

Date : 6/19/2017 4:52:23 PM
From : "Travis Wester"
To : "CHNC"
Cc : "padraicduffy@me.com" , "poff@raveledstudio.com" , "Michael Popwell" , "Roger Davis" , "Margaret Taylor"
Subject : Re: 1076 Lillian Way [ZA-2017-1798]
Attachment : Draft_Minutes_06-12-2017.pdf;

Hi Elvina,

Please be advised that on June 12th, the PLUM Committee by a 5-1 vote moved to approve the project located at 1076 Lillian Way [ZA-2017-1798] under specific conditions.

The motion was (agenda item F.2):

"To recommend that the board support ZA 2017-1798 as presented to the PLUM Committee with modifications of LAPD recommendation #4, closing hours of midnight or 12:00 am Monday through Thursday and condition #30, security plan to be reviewed and approved by LAPD, in writing."

The representative for this project is Margaret Taylor (Cc'd), and she would like to bring this project before the CHNC Board. Please contact her to schedule an appearance at your earliest convenience.

Thank you!

one,
Travis Wester
CHNC/PLUM Committee Co-Secretary
Central Hollywood Neighborhood Council
TravisCHNC@gmail.com



CENTRAL HOLLYWOOD NEIGHBORHOOD COUNCIL

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

Monday, June 12th, 2017 at 6 pm
Hollywood City Hall, Large Conference Room
6501 Fountain Avenue (at Wilcox), Los Angeles, CA 90028
[Post Office Box 93907, Hollywood, California 90093](mailto:centralhollywoodnc2014@gmail.com)
centralhollywoodnc2014@gmail.com

A. Call to Order. Roger Davis called the meeting to order at 6:02 pm.

B. Roll Call. There were **6 present, 3 absent** and **quorum met**.

Name	Present	Absent	Notes
Gayl Murphy, Co-Chair	X		
Roger Davis, Co-Chair	X		
Michael Popwell, Co-Secretary	X		
Travis Wester, Co-Secretary	X		
George Abrahams	X		
Kathleen Taylor		X	E-mailed
Ferris Wehbe		X	Overseas
Gilbert Mora	X		
Fabio Conti		X	Overseas

C. Approval of CHNC Planning and Land Use Management (PLUM) Committee minutes from 05-08-2017. Minutes were emailed to all Committee Members for review on 05/16/2017. **Moved by Gilbert; seconded by Gayl. 4 Yes; 0 No; 0 Abstentions; 3 absences:** Kathleen, Ferris & Fabio; **1 Recusal:** George didn't want to abstain, and did not vote **Approved**.

D. Public Comment on NON-Agenda Items: **Susan Hunter**, Los Angeles Tenants Union (LATU), asked for equal time as that of the presenters for the Crossroads project during the June 22nd special meeting regarding that project. Susan quoted from a "Open Meetings in California" by Terry Francke, and presented a letter of motion in regard to agenda for the Crossroads Presentation June 22nd. **Miki Jackson**, Coalition to Preserve LA (CPLA) agreed with Susan; feels that for presenters to have half an hour and citizens a minute is a neighborhood-council wide problem. **Steve Ducey** from Democratic Socialists of America is in solidarity with Susan & Miki. Michael Popwell recommended to the Chair that we have this sent to City Attorney.

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

Travis related that Debbie Wehbe recommended that we offer a questionnaire to the presenting developers for the most recent information. Gayl recommends a timeline for the provision and to include this on the Board's agenda. Travis will include a timeline when bringing this to the Board. Michael would also like an index of cases. Michael asked some questions that would be directed to DONE's City Attorney questions: Can the board require? What if they refuse to comply and we don't schedule them? (They would go to the City...) When there is a conflict, if we have information that's different, how do we make the determination which is reliable? George Abrahams agreed with Michael, citing an example where the Wilcox Hotel did a bait and switch, now is the subject of a law suit. Michael offered to work with Travis on this.

MOTION: Gayl moved to approve PLUM Committee policy that would **request** developers to complete a questionnaire prior to being placed on the agenda. If approved, the price of the questionnaire's data collection service would be no more than \$20 per month (or, optionally, \$200 per year).

Debbie Wehbe arrived at this point, and added that this came from the training we had last month, to have information prior to the meeting, and that we have a letter of request.

Amendment: That Travis and Michael flesh out the particulars to be brought to the full board. **Moved** by Gayl; **seconded** by George. **6 Yes:** Gayl, Roger, Michael, Travis, George, Gilbert; **0 No; 0 Abstentions; 3 Absences:** Kathleen, Ferris & Fabio. Amendment approved and main motion **passed as amended**.

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
Roger noted that we have three hours allotted, we'll allocate time to the presenters and to the audience for this project, which will be the biggest project ever in Hollywood

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. The Project Site is located within 1,000 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 – Ms. Renee Schillaci introduced project presenters, David Torden and Dave Rand, on behalf of Lefrak, regarding the proposed project at Hollywood and Wilcox. She noted that they are meeting with HHWNC in July, and have completed the scoping meeting and that public comment is open until June 26 with the city.

