maintained	Removed	Proposed
# Studios	3		3	0
# 1 Bedrooms	5		5	1
# 2 Bedrooms	2		2	7
# 3 Bedrooms	N/A		N/A	16

Affordable Housing Production Program Acknowledgement

In accordance with [SMMC 9.64](#), all multi-unit projects involving the construction of two or more market rate units shall comply with the affordable housing obligations as set forth in [SMMC 9.64.040](#). From the options listed below, please indicate how the Project will comply with the provisions of [SMMC 9.64.040](#) (check all that apply):

- [On-Site Option \(SMMC 9.64.050\)](#)
- [Affordable Housing Fee \(SMMC 9.64.070\)](#)
- [Off-Site Option \(SMMC 9.64.060\)](#)
- [Land Acquisition \(SMMC 9.64.080\)](#)

Please list any bonus units, incentives, concessions, waivers, or parking reductions requested pursuant to Section 65915. (Use additional sheets as necessary)

1. See attached list of incentives and waivers being requested
2.
3.
4.
5.

PROJECT INFORMATION

PROJECT INFORMATION (CONTINUED)

On-site affordable units and affordability level per AHPP and CHAS data replacement units

	Extremely Low	Very Low	Low	Moderate	Total
# Studios					
# 1 Bedrooms	1				1
# 2 Bedrooms	1	1	1	1	4
# 3 Bedrooms					

Off-site affordable units and affordability level

	Very Low	Low	Moderate	Total
# Studios				
# 1 bedrooms				
# 2 bedrooms				
# 3 bedrooms				
Proposed Location: _____				

PROJECT INFORMATION

Is any portion of the property located within any of the following?	Yes	No
(A) A very high fire hazard severity zone, as determined by the Department of Forestry and Fire Protection pursuant to Section 51178.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(B) Wetlands, as defined in the United States Fish and Wildlife Service Manual, Part 660 FW 2 (June 21, 1993).	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(C) A hazardous waste site that is listed pursuant to Section 65962.5 or a hazardous waste site designated by the Department of Toxic Substances Control pursuant to Section 25356 of the Health and Safety Code.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(D) A special flood hazard area subject to inundation by the 1 percent annual chance flood (100-year flood) as determined by the Federal Emergency Management Agency in any official maps published by the Federal Emergency Management Agency.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(E) A delineated earthquake fault zone as determined by the State Geologist in any official maps published by the State Geologist, unless the development complies with applicable seismic protection building code standards adopted by the California Building Standards Commission under the California Building Standards Law (Part 2.5 (commencing with Section 18901) of Division 13 of the Health and Safety Code), and by any local building department under Chapter 12.2 (commencing with Section 8875) of Division 1 of Title 2.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
(F) A stream or other resource, including creeks and wetlands, that may be subject to a streambed alteration agreement pursuant to Chapter 6 (commencing with Section 1600) of Division 2 of the Fish and Game Code. If yes, a site map showing a stream or other resource that may be subject to a streambed alteration agreement pursuant to Chapter 6 (commencing with Section 1600) of Division 2 of the Fish and Game Code and an aerial site photograph showing existing site conditions of environmental site features that would be subject to regulations by a public agency is required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Any proposed point sources of air or water pollutants? If yes, please explain: _____	<input type="checkbox"/>	<input checked="" type="checkbox"/>

PROJECT INFORMATION (CONTINUED)

Any species of special concern known to occur on the property? If yes, please explain: _____	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Any historic or cultural resources known to exist on the property? If yes, please explain: <u> Gillette's Regent Square Residential Historic District/Montana Avenue Multi-Family Residential Historic District </u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are any approvals under the Subdivision Map Act, including, but not limited to, a parcel map, a tentative map, or a condominium map, being requested?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Any public easements such as a public utility easement? If yes, please explain: <u> Existing 5' wide sewer & utility easement located at east (rear) property line </u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

For a housing development project proposed to be located within the Coastal Zone:

Is any portion of the property located within any of the following?	Yes	No
(A) Wetlands, as defined in subdivision (b) of Section 13577 of Title 14 of the California Code of Regulations.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(B) Environmentally sensitive habitat areas, as defined in Section 30240 of the Public Resources Code	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(C) A tsunami run-up zone.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(D) Use of the site for public access to or along the coast.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Demolition Permit Acknowledgement (For Structures 40 Years or Older)

Pursuant to [SMMC 9.25.040\(E\)](#) a demolition permit is required for demolition of any building or structure on the property (primary or accessory structure). For buildings or structures constructed more than 40 years ago no entitlement will be accepted until at least 75 days after a complete demolition permit application is accepted. A Landmark or Structure of Merit Designation Application may be filed during this 75-day review period, and the Landmarks Commission may subsequently designate the property (structure and/or parcel) as a Landmark, Landmark Parcel, or Structure of Merit in accordance with and based on findings established in SMMC [9.56](#) and [9.58](#).

- My property contains a structure (or structures) 40 years old or older and the proposed development of this property will require a demolition permit.
- My application for a demolition permit has been submitted and, no formal historic designation application has been filed during the 75-day review period.

REQUIRED SUBMITTAL ATTACHEMENTS

Project Submittal

- All materials must be submitted digitally. Prepare one PDF file with the **SIGNED** application and all supplemental materials and a second PDF file of the Project Plans. Resolution should allow legible printing at 11" x 17".

Application Fees

- The payment of an application fee is required at time of submittal. Contact City Planning at 311@santamonica.gov for applicable fee.

Incentives and Waivers 745 & 749, 17th Street, Santa Monica, California 90402

The applicant proposes to request incentives and waivers including but not necessarily limited to:

1. Incentive to eliminate the SMMC's prohibition on lot consolidation in the R2 zone to allow for a parcel size that exceeds 7,500 sf or 125% of the average parcel size within a 500 foot radius (SMMC 9.21.030(B));
2. Incentive to reduce long-term bike parking to 33% SMMC table 9.28.140
3. Incentive to increase FAR from 1.0 to 2.5 - SMMC Table 9.08.030
4. Waiver to permit height of 50' - 4" ft in lieu of 30 ft (SMMC-Table 9.08.030);
5. Waiver to allow the building to exceed the R2 District's stepback requirement which otherwise prohibits any portion of the building volume above 23 feet from encroaching into the daylight plane starting at 23 feet above the front setback line and sloping upward at a 45-degree angle toward the rear of the parcel. (SMMC 9.08.030(B)(1));
6. Waiver to transitional height requirement adjacent to R1 District. (SMMC 9.08.030(D)(1),(2) and (3));
7. Waiver to permit rear yard setback reduction to 5 ft in lieu of 15 ft(SMMC Table 9.08.030);
8. Waiver to permit front yard setback reduction to 5 ft in lieu of 20 ft (SMMC-Table 9.08.030);
9. Waiver to reduce the additional 5' front setback for 25% of the building façade (SMMC 9.08.030(E)(2));
10. Waiver from the requirement to provide an additional 2' average setback on each side yard for each building story (SMMC 9.08.030(E)(4));
11. Waiver to reduce the side setback requirements of 8' for the interior side yard (SMMC-Table 9.08.030);
12. Waiver to reduce the 15 % of parcel width for street side yard setback-SMMC 9.080.030(C)(2);
13. Waiver to permit relief from the multi-unit district's Courtyard Design Standards (SMMC 9.08.030(F))