

Date : 6/8/2017 1:26:23 PM
From : "Travis Wester"
To : "Margaret Taylor"
Cc : "padraicduffy@me.com" , "poff@raveledstudio.com" , "Michael Popwell" , "Roger Davis" ,
"heather.bleemers@lacity.org"
Subject : Re: 1076 Lillian Way [ZA-2017-1798]
Attachment : AGENDA 6.12.17.pdf;

Hello Margaret,

The project listed above has been placed on the agenda for June 12th.

Please find a copy of the agenda below.



**PLANNING and LAND USE MANAGEMENT
(PLUM) JOINT Meeting**

Monday, June 12th, 2017 at 6 pm
Hollywood City Hall, Large Conference Room
6501 Fountain Avenue (at Wilcox), Los Angeles, CA 90028

The Committee does not take action on behalf of the Neighborhood Council Board. It considers proposals and forwards Committee-approved recommendations as proposed motions to the Board. The Board will consider the Committee’s recommendations at a future public Board Meeting and may take final action on the recommendations.

All projects are encouraged to notify / invite / get signatures of adjoining or neighboring property owners and/or occupants to attend the PLUM Committee meeting in support of the request; very helpful, especially for projects in single-family residential areas, to minimum 4 block-radius around project. Notification and/or flyer/ publicity must have CHNC address, inviting stakeholders to attend the CHNC meeting where the project proposal is to be presented by representative.

A. Call to Order.

B. Roll Call.

Name	Present	Absent	
Gayl Murphy, Co-Chair			
Roger Davis, Co-Chair			
Michael Popwell, Co-Secretary			
Travis Wester, Co-Secretary			
George Abraham			
Kathleen Taylor			
Ferris Wehbe			
Gilbert Mora			
Fabio Conti			

C. Approval of CHNC Planning and Land Use Management (PLUM) Committee minutes from 5-8-2017.

Minutes emailed to all Committee Members for review 5-16-2017.

D. Public Comment on NON- Agenda Items.

Comments from the public on non-agenda items within the Committee's subject matter jurisdiction. (Up to two minutes per speaker.)

E. Administration.

1. PLUM Committee Intake Form.

Discussion and possible action to adopt a PLUM Committee policy that would require developers to complete a questionnaire prior to being placed on the agenda.

The questionnaire can be found at <https://form.jotform.com/71386799184171>.

If approved, the price of the questionnaire's data collection service would be no more than \$20 per month (or, optionally, \$200 per year).

Presenter: Travis Wester

2. Update on the Special Meeting for Crossroads Hollywood

The special meeting for Crossroads Hollywood will take place on June 22nd at 6pm at the Frances Howard Goldwyn-Hollywood Regional Library, 1623 Ivar Ave.

Presenter: Roger Davis

F. Discussion and Possible Action to Approve Recommendation.

If viewing this agenda in PDF format, please note that the case numbers are hyperlinked to the corresponding page on the Dept. of City Planning's website.

1. Case Number: [CPC-2016-3176](#)

Primary Address: 6436 Hollywood Blvd 90028

Project Description:

6436 Hollywood Blvd LLC and 1624 Wilcox Ave LP1 (together, the "Applicant") propose to develop a mixed-use project consisting of up to 260 multi-family residential dwelling units and approximately 17,800 square feet of community-serving retail and restaurant uses (the "Project") on an approximately 1.4-acre site located in the Hollywood Community Plan area of the City of Los Angeles. The subject property is located at 6430-6440 Hollywood Boulevard and 1624-1648 Wilcox Avenue (the "Project Site"). Upon completion, the Project will include approximately 278,892 square feet of floor area for a maximum floor area ratio (FAR) of up to 4.5 to 1.

The Project will preserve the existing two-story, 9,000 square foot Attie Building, located at the corner of Hollywood Boulevard and Wilcox Avenue, and integrate the structure with new construction that will range from two to 15 stories with a maximum height of 160 feet.

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2017 - June 12th - PLUM AGENDA

The Project Site is located within 1000 ft. of a Selma Park, Goldwyn Library, and a Post Office.

