CITY OF LOS ANGELES CITY PLANNING COMMISSION

IN RE:)	CASE NOS.
)	CPC-2016-3176-VCZ
6430-6440 WEST HOLLYWOOD)	HD-VCU-MCUP-SPR
BOULEVARD & 1624-1648 NORTH)	
WILCOX AVENUE.)	CEQA NO:
)	ENV-2016-3177-EIR
)	
)	SCH. 2017051079

REPORTER'S TRANSCRIPT OF REMOTE PROCEEDINGS

via Zoom teleconference

Los Angeles, California

Thursday, September 10, 2020

REPORTED BY:

LAURIE HELD-BIEHL, CSR, CCR, RPR, CRR

CA CSR No. 6781

IL CSR No. 084002860

NJ CRR No. 30XI00239100

TX CSR No. 8555

RPR/CRR No. 32836

CA CSR, RPR

JOB NO. 311801

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2	CITY PLANNING COMMISSION
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11	REPORTER'S TRANSCRIPT OF REMOTE
12	PROCEEDINGS, via Zoom teleconference,
13	pages 1 through 94, said proceedings
14	dated Thursday, September 10, 2020,
15	beginning at 8:30 a.m. and ending
16	at 11:26 a.m., in Los Angeles,
17	California, reported by
18	LAURIE HELD-BIEHL, California CSR
19	No. 6781, Illinois CSR No. 084002860,
20	New Jersey CRR No. 30XI00239100,
21	Texas CSR No. 8555, RPR/CRR No. 32836.
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25	

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1	APPEARANCES:
2	
3	CITY OF LOS ANGELES CITY PLANNING COMMISSION:
4	SAMANTHA MILLMAN, Commission President
5	VAHID KHORSAND, Commission Vice President
6	DAVID H. AMBROZ, Commissioner
7	CAROLINE CHOE, Commissioner
8	HELEN LEUNG, Commissioner
9	MARC MITCHELL, Commissioner
10	VERONICA PADILLA-CAMPOS, Commissioner
11	DANA PERLMAN, Commissioner
12	KAREN MACK, Commissioner
13	
14	CITY STAFF:
15	JASON McCREA, Department of City Planning
16	LUCY IBARRA, Deputy Department of
	City Planning
17	
	MILENA ZASADZIEN, Department of
18	City Planning
19	LISA M. WEBBER, AICP, Deputy Director,
	Planning Resource Management Bureau
20	
	KEVIN KELLER, Executive Officer,
21	Department of City Planning
22	AMY BROTHERS, Deputy City Attorney
23	CECILIA LAMAS, Commission Executive
	Assistant
24	
	MARCOS GODOY, Administrative Clerk
25	

1	Los Angeles, California
2	Thursday, September 10, 2020
3	8:30 a.m 11:26 a.m.
4	
5	COMMISSION PRESIDENT MILLMAN: Item 6 is case
6	number CPC-2016-3176-VZC-HD-VCU-MCUP-SPR, the
7	Environmental case number is ENV-2016-3177-EIR;
8	SCH number 2017051079.
9	The project is located at 1624 through
10	1648 Wilcox Avenue and various addresses within
11	Council District 13.
12	Cecilia, are there any day-of submissions
13	for this item?
14	MS. LAMAS: Good morning, Commissioners.
15	Cecilia Lamas, for the record.
16	We have no day-of submissions for this item.
17	For members of the public, a technical
18	modification that was submitted has been posted
19	online on our website and can be found in our
20	share-drive.
21	COMMISSION PRESIDENT MILLMAN: Thank you,
22	Cecelia.
23	At this time we're going to hear from City
24	Planning Staff Jason McCrea.
25	Jason, please go ahead.

1	MR. McCREA: Can you hear me?
2	Oh, sorry, I couldn't I couldn't join for
3	a second. Bear with me for one moment.
4	Good morning, Commissioners. Can you hear
5	me?
6	COMMISSION PRESIDENT MILLMAN: Yes, we can.
7	MR. McCREA: Okay. Good morning. Jason McCrea
8	with City Planning.
9	Before excuse me.
10	Before you today is the Hollywood Wilcox
11	Project, located at the corner of Hollywood Boulevard
12	and Wilcox Avenue in Hollywood as shown here in the
13	rendering.
14	COMMISSION VICE PRESIDENT KHORSAND: Jason
15	MR. McCREA: Yes.
16	COMMISSION VICE PRESIDENT KHORSAND: I don't
17	believe you're in the Presentations view right now.
18	I believe you need to
19	MR. McCREA: Oh, okay.
20	Sorry about that.
21	COMMISSION VICE PRESIDENT KHORSAND: You started
22	with it.
23	MR. McCREA: Yeah, I don't really have the
24	Zoom
25	Oh, there it is. Okay. Sorry.

1	Is it is it in the regular view now?
2	COMMISSION PRESIDENT MILLMAN: Yes.
3	COMMISSION VICE PRESIDENT KHORSAND: It's
4	Yes.
5	MR. McCREA: Okay, great. Sorry about that.
6	COMMISSION VICE PRESIDENT KHORSAND: Excuse me,
7	Jason.
8	MR. McCREA: Yes.
9	COMMISSION VICE PRESIDENT KHORSAND: You have it
10	with the notes; so it's not in the Presentation view.
11	MR. McCREA: Oh, okay. Sorry. Bear with me,
12	sorry about this.
13	I don't have access to the Zoom right now
14	either.
15	Okay. Try it this way.
16	COMMISSION VICE PRESIDENT KHORSAND: Jason,
17	you're presenting Notes, it's not
18	MR. McCREA: I'm sorry.
19	COMMISSION VICE PRESIDENT KHORSAND: You're in
20	Chat. You want to get to Chat.
21	MR. McCREA: Oh, sorry. Oh, I'm sorry, I didn't
22	know I was still sharing. Sorry about that.
23	Okay. Is it still Notes?
24	COMMISSION VICE PRESIDENT KHORSAND: It's your
25	screen.

1	COMMISSION PRESIDENT MILLMAN: We see your
2	screen.
3	There you go
4	MR. McCREA: Is it
5	
	Okay, there we go. Okay. Sorry about that,
6	I apologize.
7	Before you today is the Hollywood Wilcox
8	Project, located at the corner of Hollywood Boulevard
9	and Wilcox Avenue in Hollywood as shown here in the
10	rendering. The project proposes to retain and
11	restore the historic Attie Building and develop a new
12	mixed-use project.
13	A map of the project is shown on slide 2.
14	The site is located in slide 3, excuse me.
15	The site is located in Hollywood,
16	approximately a quarter-mile from the Hollywood and
17	Vine Metro Station. The surrounding area is
18	characterized by buildings of varied heights, uses
19	and architectural styles.
20	Slide 4 shows an image of the proposed
21	COMMISSION PRESIDENT MILLMAN: Jason, we're
22	not seeing
23	MR. McCREA: Are the slides following?
24	COMMISSION PRESIDENT MILLMAN: We're still
25	seeing slide 2.

1 MR. McCREA: Sorry about that. 2 Okay. So, I'm sorry, I'll start again on 3 slide 3. A map of the project site is shown on 4 slide 3. 5 6 The site is located in Hollywood, 7 approximately a quarter-mile from the Hollywood and 8 Vine Metro Station. The surrounding area is characterized by buildings with varied heights, uses 9 10 and architectural styles. A map of the project is shown on slide 4. 11 The site is located in Hollywood, 12 13 approximately quarter-mile from the Hollywood and Vine Metro Station. The surrounding area is 14 15 characterized by buildings of varied heights, uses and architectural styles. 16 Slide 5 shows current conditions. 17 18 The project site is currently developed with four commercial buildings, including the Attie, and a 19 20 surface parking lot. Three of the commercial buildings and the parking lot would be removed for 21 22 the project. 23 As shown in the top two images and the image 24 to the right, the Attie Building has been 25 significantly altered with some of the

1 character-defining terracotta elements obscured by Additionally, the Attie Building includes 2 3 billboards on the roof of the historic structure. Slide 6 shows a bird's-eye view of the 4 5 project site. 6 Slide 7 shows the surrounding zoning and 7 land use designation. 8 The project site has a Regional Center/Commercial land use designation and is located 9 10 within the Hollywood Center. The site is zoned C4-2D-SN and C4-2D, where a D limitation limits the 11 site to FAR of 2-to-1 and a height limit of 45 feet 12 13 along parcels fronting -- for parcels fronting Hollywood Boulevard. The "SN" indicates the 14 15 Hollywood Signage Supplemental Use District. Slide 8 shows the requested entitlements to 16 17 construct the project. 18 The project is requesting a zone change, 19 height district change to modify the D limitation; to 20 allow a 4.5-to-1 FAR for the site -- excuse me, a 4.5-to-1 FAR for the site, with no change to the 21 22 height limits for parcels fronting Hollywood Boulevard; a Vesting Conditional Use for floor area 23 24 averaging in a unified development; a Master 25 Conditional Use Permit for the sale of a full line of