Mr. Dave Torden related that LeFrak, owner/developer real estate development company, also has the 7060 Hollywood Boulevard office building just east of La Brea, which they purchased, renovated and is now one of Live Nation's buildings as well as other buildings in the LA area. The purchase of this site started in 2007; it's a 1.4 acre site on the SE corner of Hwd. & Wilcox; mixed-use development with 260 multifamily rental units; 18,000 square feet commercial space. They plan to preserve and restore the Attie building, rebuild building next to it for commercial space, staying below the 45' height limit; plan for a continuous street wall; commercial in the front; moving backwards into the site, with bulk of residential units on Wilcox. They plan for a café to activate Wilcox off of Hollywood Blvd. Entrance is on southern portion; 11 stories in the middle, stepping up to 15 stories in the back, 125 feet in middle & 160 feet rear.

Mr. Dave Rand discussed zoning, entitlements listed above, the main being to increase FAR to 4.5:1 in lieu of 2:1; the height district change to modify existing "D" limitation; the vesting tentative tract map to subdivide; the CUP to be transferred to rear of site; site plan review & master CUB for three alcohol outlets. He explained there will be two portions of the property, residential rooftops, where the roof steps back, outdoor amenity deck, seating, firepit, barbecues & trellis; the new retail building has a rooftop, which will have seating, barbecue and pool. They are widening the sidewalk south of the Attie building, he believes 5 feet.

George noted that conditions need to be met for "D" limitation, environmental mitigation; he asked about traffic and the Community Plan, and recommended they see the Wilcox Hotel situation. Michael Popwell asked what they are giving back to the community in the way of affordable housing. Mr. Rand noted currently there is nothing in the plan but they are considering adding a mixed-income affordable component. Renee would like the support of the NC; says that the project is formulated and they're going through an EIR, the draft of which will be available in several months. They would consider conditions. Michael doesn't see enough specificity.

Asked for the meaning of "Regional Center," designation, George noted that there are five steps in land use designation. "Regional Center" is the second highest, and that this is the basis for his

rejection of many of the projects in Hollywood. Gilbert noted that there is no "Entertainment Center" designation in Hollywood.

Michael noted that the increase of the FAR is like doubling size, and for that there would have to be significant benefit to the community. Gayl feels they are too early and agreed with Michael as to need for low-income units. Gayl asked and was told that the rooftops are only for residents, and one courtyard for public seating. Renee noted they will return when the draft EIR comes out, and address these issues, including the traffic study. Travis noted that there's a lot to like and asked about the business on that stretch of Wilcox, which was detailed. Roger likes the project and agreed with need for low-income housing, to have balance in this community. They offered to return when the EIR is available. George asked, and was told there are studios, 1 br, 2 br and 3 br, 10% studios, 50% one bedrooms, 35% two- and 7% three-bedrooms; no windowless units. They will have 420 parking spaces, 387 for residents and balance for commercial; 1.5 spaces per unit. 10% reduction for bicycle parking. George opined that this sounds underparked.

Public Comment: Miki Jackson asked and was told no existing housing will be lost. She is concerned that the building looms over the Attie building, and that it is important to Hollywood businesses to have the views. They have not made decision to designate the Attie building. It requires a zone change and height change. She agreed that they need to give back, they are "being granted great wealth... the city is making a sacrifice when you draw on the infrastructure of the whole city which is not being enhanced" and the area has already had several explosions.

Annie Gagen recommended that the all members of the committee drive through the area. She noted the big issue of families and residents being displaced in the area, such as at the Crossroads, and others, for luxury housing and gridlocked traffic in the area; stated that a minimal number of low income units cannot make up for this. There is already backup on Wilcox. EMS cannot get through on Hollywood Bowl nights. Annie opined that this is too big a project for the area. She provided printouts of projects in the area, e.g., hotels. 122 projects in the area. She read from a statement from the Hollywood Heritage who were unable to attend this evening. Comments include that the LeFrak team should implement "Hollywood Urban Design Guidelines" regarding scale of the new construction, which they are requesting of all developers, and would like to be a "project condition." Additionally, this includes removal of signage and billboard blight, that with the new Signage Ordinance going through City Hall, allowing digital billboards atop historic buildings, they have concerns that in the future there will be digital billboards atop the Attie building and would like a condition now, during the project's entitlement process, to prevent this in the future.

David Carrera seconded Hollywood Heritage. He suggests 20% affordable housing and feels this project is too tall. As to a master CUB, he would like them to have one CUB. He would like us to ask for conditions: As to signage, he needs to see more in context with the rest of Hollywood; he warned that the tenants will be impacted by noise.