There will be approximately 420 parking spaces in two subterranean and three on- and above- grade parking levels.

Requested Entitlements:

A Vesting Zone/Height District Change to modify the D Limitation to allow an FAR of 4.5 to 1 in lieu of 2 to 1;

Approval of Site Plan Review (*necessary for a project having 50 or more residential units - Sec.*);

A Master Conditional Use Permit for alcohol for on-site and off-site consumption in Project restaurants and retail stores;

A Vesting Conditional Use Permit to permit floor area ratio averaging in a Unified Development (*A 'unified development' is a CUP that allows a project to transfer floor-to-area ratios between parcels - Sec.*);

A Vesting Tentative Tract Map for 3 ground lots and 3 commercial condominium units.

Representative: Sheppard, Mullin, Richter & Hampton, LLP

2. Case Number: [ZA-2017-1798](#)

Project Site: 1076 Lillian Way 90028

Project Description:

PQD, LLC (the "Applicant") proposes an interior tenant improvement to a 7,733 square-foot, 286-seat theater that will include a 1,070 square-foot, 36 seat bar area serving a full line of alcoholic beverages (the "Project"). Hours of operation from 10am - 2am, 7 days a week. The minimum age for entry will be 21; the means of enforcement was not listed.

The Project Site is located within 600 ft. of the Hollywood Recreation Center, 5 schools, and 2 municipal buildings. It has a total lot area of 8,400 sq. ft.

There is no parking for this establishment.

Requested Entitlements:

A Conditional Use Permit for the sale and consumption of a full line of alcoholic beverages in conjunction with an existing theater operation.

Representative: Margaret Taylor (Apex LA)

3. Case Number: [DIR-2014-2793-SPP-DI-M1](#)

Project Site: 1540 N Vine St 90028

Project Description:

Camden USA Inc. (the "Applicant") proposes an accessory use modification of the existing Project Permit Compliance Review ("PPCR") to allow both a 150 sq. ft. tenant

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identification (“Equinox Sign”) and a grandfathered 300 sq. ft. Supergraphic sign to be located on the Project’s northern facade.

Requested Entitlements:

A specific plan project permit compliance for the installation of the signs (LAMC 11.5.7.C)

Representative: John Hrovat (Camden)

4. Case Number: [ZA-2017-1940-CU](#)

Primary Address: 6260 Santa Monica Blvd 90028

Project Description:

Starbucks (the “Applicant”) proposes the development of a coffee house on the site of an existing dental office.

There was no parking information provided by the Applicant.

Requested Entitlements:

A conditional use approval to extend the hours of operation to 5am to 12am, 7 days / week. (*Normally, Mini-Shopping Center hours are 7am to 11pm - Sec.*)

Representative: Elizabeth Valerio (Valerio Architects)

G. Comments by Board Members on items not on the agenda.

H. Adjournment

The public is requested to fill out a "Speaker Card" to address the Committee on any item of the agenda prior to the Committee taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Board's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Committee. Agenda is posted for public review at the CHNC website www.chnc.org and the main posting location as required by law: Hollywood Neighborhood City Hall, 6501 Fountain Ave. and at the City of Los Angeles Neighborhood Council Support – Early Notification System. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting, may be viewed at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda please contact: Roger Davis (rogerchnc@gmail.com), Travis Wester (TravisCHNC@gmail.com) or Michael Popwell (michaelpopwellchnc@gmail.com) of the PLUM Committee.

Did you know? You can call 3-1-1 to be connected to any City of Los Angeles service. Use it to report graffiti, arrange for bulky item pick up, or reach any City Department or City Official. Help keep our City clean-**USE 3-1-1**

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Roger Davis (rogerchnc@gmail.com), Travis Wester (TravisCHNC@gmail.com), or Michael Popwell (michaelpopwellchnc@gmail.com) of the PLUM Committee. *SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS ANTES (72 horas) ANTES DE LA REUNION. SI NECESITA AYUDA CON ESTA AGENDA, POR FAVOR CONTACTE A LAS PERSONAS INDICADAS.*

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2017 –June 12th - PLUM AGENDA