1 beverages in three onsite and two offsite licenses; 2 and a site plan review for greater than 50 units. 3 Slide 9 shows the project description. The project would include the construction 4 5 of a 15-story mixed-use building along Wilcox Avenue, with ground-floor commercial and residential 6 7 amenities; a 45-foot one-story commercial structure 8 on Hollywood Boulevard; and the retention of the 9,000-square-foot Attie Building. 9 The new mixed-use structure along Wilcox 10 Avenue would include 260 residential units, 11 3,200 square feet of restaurant use and associated 12 13 parking. The project includes above- and below-grade 14 parking, with above-grade parking screened by uses at floors 2 and 3. 15 The new construction along Hollywood 16 17 Boulevard would include 5,600 square feet of 18 commercial space. The project would set aside of 10 percent of 19 20 units for workforce housing. Slide 10, excuse me, shows a ground-floor 21 site plan with color-coded uses. 22 The project would include ground-floor 23 24 commercial in the existing Attie Building and new 25 construction along Hollywood Boulevard; a proposed

1 restaurant and residential lobby would be located on Wilcox Avenue. Vehicle access for the project would 2 3 be provided by one driveway located on Wilcox Avenue. Slide 11 shows floors 2 and 3 with uses 4 5 lining the podium parking. 6 The fourth floor -- excuse me. 7 The fourth-floor plan slide was 8 inadvertently excluded from the slides available online but the same floor plan can be found on 9 page 28 of the revised Exhibit A. 10 The fourth floor includes open-space 11 terraces, a pool deck and indoor amenities. 12 13 open space amenities are indicated here in the dark 14 shade of green while outdoor space is a light shade 15 of green. As shown in the image, the roof level of the 16 17 new construction on Hollywood Boulevard would be a 18 pool amenity. The topography of the site is such that the 19 20 fourth floor of the building along Wilcox Avenue would be roughly even with the roof of the building 21 22 on Hollywood Boulevard, creating a connected amenity level. 23 24 Slide 12 shows typical floor plans for 25 floors 5 to 11 and 12 to 15.

Slide 13 shows a composite view of the landscaping for the project. Outdoor open space is provided at floors 4 and 12, with indoor open space at the ground floor, floors 3 and 4. Slide 14 shows a rendering of the western elevation of new construction along Wilcox Avenue. Slide 15 shows renderings of the proposed Attie Building restoration. As discussed in the Environmental Impact Report for the project, the restoration of the Attie Building would involve a preservation architect in addition to the consultation -- excuse me, in addition to consultation with OHR Staff and would adhere to the Secretary of Interior standards for the restoration -- for restoration and rehabilitation. The project has been conditioned to prepare a Historic Structure Report in the Mitigation

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Monitoring Program for the project, what is identified as CUL-PDF-1.

Slide 16 shows a map of the Hollywood Boulevard Commercial and Entertainment District. The project site is partially located within the District.

The nationally listed Historic District was established in 1985 and generally spans Hollywood

Boulevard from La Brea Avenue to Vine Street. The Attie Building is located within the District and as a contributor.

The District identified the building at 6340 Wilcox Boulevard as a noncontributor and the DIR concurred.

The existing building at 6340 Hollywood

Boulevard would be demolished for new construction
which would be compatible with the District and
follow the Secretary of the Interior standards but
would be a noncontributor.

New construction along Wilcox is not located within the District. No impact to the District would occur as a result of the project.

By utilizing FAR averaging and designing new construction that's sympathetic to and compatible with historic resources, and retaining and restoring the Attie Building, the project exemplifies the intent of multiple City goals in the General Plan, Hollywood Community Plan and Hollywood Redevelopment Plans.

Slide 17 contains information regarding the project's status as a Certified Environmental Leadership Development Project, or ELDP.

The project would be subject to high

environmental standards for building efficiency as well as requirements for prevailing wage and economic investment. The project has been certified by the governor as ELDP.

Next, I'd like to talk about the design progression for the project, so now we're on to slide 19 which shows renderings of the proposed treatment of the Attie Building.

Staff worked with the Applicant and OHR early on in the project to work towards a softer and more compatible treatment of the ground-floor commercial space in the Attie Building. The Attie Building also includes the "You Are The Star" mural, which was restored in 2007 and will be retained as is.

Additionally, as mentioned earlier, the billboards on the roof of the Attie Building, while not historic, would also be retained.

Slide 20 shows design iterations for the new construction on Wilcox Avenue.

Staff -- Staff met with Urban Design Studio and the project team multiple times after publication of the Draft EIR to continue to improve the design of the new construction along Wilcox Avenue. Staff worked with the Applicant to soften the massing and

improve the ground-floor pedestrian environment.

In addition to Staff comments, the Applicant incorporated further design refinements in response to community input and comments, including more art deco materials, colors and architectural elements.

I'd like to next discuss recommended actions.

Slide 22 depicts technical modifications.

First I'd like to alert the Commission to a technical modification submitted.

The Applicant submitted a revised Exhibit A September 3rd after Staff reports and exhibits were submitted. As a result, Staff has requested the Commission consider the recommended corrections and additions to the conditions and findings.

Also Staff would like to correct a standard tree-well depth condition with updated Urban Design Studio guidance.

Finally, Staff would like to clarify that the bike parking for commercial uses would be nine required and nine provided short-term and long-term spaces.

Therefore, as shown on slide 23, Staff recommends the Commission find the project was assessed in a previously Certified Hollywood and

1	Wilcox Project EIR and no subsequent environmental
2	clearance is required.
3	Staff recommends that the Commission approve
4	and recommend City Council approve a zone change and
5	a height district change to amend the D limitation
6	onsite, to allow a 4.5-to-1 FAR, and that the
7	Commission approve a Conditional Use Permit for
8	FAR floor area averaging; a Master Conditional Use
9	Permit for three onsite and two offsite licenses; and
10	a site plan review for 260 new residential units.
11	That concludes Staff presentation and Staff
12	is available for any questions.
13	COMMISSION PRESIDENT MILLMAN: Thank you, Jason.
14	Just a quick technical question.
15	For
16	MR. McCREA: Sure.
17	COMMISSION PRESIDENT MILLMAN: For the
17 18	
	COMMISSION PRESIDENT MILLMAN: For the
18	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce?
18 19	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce? MR. McCREA: I believe it's in excess of
18 19 20	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce? MR. McCREA: I believe it's in excess of 150 percent of AMI.
18 19 20 21	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce? MR. McCREA: I believe it's in excess of 150 percent of AMI. COMMISSION PRESIDENT MILLMAN: And what is
18 19 20 21 22	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce? MR. McCREA: I believe it's in excess of 150 percent of AMI. COMMISSION PRESIDENT MILLMAN: And what is 150 percent of AMI, if you know?
18 19 20 21 22 23	COMMISSION PRESIDENT MILLMAN: For the affordable set-aside, what is the AMI for workforce? MR. McCREA: I believe it's in excess of 150 percent of AMI. COMMISSION PRESIDENT MILLMAN: And what is 150 percent of AMI, if you know? MR. McCREA: I don't know that in dollar

1	MR. McCREA: I'm sorry.
2	COMMISSION PRESIDENT MILLMAN: the Applicant
3	can speak to that in their presentation.
4	At this time we are going to hear from the
5	Applicant's representative, Mark Armbruster from
6	Armbruster Armbruster. Sorry, Mark.
7	Please state your name clearly and then
8	proceed with your presentation. You will hear "You
9	are"
10	MR. ARMBRUSTER: Yes. Hi. This is Mark
11	Armbruster.
12	Can you hear me?
13	COMMISSION PRESIDENT MILLMAN: Yes, we can.
14	MR. ARMBRUSTER: Hi. Mark Armbruster,
15	Armbruster, Goldsmith & Delvac.
16	Dave Twerdun, who is with the owner of the
17	property, is going to start the presentation, and
18	then we're going to have our historic consultant and
19	then the architect speak and then I'm going to wrap
20	up.
21	And particularly I'm going to deal with the
22	affordable issue and where we've gone on that; so if
23	you'll hold your judgment on that until the end I
24	think I'm hoping that you'll be pleased.
25	With that, I'd like to turn it over to Dave

1	Twerdun with LaFrak Companies, who is the owner of
2	the properties.
3	COMMISSION PRESIDENT MILLMAN: Before you all
4	begin, how much time do you need?
5	MR. ARMBRUSTER: Probably at least 15 minutes,
6	maybe 20.
7	COMMISSION PRESIDENT MILLMAN: Let's put 20 on
8	the clock and if you finish before then, that will be
9	fabulous.
10	Thank you.
11	MR. ARMBRUSTER: Terrific.
12	MR. TWERDUN: Hi. Good morning. Dave Twerdun
13	here.
14	Are you able to hear me?
15	COMMISSION PRESIDENT MILLMAN: Yes.
16	MR. TWERDUN: I can
17	Am I able to share my screen to bring up a
18	slide presentation?
19	COMMISSION PRESIDENT MILLMAN: Are you on Zoom?
20	It appears you're calling in on a telephone.
21	MR. TWERDUN: Yes. I have Zoom for video and I
22	dialed for audio I dialed in using a phone.
23	COMMISSION PRESIDENT MILLMAN: Staff, can we
24	work on that, maybe get him upgraded on his computer
25	so we can have him share his screen?