Debbie Wehbe thanked the presenters for coming early; noted that this NC didn't get the information on the scoping meeting; that this committee can take concerns and add them to the draft EIR; that the NC will work with the developers. George feels the development has to be consistent with the scale of the geography and what the infrastructure can support. **NO ACTION**

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 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: Error! Hyperlink reference not valid. 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) Ms. Taylor introduced herself as representative for the owners, Patrick Duffy and Padraic Duffy, Managing Director of the Sacred Fools Theater. She related that the theater is already there and operating; owners of the property and operation are investing for the long range. They are asking for a full line of alcohol, specifically for the theater operation; none when no production. Someone with property ownership is always on site.

“The minimum age for entry will be 21” and only for the bar area, though they would like people to be able to bring a drink into the theater. This request is not to change the character of their operation. They have reached out; have draft conditions from the LAPD, though not final. They are basically in agreement with the conditions of approval; however, numbers 28 29, 30 & 32 pertain to a security plan. They will have a camera. If they want to have a security guard, that can be done according to the operation. It would be unfeasible to have a security guard for each theater. They would like to propose a recommended condition to have a security plan that would be approved by the LAPD with periodic reviews, e.g., every six months. They have a good relationship with Vice. They have no problem with the other recommended conditions. August 23rd is the tentative hearing date.

Michael thanked them for coming; he knows the theater feels it would be a good thing. He is in favor of this other than keeping hours up to 2:00 a.m. and asked them if they really need 2:00. He feels that a security plan approved by the LAPD in Hollywood would be acceptable. Gayl asked, and was told the plan is generally for the same square footage; no zone changes. As to hours, it’s dependent on there being an actual production. Mr. Padraic Duffy noted that often on a Saturday night they may have an 11:00 pm one-hour show. Gayl suggested they provide the envelope as to time restrictions. Ms. Taylor noted that they requested the hours for flexibility.

Gilbert asked if they could close Monday - Thursday at 12:00 a.m. Ms. Taylor said the owner would agree that. Gilbert clarified as to not have a production after 12:00, make it closed to the public. George asked how they operate with no parking, and was told that by code, there is no additional parking requirement; people ride share. There won’t be people coming for the bar only. The CUB is secondary to the theater use. No CUB for stand-alone bar.

Asked what precautions they will make to ensure there is no underage drinking, Ms. Taylor has received information from the LAPD, to include electronic device and staff to monitor theaters. Earliest: They could have late morning shows on a Saturday or Sunday; not during the week.

Public Comment: David Carrera’s concern is that “it’s a land grant.” Ms. Taylor said that they will come back with an envelope of hours and needs. **Debbie Wehbe** noted that she is a school owner and being that the project is next to schools, asked that they do outreach to them, e.g., letters. She asked why a full line, and to specify about ambient music, to “safeguard yourself,” as well as about minibars. Ms. Taylor related that they may roll a portable minibar into the lobby of each theater in use.

Motion: To recommend that the board support ZA 2017-1798 as presented to the PLUM Committee with modifications of LAPD recommendation #4, closing hours of midnight or 12:00 am Monday through Thursday and condition #30, security plan to be reviewed and approved by LAPD, in writing. **Moved** by Michael; **seconded** by Gilbert. Board discussion was held. George is opposed; feels it sets a bad precedent, concerned that all Theater Row will want liquor. **5 Yes:** Roger, Michael, Travis, Gilbert, Gayl; **1 No:** George; **0 Abstentions;** **3 Absences:** Kathleen, Ferris & Fabio; **Approved**

3. Case Number: [DIR-2014-2793-SPP-DI-MI](#) 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 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) Mr. Hrovat explained that they reduced the original plan for the size of the sign; were told they couldn’t have a Supergraphic and tenant ID signage. They’re trying to allow this Equinox sign. It’s not 150 square feet – it’s 75 square feet. Selma and Vine. It’s a static image. They’re asking for a modification to the existing entitlement.

Motion: To support the request: **Moved** by George; **seconded** by Travis.
5 Yes; 1 No: Gayl; **0 Abstentions;** **3 Absences:** Kathleen, Ferris & Fabio; **Approved**

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 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) **Ms. Alicia Zaayer**, from Valerio Architects, spoke on behalf of Starbucks for extended hours of operation, at a new site on Santa Monica & Vine. They are requesting hours from 5:00am to 12:00 am daily in lieu of 7:00 am and 11:00 pm. She noted that Starbucks is proposing an interior tenant improvement; the owners of the building will do the exterior improvement. There will be no exterior seating.

George asked, and there are 45 existing parking spaces onsite for the mini-mall, Western Dental. They are in discussions with the tenants. They plan for 34 seats, which would have 4 spots; George noted that there are a lot of unknowns. **Public Comment** was given by **Annie Gagen** that there is a good deal of pedestrian traffic, with real working people.

Motion: To approve the request because between 5:00 am and 7:00 am and 11:00 pm and 12:00 pm parking would not be an issue. **Moved** by George; **seconded** by Michael; **6/0/0 3 absences:** Kathleen, Ferris & Fabio; **Approved**

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

H. Adjournment: **Moved** by Michael; **seconded** by George; meeting adjourned at 8:40 pm.