1	MR. GODOY: May you raise your hand to identify
2	you? Because I cannot find you.
3	I see a Dave
4	MR. TWERDUN: I just raised my hand.
5	MR. GODOY: I have promoted you.
6	Go ahead and share your screen now.
7	MR. TWERDUN: Okay. Can everyone see the
8	presentation?
9	COMMISSION PRESIDENT MILLMAN: Yes. Yes.
10	MR. TWERDUN: Okay. Thank you very much for
11	your time this morning. This is
12	Again, this is David Twerdun from LaFrak,
13	the project Applicant and developer.
14	And I'm joined this morning with three other
15	members of the project team, including Mark
16	Armbruster, who you just heard from at the beginning.
17	Mark Mark works with Armbruster,
18	Goldsmith & Delvac and is our land use attorney.
19	I'm also joined by Jenna Snow, who is the
20	project's historic consultant.
21	And then finally by Monica Moses, who is
22	a principal at GMPA Architects, the project's
23	architect.
24	So I am moving on to slide 2.
25	So just a brief overview about LaFrak as a

company and an entity.

We're a family-owned real estate company who's been in business for over 100 years, since 1901, really focused on community development and sustainability in the projects that we -- that we build and operate. And have a presence on the East Coast in New York, New Jersey, and also on the West Coast in Seattle, the Bay Area and Southern California.

Being a family-owned company and vertically integrated real estate firm who build and operate buildings themselves, we're a very long-term owner; so the -- the success of the building within the community is of utmost importance to us.

And as mentioned, we have operations in several different locations across the country, but have been in Hollywood for over a decade, since our first acquisition, which was 7060 Hollywood Boulevard, which is an office building just east of La Brea, which we purchased in 2007, and we're very proud that that project received the BOMA Greater Los Angeles 2013 Outstanding Building of the Year Award.

And since 2007 we've -- we've increased our presence both in -- in Hollywood but also throughout

Los Angeles and have a full-time presence in the City.

And, again, being a builder of mixed-use communities, we -- we really try to respect the community character, understanding that we're there for the long term.

Moving on to the slide 3, Jason touched on this but here's, again, an overview of the location of the project, which is located at the southeast corner of Hollywood and Wilcox. Two -- two parcels front Hollywood Boulevard along the Walk of Fame.

And then the larger portion of the development site, which is today mostly comprised of a surface parking lot, sits to the south.

This is really within the HEART of
Hollywood, just a quarter-mile west of the
Hollywood/Vine Metro Station. And close to -- the
slide shows you some of the other more recently built
but also under development or proposed projects in
the -- in the area.

Moving on to slide 4, just a little more about the location.

It's really a live/work/play type of location, very pedestrian-oriented, very walkable, again on the Walk of Fame, close to a significant

amount of public transportation, close to a large number of amenities, restaurants, retail, fitness, and also close to a lot of office space as well.

And we're -- we're just north of what is sort of a -- an up-and-coming Entertainment District in a way along Sylmar with the Dream Hotel and a couple of other hotels under construction right now.

Moving on to slide 5, this is a brief summary of some of the high-level project statistics.

The -- the development is a mixed-use building, although primarily rental multifamily with 260 residential units. And then also just under 18,000 total commercial square footage of space which is broken down into a portion retail, office and restaurant. And these are -- will replace three existing commercial -- low-rise commercial structures and a surface parking lot, for a total of just under 280,000 square feet.

The one building that will remain onsite is known as the Attie Building, which is an art -- art-deco building directly at the corner of Hollywood and Wilcox. And we have a plan to preserve and restore that building.

There are 420 parking spaces contained in five levels, two of which are below grade, one at

1 grade and two above grade. Of note, all of the 2 parking above grade is screened from public view through retail, building amenities, lobby space and 3 residential units. And it works out to about -- just 4 5 around one parking space per bedroom. 6 There's plenty of open space provided, 7 more than what is required, both indoor and outdoor, 8 public and private. As Jason mentioned, the project was 9 certified under AB 900 as an ELDP project with -- and 10 with that comes a significant amount of environmental 11 features, including the building will achieve LEED 12 13 Gold and be greenhouse gas neutral. 14 And as Mark mentioned, and we'll -- we'll go 15 into details further on, a portion of the units will be set aside for affordable housing. And Mark will 16 17 speak towards the end of the presentation about the 18 specifics of that structure. And now I will pass it on to Jenna Snow, our 19

historic consultant, to speak on slide 6.

MS. SNOW: Thanks, Dave.

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My name is Jenna Snow. I'll be speaking a little bit about --

I'm the historic consultant and I'll be speaking a little bit about the preservation of the

Attie Building.

On slide 6 the Attie Building is located within the boundaries of the Hollywood Boulevard Commercial and Entertainment Historic District and is a contributing resource to that District.

The Hollywood Boulevard Historic District was listed in the National Register of Historic Places in 1985.

Character-defining features of the building include its art-deco design with glazed terracotta fluted pilasters creating a sense of verticality, decorative terracotta spandrel panels, a fenestration pattern of groups of three windows and the mural along Wilcox Avenue.

The project will retain and restore all character-defining features.

The terracotta will be cleaned and patched as necessary; spandrel panels that are missing will be reconstructed based on existing ones; window sash and frames will be painted their historic color based on results of a color analysis; and nonoriginal features, including the current storefront signage, will be removed.

Moving on to slide 7, storefronts at the Attie Building have been altered many times over the

years. The storefronts will be restored to the period of significance, 1931 to 1939, which represents the year the building was constructed until the end of the period of significance of the Hollywood Boulevard Historic District.

In conformance with the Secretary's standards for the treatment of historic properties, restoration and rehabilitation will be based on historic photos as well as documentary and any physical evidence.

The image at the top of this slide shows a rendering of the restored and rehabilitated Attie Building which will bring it back to its classic Hollywood glory.

The building located at 6430 Hollywood

Boulevard is proposed to be replaced with a new

building. The existing building is a noncontributing

resource to the National Register Historic District

as it has been substantially altered many times over

the years and looks nothing like it did prior to

1939.

The new building, which you can see in the bottom two images, is proposed to be a tall one-story that has taken design cues from the Attie Building, including maintaining the same height, rhythm of

1 three bays and accentuating verticality within those 2 bays. 3 I'm now going to pass it on to Monica Moses, who will talk more about the design of the proposed 4 5 project. 6 MS. LAMAS: Ten minutes remains. 7 MS. MOSES: Good morning. This is Monica Moses 8 with GMPA Architects. On slide 8 you can see the usage diagram. 9 10 These are the overall project components, starting with the historic Attie Building on the corner of 11 Hollywood and Wilcox. There is a retail at the 12 13 ground floor and office space on the second floor. 14 Moving east on Hollywood is the one-story 15 retail building with rooftop residential courtyard and amenities. 16 17 On the south side, beyond the Hollywood 18 Historic District, the mixed-use building is stepping up and away from Hollywood, with a residential 19 20 amenity and large courtyard on the 12th floor. At Wilcox Street pedestrian level there is a 21 public outdoor courtyard. Next to it there is a 22 cafe, followed by the building parking entry. 23 24 And then we have the residential lobby, a 25 lounge and a courtyard further to the south.

On the next slide, slide 9, this is an overview of the project within the skyline of Hollywood and the City beyond.

The design of the building has two distinctive different design facades: One uses a two-story regulated grid of cementitious panels and recessed balconies. And the other one has a glass facade accented with cantilevered balconies. The glass facade reflects the Hollywood Hills while breaking up the elevation and providing depth.

In addition, various courtyards and over- -- that overlook Hollywood and Wilcox are -- you can see in this view.

The evening setting in this rendering highlights a vibrant, energized pedestrian streetscape along Holly- -- Wilcox. And it -- you know, it enhances public safety.

On slide 10, this is an elevation diagram along Wilcox. You can see the mixed-use building is south of the Attie Building and further steps up away from Hollywood.

And the pedestrian-related amenities are highlighted at the ground floor of -- along Wilcox and they will better connect Hollywood Boulevard to Sylmar, while enhancing pedestrian experience.

Slide 11, next slide, this is a rendering which looks east along Wilcox similarly to the elevation before. Here you can better see the building setting within the contextual massing of Hollywood and its neighboring buildings.

The articulation of the facade with a two-story pre-cast grid and a mixture of glass facade that breaks down the building all the way to the street creates -- breaks up the massing. The glass facade also wraps the upper floors and it balances the facade while it's reflecting the Hollywood Hills.

Again, you can see the residential courtyard on the 12th floor.

And at the street level, the frontage -- the entire frontage of the ground floor is lined up with amenities and a wide -- a wide -- a wide sidewalk and -- again, to better connect Hollywood to Sylmar.

The next slide, slide 12, this is current -the current view along the south -- along Wilcox. As
you can see, there is a narrow sidewalk along an old
commercial building and a parking lot. It's not a
pleasant or inviting place to walk past.

Slide 13 shows the -- shows the view of the new project in the same location along Wilcox at pedestrian eye level; so you can see the widened

sidewalk in front of the building creates a welcoming plaza with street furniture. There's a courtyard just south of the Attie Building which has landscape, bicycle parking and access to a cafe. The cafe also has access to the street.

Further south on Wilcox there's an industrial building lobby which is recessed to provide entry to the plaza. Adjacent to the lobby is a large residential lounge overlooking the street and access to a courtyard on the south side of the building.

All of these pedestrian areas along Wilcox will make walking a better experience at all times of day and night.

On slide 14, next slide, moving to the corner of Hollywood and Wilcox, you notice the residential building again stepping down -- down towards Hollywood. Along Wilcox the courtyard is between the Attie Building and the new residential building.

As mentioned previously by Jenna, the Attie Building will be fully restored to its historic and cultural significance.

And then the highly visited and photographed "You Are The Star" mural will be retained.

1	The restored the stored the restored
2	retail storefront will be re-energize the
3	pedestrian experience along both Hollywood and
4	Wilcox.
5	MS. LAMAS: Five minutes remain.
6	MS. MOSES: Next slide.
7	So this is along Hollywood Boulevard. You
8	can better see the restoration of the Attie Building
9	and the and the new retail store.
10	And so just like as Jenna mentioned, the
11	new retail consists of it maintains the street
12	wall and it matches the height of the Attie Building.
13	In addition, it has a vertical pilaster which relates
14	to the Attie Building art-deco motif.
15	And in conclusion, the next slide, we are
16	circling back to Wilcox and the highly visited,
17	photographed "You Are The Star" mural that stands out
18	as a gateway to an improved, vibrant, active and
19	friendly pedestrian street on Wilcox.
20	I will now hand it over to Mark.
21	MR. ARMBRUSTER: Thank you, Monica.
22	Hello again, this is Mark Armbruster.
23	Most of these issues with regard to the
24	project benefits have already been discussed; so for
25	sake of time, I don't want to rehash those other than

saying we do think it will be a great project for enhancing pedestrian activity and so forth on Wilcox and Hollywood and be a great asset to the community.

But I wanted to -- I'll mention a couple of things, then I want to get to the affordable issue so we can spend a little time on that.

I also want to mention quickly that the project has engaged in a lot of community outreach, met with abutting property owners, met with Hollywood Heritage on multiple occasions, met with the Hollywood Hills West Neighborhood Council, Hollywood Property Owners Alliance and BID, with the Central Hollywood Neighborhood Council and the Hollywood Chamber of Commerce.

And I think you have a number of letters from various organizations and people -- individuals in the -- that have been submitted in support of the project.

Next, real quickly with regard to the EIR, the EIR was actually certified by the City on August 14, 2020 as part of the tract map hearing. And overall -- I could go into all the details which are here. But bottom line is that there are no significant unavoidable long-term impacts; any of those significant and unavoidable impacts are

temporary and only during dis- -- only during construction.

Next slide is necessary approvals but Jason already covered those in his Staff presentation; so I want to get right to the affordable unit -- proposal.

From the beginning or early on in the project entitlement history, the project had proposed having 10 percent of the units set aside as workforce housing, workforce housing being at 150 percent AMI.

We know how important this issue is to you, to the City, to the Council Office, and have thus been working on a much more aggressive proposal for affordable housing. And I can say with the Council Office, working with them we have agreed to a program, a voluntary program which we will -- the Applicant will commit to and will be submitting a letter to you subsequent to this committing to it.

But we're proposing that we have 5 percent of the units as low-income units, which would be 60 percent AMI set-aside, that would be 13 units; proposing 3 percent at moderate which are -- income which is 120 percent AMI set-aside onsite; and then the equivalent of 3 percent low-income at 80 percent, if they were at 80 percent AMI, we're proposing an in-lieu payment to the City, which would

1	be based upon recent actions you have taken with
2	in-lieu payments of \$208,000 per unit that was not
3	provided onsite. And so in this case that would
4	be eight units which would be the equivalent of
5	\$1,664,000.
6	So our proposal is 5 percent low-income,
7	it's 60 percent AMI; 3 percent moderate at
8	120 percent AMI; and an in-lieu payment of
9	\$1,664,000, you know, payable at building permit,
10	which we would provide you with a letter of
11	commitment on that.
12	So with that
13	And we worked very closely with the you
14	know, the Council Office in programs
15	MS. LAMAS: Time.
16	MR. ARMBRUSTER: in discussing programs
17	I'll finish up in 30 seconds.
18	in Hollywood and so we are pleased to
19	provide that.
20	So with that, we think the project will
21	deliver a lot of needed housing in the area, it
22	respects Hollywood history and totally enhances the
23	pedestrian experience as well as providing
24	much-needed affordable units.
25	Thank you very much.

1	COMMISSION PRESIDENT MILLMAN: Thank you.
2	At this time we will open the public
3	testimony for this item. Each speaker who wants to
4	speak please press "Star 9" at this time or the
5	"Raise-Hand" button. You will have one minute to
6	speak.
7	If you are calling in, Marcos will call out
8	the last four digits of your phone number, if
9	available, when it's your turn to speak.
10	Please first state your name clearly and
11	then proceed with your comment.
12	You will hear a message that states "You are
13	unmuted." And if you have trouble unmuting, please
14	press "Star 6."
15	If you're accessing the meeting via Zoom,
16	please click on the "Raise-Hand" button at the bottom
17	of your screen, Marcos will call out your name when
18	it is your turn to speak.
19	You'll hear a prompt stating "The host would
20	like you to unmute," and please click unmute at this
21	time or at that time.
22	Marcos, please go ahead and call public
23	testimony.
24	MR. GODOY: Thank you.
25	Caller 0911, you're unmuted.

1 MR. ARSLANIAN: Yes. My name is Oscar 2 Arslanian. I'm a business owner and a publisher of 3 "Discover Hollywood" magazine, a publication about the unique culture and allure of Hollywood. And I'm 4 5 speaking very strongly in support of the 6 Hollywood/Wilcox project. 7 I believe the project is precisely the type 8 of development that needs to -- along this stretch of Hollywood Boulevard which will really dignify this 9 10 part of Hollywood Boulevard with its new housing, close to transit, historic preservation and creation 11 of a very pedestrian-friendly experience where none 12 13 presently exists; so, again, I strongly support the 14 project. 15 Thank you. COMMISSION PRESIDENT MILLMAN: 16 Thank you. 17 MR. GODOY: Caller 5903, you're unmuted. MS. YEDOYAN: Good morning. 18 This is Diana 19 Yedoyan. I'm the vice president of economic 20 development for the Hollywood Chamber of Commerce. Thank you, Commissioners, for this chance to 21 speak and to hear this project today. 22 23 The Chamber's Economic Development Committee 24 unanimously supported this project and we are happy 25 to speak in support.

1 The overall design of this project and the 2 proposed streetscape will enhance pedestrian activity 3 along Hollywood Boulevard as well as Wilcox Avenue by providing ground-level, community-serving retail and 4 5 restaurant use. 6 We're obviously very supportive of 7 construction of high-density housing near transit 8 corridors, especially during this incredible housing crisis which has worsened throughout Los Angeles. 9 10 This project, as we just heard, will deliver 260 multifamily units of much-needed housing to 11 Hollywood, as well as the importance of it being 12 13 close to public transit options. It will offer residents an alternative to driving in an area 14 15 plagued by traffic congestion. We're excited to see the preservation of 16 17 the two-story Attie Building, which is a culturally 18 significant landmark. And all of the outreach that this project has done. 19 20 MS. LAMAS: Time. 21 MS. YEDOYAN: Thank you for your support. 22 MR. GODOY: Caller 7015, you're unmuted. Please press "Star 6" to unmute yourself, 23 24 caller 7015. 25 MR. FOLB: Good morning.

1	Can you hear me?
2	COMMISSION PRESIDENT MILLMAN: Yes, we can.
3	MR. FOLB: Okay. I was having a little
4	difficulty unmuting.
5	My name is Brian Folb. I am a property
6	owner in Hollywood, my family has owned property
7	commercial property in Hollywood for over 50 years.
8	I'm actively involved in the community.
9	During that period of time, on the Board of the
10	Chamber, the Hollywood Partnership BID. I'm also on
11	the board and founding board member of the Hollywood
12	Central Park.
13	I'm very concerned about the redevelopment
14	of Hollywood. I feel that this project is extremely
15	good for our location and our area.
16	Our buildings are located at 6464 and
17	6565 Sunset, right at the Sunset and Wilcox location;
18	so we will be neighbors. And I feel this is an
19	extremely appropriate and responsible project for
20	MS. LAMAS: Time.
21	MR. FOLB: this location.
22	Thank you.
23	COMMISSION PRESIDENT MILLMAN: Thank you.
24	MR. GODOY: Caller Bryan, you are unmuted.
25	MR. CURRAN: Yes, hello. This is Bryan Curran

1	from Hollywood Heritage.
2	Can you hear me?
3	COMMISSION PRESIDENT MILLMAN: Loud and clear,
4	Bryan.
5	MR. CURRAN: Oh, great. Oh, great.
6	We've had the
7	Hollywood Heritage has had the pleasure of
8	working with the Applicant over a couple of meetings
9	and we are we appreciate very much the the
10	lengths to which the Applicant has gone to adjust
11	their design to some of our concerns.
12	We very, very much want to be able to
13	support this project but we have a couple of small
14	things which we raised in the last committee the
15	Planning Committee meeting with regards to 6360
16	6434, the building right next to the Attie Building.
17	This is an it is considered a
18	noncontributor to the Hollywood Boulevard District;
19	however, we have great concerns about the removal
20	of
21	MS. LAMAS: Time.
22	MR. CURRAN: of this historic fabric and
23	would like to continue to talk to the Applicant about
24	ways in which we can adjust the project.
25	COMMISSION PRESIDENT MILLMAN: Thank you.

1	MR. CURRAN: Thank you.
2	COMMISSION PRESIDENT MILLMAN: Staff, do we have
3	a Certified Neighborhood Council Representative for
4	this item?
5	MS. LAMAS: Cecilia Lamas, for the record.
6	Not that I am aware of and I have not
7	received any Community Impact Statement Report or
8	resolution.
9	COMMISSION PRESIDENT MILLMAN: Thank you.
10	I do see that we have one more person who
11	has raised their hand for public comment.
12	MR. GODOY: Caller Connie, you're unmuted.
13	Connie, please unmute yourself.
14	CONNIE (LAST NAME UNKNOWN): Yes. I'm speaking
15	for the for the School the World Schools.
16	COMMISSION PRESIDENT MILLMAN: We are not on
17	that item yet.
18	CONNIE (LAST NAME UNKNOWN): Okay.
19	COMMISSION PRESIDENT MILLMAN: When we get to
20	that item, we will call you.
21	Thank you.
22	CONNIE (LAST NAME UNKNOWN): Okay. Thank you.
23	COMMISSION PRESIDENT MILLMAN: Okay. Seeing no
24	more members of the public, I know that we have
25	Council here, Craig Bullock.

1 Craig, please take as much time as you need. 2 MR. BULLOCK: Good morning. My name is Craig 3 Bullock and I'm with Councilmember Mitch O'Farrell's office. 4 The Councilmember is supportive of the 5 6 requested actions before you today as he believes 7 that the project will bring many benefits to 8 Hollywood. The project will help revitalize Hollywood 9 Boulevard, which is currently suffering an 10 approximate 22 percent vacancy rate. While the east 11 12 and west ends of the boulevard are economically 13 anchored, the middle portions of the boulevard are 14 less so. 15 The project will bring in a stable amount of residents to create activities that will make 16 17 businesses not so dependent on the tourists that they 18 currently are on now. In addition, the project is compatible with 19 20 the Councilmember's vision for the HEART of 21 Hollywood. 22 His initiative is to bring physical improvements to the HEART of Hollywood that appeal to 23 24 not only tourists but also make it an enhanced 25 pedestrian space for residents, which is currently

being worked on by Gensler at the moment.

In addition, the project also does a restoration of a historic building on the boulevard and restores the mural.

As you know, the Councilmember finds affordable housing is important to him as well as the affordability levels of that housing.

In response to the original proposal, which included a 10 percent of the housing being dedicated to workforce housing, which is 150 percent of AMI, or the area median income, we knew that we could do better and we have.

Working with the developer, we have come up with a formula based on bringing 5 percent of the units at 60 percent of AMI, 3 percent at moderate income at 120 percent of AMI, and the remaining 3 percent would be an in-lieu contribution to the Council District 14 Community Benefit Trust Fund, which will be used for further affordable housing within Hollywood. These funds can be used for affordable housing that -- and does not restrict the AMI; so we could even go lower to 30 percent, for example, of the ELI.

We believe that this is a far better improvement than what we saw with the 10 percent,

1	this is an equivalent to an 11 percent of the
2	housing, it provides us with the flexibility to
3	pursue other housing projects in Hollywood, and it
4	leaves us in a much better position than where we
5	started.
6	And I want to thank the development team for
7	the many conversations that we've had regarding this
8	subject.
9	It's for these reasons that the
10	Councilmember is supportive of the project.
11	Thank you for your consideration.
12	COMMISSION PRESIDENT MILLMAN: Thank you, Craig.
13	With that, I'm going to go ahead and close
14	public testimony on this item.
15	Staff, is there anything you'd like to
16	respond to?
17	MR. McCREA: This is Jason McCrea with City
18	Planning.
19	No.
20	COMMISSION PRESIDENT MILLMAN: Okay. Then we
21	will go ahead and begin Commissioner deliberations.
22	Commissioners, is there anyone who would
23	like to start off the conversation?
24	David.
25	And David, you're unmuted. Please go ahead.

COMMISSIONER AMBROZ: Excellent. Thank you.

Excellent project. I -- my only concern is the preservation of those two billboards. I think there's a lot here that we are granting as a city and I don't think it would be too much to remove those non-historic billboards.

I noticed in a lot of their imagery they would just cut that off as they presented the beautiful restoration work that they're doing. I think site plan review allows us some leverage and I'm going to just review the conditions for site plan review, for example, the minimization of impact on neighboring properties and arrangements of buildings and structures.

I just think there's a little bit of language there that we've used in the past to encourage some -- some work there. I don't think those add to anything. And I think there is an element of pedestrian/vehicle Vision Zero work that we need to do in this corridor, in particular given the pedestrian nature of Hollywood Boulevard. There is vast scientific evidence that billboards increase pedestrian and vehicle deaths as they are designed to distract.

So I'm -- I'm going to look through my site

1 plan review information but that would be my only 2 concern. 3 And I would appreciate the support of Amy as I do that work to think through what conditions might 4 5 be allowable. And I would encourage the developer to 6 begin to think about that. 7 Hollywood Boulevard is a global destination 8 and having giant distracting things is -- is not 9 going to encourage pedestrian/vehicle safety. 10 Right next door at a theater across the way they allowed the digitization of the facade, the 11 12 historic Marquis. And aside from every two minutes 13 it having prostitutes advertised -- I'm sorry, 14 strippers, it is also glaringly bright and in 15 violation of all of our moving Code; so I think that area is just predisposed to some very dangerous 16 17 signage. And I would like to encourage the developer 18 to begin to think about that as I try and craft some thoughtful conditions. 19 20 Thank you, Commission President. Otherwise, I think it's an excellent 21 project. 22 23 COMMISSION PRESIDENT MILLMAN: Thank you, David. 24 Helen. 25 COMMISSIONER LEUNG: Thank you.

It's always wonderful to see a project where the developer has been an investor in the community and part of the community and that was really clear with -- in the presentation. And I --

One thing that I would love to -- I just wanted to comment on, which is I applaud the developer and the Council Office for pounding out an agreement that is above and beyond what would be required. It's always so hard for us to see a project that doesn't -- isn't subjected to

Measure JJJ and especially in Hollywood where, you know, we are waiting for our Community Plan; you know, there was a plan in a place for a little bit, but projects like this are in this really tough place of being in between phases.

So it really is incumbent on the developer being flexible and the Council Office taking leadership to come up with community benefits that are thinking about what kind of community and city we want to be; so I -- I'm glad that, you know, there has been this evolution from 10 percent workforce housing, which may not actually serve many of the long-term renters, many who are working class at, you know, extremely low-income and low-income AMI, to be this compromised and creative combination of lower

affordable units with in-lieu payments.

I must say I am a little disappointed to -to see the in-lieu payment, I would actually prefer
to see extremely low-income dedication onsite. And
I -- I do hope and encourage the Council Office to
take that in-lieu payment and make sure that we are
able to get units in the area, given that the cost of
development is -- is going to be higher and it is
harder to get those units.

So I -- I had to say that, that I wish that all the -- all the units that are being voluntarily committed are all onsite. But I trust this was a -- a long compromise between many parties.

And I am glad to also see the restoration of that building. And look forward to this developer continuing to be a steward of projects that are community serving in the future.

MS. BROTHERS: If I may interrupt here. This is Amy Brothers, for the record.

My office has real concerns about any in-lieu fee. Given other issues we've seen with CD-14, for example, we think that there has to be a nexus here. And a payment like that necessarily -- doesn't necessarily meet that; so that's it.

COMMISSION PRESIDENT MILLMAN: So I think in

1 that case, perhaps the best way to go about it is to 2 put the onsite affordable housing in our land use 3 document and any in-lieu fee that is negotiated will have to be a private agreement between the developer 4 and the Council Office. But because there is no 5 6 nexus, we cannot make a land use finding on that 7 additional 3 percent. 8 Does that --Is that good? 9 10 MS. BROTHERS: That's fine. COMMISSION PRESIDENT MILLMAN: 11 Great. Thank 12 you. 13 Commissioner Perlman, Dana, please go ahead. 14 COMMISSIONER PERLMAN: Thank you. Excuse me. There's -- there's lot I like about this 15 There are some concerns. 16 project. I --This -- this last-minute throw out of the 17 18 change in the affordable-housing component is difficult for me to calculate and I'm -- I'm really 19 20 not that good at math and not going to try. As it 21 was presented to us, 10 percent of the units were 22 workforce, now we're hearing 5 percent low, 3 moderate. That's really what we're going to have. 23 24 And then this other, there will be a 25 separate deal, perhaps with Council, on the in-lieu

1 fee but we're only looking now at essentially 2 8 percent of the total units. 3 Is that --Does that make sense? 4 COMMISSION PRESIDENT MILLMAN: 5 Yes. COMMISSIONER PERLMAN: 6 Yeah. 7 So that seems like we're -- we're losing --8 giving something up that's significant. 9 And one of the things -- not "giving 10 something up" but we're being asked now to consider a project that may be a little less than -- for the 11 community than -- than what was presented to us in 12 13 the -- in the package and that we spent time 14 preparing for and reviewing; so that gives me some 15 pause. I also note and I'd ask my Fellow 16 17 Commissioners to note -- and I -- I have a question 18 for Staff. This has been hanging around now for three 19 20 and a half years so that they could get this in before JJJ. And I remember having discussions, huh, 21 one or two years ago, to make sure that this didn't 22 continue to happen, because it was -- it's really 23 24 disheartening that -- that projects somehow were able 25 to throw in and vest before JJJ so that they were not subject to the affordable housing restrictions
that -- that have been imposed on everyone else.

And I thought we were assured that this

was -- we were pretty much near the end of the -- of what was come coming down the pike. But this is now another year or so later and I'm wondering what that's about and how long these projects can sit out there. They don't have --

They didn't start with any sort of

Development Agreement or anything to give them some

prolonged period of time to process through. And it

seems like the residents of the City are left a

little short because they're able to sit back and

wait during this long period.

I -- I -- that -- that's something that puzzles me and I'd love to get a little insight into that.

MS. WEBBER: Commissioner Perlman, this is

Deputy Director Lisa Webber with the City Planning

Department. And I'll certainly open it up.

We -- we have both Luci Ibarra and -- and Milena on the line as well, who oversee our Major Projects Work Program.

But it is important to note that this project did require the preparation of an

Environmental Impact Report and a lot of that is dependent on the quality of the technical materials that are submitted by the -- the hired environmental consultants. And so some Environmental Impact Reports, frankly, take a little bit longer to produce in order to ensure the quality, as the City is the lead agency on these documents.

So Lucy and Milena may have more specifics with regards to this particular project but just overall we do have -- still have a handful of projects that have a 2016 case filing date. And so the Commission should expect to see a handful of these projects making their way through over the course of the next six months to a year.

COMMISSIONER PERLMAN: I appreciate that.

And so I -- I note, and I'm sure my Fellow
Commissioners will share this, that it's
disappointing that while Mr. Armbruster presents this
as some big benefit that they're coming in to deliver
to the City, they're actually coming in at quite an
advantage as a developer that would have to comply
with JJJ and provide significantly higher amounts of
affordable housing; so that's -- that's something
that I -- I want to note and I'm disappointed with.

I agree with David's comments about the

billboard. I'm not sure that there's anything we can do there and would -- I know that's something Amy may be looking at.

But I would expect there may be some vested rights with respect to that and there may, in fact, be some third-party contracts that go into that, I don't know who controls those billboards but I'm not sure what we can do there.

I would like to make sure that -- however, that if we cannot take those billboards down or direct that they be taken down, that we make sure that they're -- they cannot be improved upon, they cannot turn into digital billboards or anything other than the type of signage that they've previously been allowed to operate under.

And finally, I would just ask Staff the (unintelligible) just a little bit for me, the EV condition seems to keep changing since we have the new ordinance that was approved. What we --

What I've been used to seeing in the projects that have come before us is an express reference to the ordinance. This ones seems to be a little more vanilla. It just says "shall comply with the law."

Well, of course every project is supposed to

comply with the law but I would like to call out the ordinance because I want to make sure that whoever is looking at this at Building & Safety looks at this just like they look at every other project and make sure they know where to look to check off the box and make sure it's consistent and compliant.

That's it. Thank you.

COMMISSION PRESIDENT MILLMAN: Thank you.

Before I go to Commissioner Mack, I just want to speak to the affordability.

So what was proposed to us, 10 percent workforce, which is 150 percent AMI, which is for people who make over \$100,000; so to me that's essentially a zero percent -- it's a set-aside but it's a zero percent set-aside for any real affordability for the people who need it most.

And so this new breakdown, even though it is fewer onsite units, it more meaningfully, I think, addresses the need of low-income residents in this area. And because of the entitlements before us, we really don't have --

This is a voluntary provision of units, although I would note that if they decided to get their increase in FAR through an off-menu density bonus as opposed to a vesting zone change, they would

1 have had a greater set-aside of affordability. 2 So I know that this is something that we 3 struggle -- have struggled with as a commission prior to JJJ for years and it's something I know that is of 4 importance to the Council Office. I think the 5 6 Council Office did the best they could to negotiate a 7 good-faith effort to get some real affordability 8 onsite for this project. 9 Karen, please go ahead. 10 COMMISSIONER MACK: I -- I --There was an exchange that I didn't quite 11 12 understand when you were talking about "the nexus." 13 Could you clarify what you meant by that so 14 I can comment with that knowledge? 15 COMMISSION PRESIDENT MILLMAN: Are you referring to Amy Brothers? 16 17 COMMISSIONER MACK: Yes. 18 MS. BROTHERS: There's really two points here, 19 which is we warn against conditioning a project based 20 on a payment to a council office. It's one thing if it's TFAR because that is -- that's how we have --21 22 and how we're authorized by the Code to handle things. 23 24 But what you have is a zone change and you 25 need to make the findings that it is in the public

interest and consistent with the General Plan, that sort of thing.

But we have all seen the problems with CD-14, this should be fresh in everyone's mind. And it is very unseemly at the least and at -- at the best -- at best, there's no nexus to start requiring developers to pay fees to a council office fund.

COMMISSIONER MACK: Okay. So, I mean, I -- I mean, my main comment is in, you know, sort of agreement with what Commissioner Leung said about, you know, preferring onsite, which is also I think supported by City Attorney Brothers' comments. I -- I feel like that's the preferable solution in general.

And I know that the developer really, you know, has -- has spent time thinking about this issue, I appreciate it. I appreciate the desire to invest in the community. But, you know, the -- the bottom line is that a community is made up of more than people who can afford market-rate apartments.

And so when you're talking about creating community, it's important to think about all members of the community. And the payment, as opposed to putting the units onsite, is a problem.

So, you know, I just want to state that and,

1 you know, I'll listen and see where the rest of the 2 discussion goes. 3 COMMISSION PRESIDENT MILLMAN: Thank you. Commissioner Leung. 4 COMMISSIONER LEUNG: I wanted to hear from Staff 5 6 kind of what would be in some ways an equal transfer 7 of the 10 percent workforce, which was written into 8 the report, in terms of what would that look like in terms of a mix of units that are low-income, 9 extremely low-income. I know that there is a math 10 component to it that I -- I am not as familiar with. 11 Or perhaps another way to get at it is given 12 13 that baseline of 10 percent workforce that the developer has volunteered to offer, you know, how 14 does it account to -- like what does that look like 15 even in the density bonus calculations, just to get a 16 sense of if --17 18 To City Attorney Brothers' point that an 19 in-lieu payment to the Council Office is not advised, 20 I do want to make sure that -- that that package that was presented has some sort of transfer of that 21 22 1.66 million dollars into something that would perhaps be a good balance. 23 24 DEPUTY DIRECTOR WEBBER: Perhaps --25 I see that Milena is on the line. I know

1 that we -- we did look at the equivalency of set-aside units if this project had been considered 2 3 under JJJ. And, Milena, I'm wondering if you have that information available. 4 Milena. 5 6 MS. LAMAS: Cecilia Lamas, for the record. 7 Milena, if you push "Star 6" on your phone 8 key, you will be unmuted. MS. ZASADZIEN: Hello. Hi. This is Milena 9 Zasadzien with the Department of City Planning. 10 I think it's a bit difficult to be able to 11 12 do a comparison for workforce housing since our 13 density bonus focuses on the very-low, low-income and 14 extremely low; so maybe the -- the Applicant would be 15 able to chime in and kind of explain how that calculation or equivalency was determined upon. 16 17 COMMISSION PRESIDENT MILLMAN: Thank you. 18 I'm going to go ahead and unmute Mark. MR. ARMBRUSTER: Hello. 19 20 Can you hear me? COMMISSION PRESIDENT MILLMAN: 21 We can. 22 MR. ARMBRUSTER: Yes. Good. A couple of things. First of all, in 23 24 comment to I think Commissioner Perlman and Ambroz's 25 questions about the time it took and -- you know, and

1	issues related to that, part of the
2	In addition to the time it takes to process
3	an EIR, part of the issue was that this project
4	became an ELDP project which has numerous advantages
5	but took takes a long time to process that and to
6	get the other
7	COMMISSION PRESIDENT MILLMAN: Mark.
8	MR. ARMBRUSTER: Yes.
9	COMMISSION PRESIDENT MILLMAN: If you could just
10	respond to Helen's question, please.
11	MR. ARMBRUSTER: Yeah.
12	If the question is what is the like, what
13	is the equivalency between 10 percent workforce
14	housing and, you know, low- or moderate-income
15	housing, I I might ask if you also unmute Dave
16	Twerdun who, you know, spoke, who went through all
17	the the calculations. But there's really not much
18	comparison. The
19	What we proposed is so much more, you know,
20	aggressive in terms of providing both onsite and,
21	hopefully through this fund, the ability to have
22	offsite units that, as the Council Office said, may
23	be even lower income.
24	COMMISSION PRESIDENT MILLMAN: I don't
25	think

1 MR. ARMBRUSTER: But if you want David, who has 2 done more of the analysis on it --3 COMMISSION PRESIDENT MILLMAN: Can Staff unmute Dave? I can't find him. 4 5 There he is. 6 MS. LAMAS: Cecilia Lamas, for the record. 7 COMMISSION PRESIDENT MILLMAN: And, Dave, if you 8 could --Hi, this is David. 9 MR. TWERDUN: 10 COMMISSION PRESIDENT MILLMAN: If you could speak specifically to the equivalences, please. 11 MR. TWERDUN: Sure. 12 13 So it -- like Mark said it's -- it's an interesting question but it's difficult to answer in 14 15 the sense that the -- the proposed 5 percent low, 3 percent moderate and 3 percent in-lieu payment is 16 17 significantly more deeply affordable than the 10 percent workforce housing. 18 So I think there is some discussion 19 20 surrounding the 8 percent onsite versus the 21 10 percent before, but I would -- I would say that 22 the -- the equivalent -- the -- the fewer number of units are at a significantly lower AMI 23 24 level than the previous 10 percent at 150, in 25 addition to, you know, the 1.6 million in-lieu

1 payment that would be used to produce additional 2 affordable housing; so it's --3 It's much more -- even with a lower amount of units onsite than before, those units are 4 5 significantly at a deeper affordability level, 6 coupled with the -- the in-lieu payment; so it's much 7 more of an affordable deal than it was previously. 8 COMMISSION PRESIDENT MILLMAN: Thank you. I just want to remind Commissioners that 9 10 what we are discussing right now is something that is completely voluntary by the Applicant and is not 11 12 really part of our land use findings. 13 And in addition to that, the 10 percent 14 set-aside before was at 150 percent AMI, which is 15 affordable for people making over \$100,000 a year, which is not affordable, versus a 5 percent set-aside 16 17 for people making 60 percent AMI, which, you know, is 18 less than half or more than half, right, reduction? 19 Or, rather, 150 is more than double what the AMI 20 they're proposing is now. 21 So we can continue having this conversation. 22 Helen, please continue. COMMISSIONER LEUNG: Thank you for that 23 24 clarification. 25 I guess this question is for David and Mark.

Given what you've heard from the City

Attorney's Office, I know this is in some ways kind

of doing last-minute crunching, like I feel -- like I

would -- I would be uncomfortable voting to support

your voluntary conditions as presented given the

concerns from the City Attorney's office.

So I welcome your thoughts on if -- if
10 percent workforce is something that you, along
with the Council Office, has said that we can do
better and you were willing to do better, what does
it look like now if you were to propose something
that was a combination of the 5 percent low-income,
3 percent moderate, and whatever is that 3 percent
in-lieu payment, like if in-lieu payment is not
possible, would you be willing to do 7 percent
low-income, 3 percent moderate?

I think it -- we don't -- we just want to hear, like, based on what you're hearing in terms of the legality of the in-lieu payment, what would you propose?

And I -- and I also would love to hear from other Commissioners if they do feel uncomfortable with the in-lieu payment being something we move forward with.

And we also understand that this is

voluntary but I -- I think it's hard to have this conversation just given that -- what we -- what we're hearing is, you know, what you propose as a proposal is something that, you know, we believe we are advised not to move forward with.

MR. ARMBRUSTER: This is Mark Armbruster.

And I assume Dave Twerdun, you're unmuted as well so you might be able to respond.

But in coming up with the -- and working on a -- an affordable program that was very aggressive for the project, basically what -- what Dave Twerdun looked at, on behalf of the owner, was what was actually viable for the project and what just wouldn't -- the project couldn't go forward without it.

And, you know, it -- it was a fairly close call but doing -- if, for example, if we get 5 percent low at 60 percent and 5 percent at 80 percent -- or 3 percent at 80 percent and 3 percent at a 120, that just didn't work for the project.

So maybe if you're asking instead of the in-lieu payment that there be a lesser number of affordable units on- -- onsite, that being maybe a formula of 5 percent low, as we already have proposed

1 to you, maybe 3 percent of the moderate, and then 2 maybe 1 percent or 2 percent, but I'm not --So far I didn't see -- when we were going 3 through all of the work to come up with a program 4 5 that was beneficial to the City, we were not able to 6 come up with something that worked for the project. 7 Dave, do you have a comment on that? 8 MR. TWERDUN: No. I -- I would agree with that. 9 I mean, there are -- there are obviously 10 different combinations and we -- you know, we -- we were -- we were discussing this with the Council 11 Office for -- for some time. It -- you know, I know 12 13 it seems last minute but it was a discussion over a period of time. And -- and so the -- the --14 15 We -- we felt that this was a deal that would work and the -- the in-lieu payment can produce 16 17 a significant amount of affordable housing at -- at 18 different levels of AMI as well, based on, you know, 19 how the City shepherds those funds. 20 So, yeah, I mean we -- we looked at different iterations and we -- we just felt that this 21 was the one that worked best for -- for both parties. 22 COMMISSION PRESIDENT MILLMAN: 23 Commissioners, I 24 just -- I really want to be careful here. 25 I think what is before us is an 8 percent

onsite set-aside and we need to make our land use decision based on what is being provided onsite. And what we are hearing from the Applicant is that that's what they are willing to provide onsite.

Any in-lieu payment is between the Council Office and the developer has nothing to do with the decisions that this Commission is making. It's really clear that we are not considering any payment between a Council Office and a developer. It's totally inappropriate.

Amy, is there anything you want to add to that?

MS. BROTHERS: I did --

I just conferred with senior attorneys in my office and I -- I do want to correct a mistake I made. It's not -- it's --

I had given the impression that it was okay for a private agreement between the developer and the Council Office and I want to make clear that that's not okay either.

COMMISSION PRESIDENT MILLMAN: Okay.

So what I'm hearing, and -- what I will just reiterate what I've said, what is before us and what we can consider is whatever provision of onsite affordable housing that is being provided and that is

1 all. 2 Dana. 3 COMMISSIONER PERLMAN: Thank you. I just -- I -- two things. One, I hate to 4 5 disagree with you at any point, Sam, because I 6 completely respect your wisdom and -- and knowledge 7 in this area, but workforce housing is a very 8 important part of affordable housing. It is still very critical and we've had a lot of discussions 9 about that at this Commission. 10 It -- it -- it provides to a different level 11 but it is very important in this City and it's 12 13 something that we very much need; so I just want to put that out there because --14 15 That's why that was put -- an element that was put in the Staff report for us to consider, that 16 17 that was a benefit, maybe a slightly different sort 18 of benefit to the City because it will provide an availability for residents at a different income 19 20 level, but they are residents who otherwise in many developments that have been coming before us cannot 21 22 afford the housing that's otherwise offered at market 23 rate. 24 So first I want to note that. 25 Second of all, I want to say that I -- I

really appreciate what Amy has pointed out. And with all due respect to the Applicant, and there are -look, there are things before us that are fully discretionary that -- that we need to consider here, and that's one reason that certain sweeteners, if you want to -- for lack of a better term, are being offered into the pot, one of which is -- is some sort of affordable housing concession.

Given -- given what our legal advice is from the City Attorney and -- and I think our appropriate guidance from the President of the Commission, yes, we cannot consider the 1.66 million, whether that would be made, not made, where it goes, what it would do; so we're left with the 5 percent low-income, 3 percent moderate.

I would go to the Applicant and ask them to commit to a minimum of 2 percent additional, they could be workforce, so then we're basically looking back at -- I look at a total of 10 percent units, 26 units, that would be in- -- income controlled and provide some affordability that the City has some control over making sure that it -- it's able to allow different income levels to -- to afford living in this project.

And that's something that -- that we can

consider, that 10 percent.

COMMISSION PRESIDENT MILLMAN: Thank you, Dana.

Before I go to the Applicant I'm going to kind of keep a running list of what we're asking for and then I'm going to go to Vahid, since he has not spoken yet, and then go back to Karen, and then we can speak to the Applicant to see if he will accept your proposal, if that is where this Commission is going.

COMMISSIONER KHORSAND: Thank you.

I think I agree with Helen, I agree with Dana, but I also agree with Samantha.

I think coming in to this project the first thing that stood out to me was that it is a historical rehabilitation of a building that I don't think gets done without this project being approved.

And we will -- we've always expressed our frustration with pre-JJJ projects taking a long time to come and then we -- we -- we find a way to work around it and get a JJJ-type afford- -- inclusive affordable.

Here I think it's different because the Council Office recognized that 10 percent workforce was not compatible with the City's need at this moment and worked with this Applicant to change it.

And I personally feel it's unfair now, this late in the stage, after the Applicant, with the Council Office, with the community, with the department, went through back-and-forth negotiations on coming up with something that was compatible for everyone, for us to come in and change it.

We've taken up in-lieu fees before.

We've -- you know, it's something that Council does it -- in their process when they take it up at PLUM and when they take it up at Council. I'm not -- I'm not as bothered as previous projects, I think there's a lot of moving pieces here.

I agree with Samantha that, you know, adding 5 percent low-income, 3 percent moderate income, over 10 percent workforce is a win. And at the same time we also need workforce housing, you know. We need all levels of housing.

And I think sometimes we lose sight that 110-, \$120,000 in this city if you're a family of two, a family of three, a family of four, isn't really moderate income, it's really hard to -- to get by. And I think that is one element that is also missing; so I am in favor of it.

You know, the in-lieus, like I said, it's not something we've considered but we've heard and

1 we've acknowledged it and we've incorporated it into our deliberations with the understanding that it's 2 3 not for us to consider but it's a -- it's up to the Council Office and the City Council to approve it. 4 But I'm -- I'm comfortable with this 5 6 arrangement and I think we should move ahead and 7 approve this project as presented with these modifications. 8 Thank you, Samantha. 9 10 COMMISSION PRESIDENT MILLMAN: Thank you. 11 Karen. COMMISSIONER MACK: I wonder if --12 13 What I'd like to hear from -- I'd like to 14 hear from the Applicant if they are amenable to what 15 Commissioner Perlman asked and then I have a question if not. 16 17 COMMISSION PRESIDENT MILLMAN: 18 So David -- Dave and Mark, I think the proposal before you today, since the City Attorney 19 20 has made it very clear what the City's position is on 21 in-lieu fees, what we are proposing is 5 percent low, 3 percent moderate, 2 percent workforce. 22 23 Is that palatable to the developer? 24 MR. ARMBRUSTER: This is Mark Armbruster. 25 I think we have a hard time answering that

1 on the fly. It's taken a lot of analysis to get to 2 this point. And I --3 Are you -- but just to be clear, are you saying 5 percent -- 5 percent low, 3 percent moderate 4 5 and 2 percent workforce; that would be the total 6 program? 7 COMMISSION PRESIDENT MILLMAN: Correct. 8 MR. ARMBRUSTER: Is that what --I'm not sure if Dave is able to 9 Okay. 10 answer that on the fly. Again, this took a lot of analysis getting to this point. 11 And I'm also worried about if we had to 12 13 continue this, to continue to work on that issue, 14 which would take some -- some time, you know, the --15 I'm worried about losing and the City losing the benefits of the ELDP program which, as you probably 16 17 know, was not extended by the State Legislature and 18 expires at the end of this year and we're coming 19 right up against that deadline. 20 So Dave Twerdun, do you have anything to add? 21 22 MR. TWERDUN: Yeah. I mean, I -- I -- I would like to say that I 23 24 would consider it for sure, it's just I -- I would 25 need a little bit of time to respond definitively.

But if -- you know, the question of would I consider that, yes. But I would -- I would have to, you know, look at it a little more closely. It's difficult for me to answer that right now on the phone.

COMMISSION PRESIDENT MILLMAN: So,

Commissioners, what you're hearing, I just want to

clarify, people keep talking about the ELDP program

and some of you may not what know what it is.

It is a State program. The operating assumption is that it was going to be extended because it expires at the end of the year. It was not extended, meaning that projects that are going for this designation must get approved by the end of the year or they lose that designation.

Also, our -- our docket is really heavy at the end of this year because of, in part, the number of projects that have to get approved before the end of the year for ELDP.

I'm not sure that we want to be continuing cases, it would not be my preference. But I look forward to hearing from Commissioners and am hoping we can get some resolution on this case so that we can get through the rest of this agenda.

Thank you.

1 Karen, did you have -- did you want to say 2 more? 3 I see your hand is still raised. COMMISSIONER MACK: 4 So -- so what -- I mean, so where are we in terms of the --5 6 So -- so what I'm hearing from you is that 7 you want to get things wrapped up today, even though 8 the -- the Applicant needs to do some analysis in order to be able to respond fully to Commissioner 9 Perlman's offer. Is that --10 I mean, are you going to -- like, do we need 11 to, like, give him some time to go and do that and 12 13 then come back to this case? I'm just curious 14 what -- how we're going to proceed vis-a-vis that offer. 15 COMMISSION PRESIDENT MILLMAN: 16 So, I mean, I 17 think there's some disagreement among Commissioners 18 of how they're viewing this case. I think I'm viewing it through the lens of 19 20 there was a 10 percent set-aside for people who make over \$100,000. We now have a set-aside of 8 percent, 21 22 which is a lower number of units, but it's for people with far more -- far greater need as far as 23 24 affordability. And to me it is a more preferable 25 approach on this voluntary provision of units.

1	However, it sounds like there are other
2	Commissioners that feel that they want that
3	10 percent in place and we have a developer who's
4	saying they don't want to continue this but they
5	can't commit to it today; so I'm at a loss, frankly,
6	on how to move forward and am going to need
7	Commissioners to guide me in how they would like to
8	move forward.
9	COMMISSIONER MACK: So I mean, so my question
10	was I mean, I I I would prefer to go with
11	the onsite units. But, you know, if that is an
12	impossibility, I was curious as to whether the
13	in-lieu fee could go into the Affordable Housing
14	Trust Fund as opposed to the Council Office?
15	COMMISSION PRESIDENT MILLMAN: Amy, can you
16	speak to that?
17	I think Commissioner Mack's Commissioner
18	Mack was saying rather than going into a
19	Council-controlled fund, could it go in the City's
20	Affordable Housing Trust Fund?
21	MS. BROTHERS: I think that is absolutely a
22	better option.
23	COMMISSION PRESIDENT MILLMAN: Okay.
24	So as we go around the horseshoe, if
25	Commissioners could weigh in on that, I would

1 appreciate it. 2 I'm going to go to Caroline Choe, who has 3 not yet spoken. COMMISSIONER CHOE: Hi. Just one second. 4 5 I was having problems with my Internet so I 6 was on the phone as well, but can you hear me now? 7 COMMISSION PRESIDENT MILLMAN: 8 COMMISSIONER CHOE: Okay. I've been pretty quiet but I -- I am in general support of this 9 10 project. I think that whether it's workforce or very low, I do think there is a need for both types of 11 housing in the City. And I am ready to move forward 12 13 should other Commissioners be ready as well. COMMISSION PRESIDENT MILLMAN: Thank you. 14 15 Dana. COMMISSIONER PERLMAN: I was going to say, we 16 17 could give the Applicant --18 We could put this at the end of the meeting 19 and go to the other two matters and give the 20 Applicant a little time to crunch some numbers and 21 think about this. This is not an unusual thing and I 22 don't think -- I'd be surprised if Mark is surprised that we're asking for this. 23 24 If you start with 10 percent and you come in 25 and then say we're shifting to something else, and,

granted, they may have been spending a lot of time working, as Vahid said, with Council or what have you.

This is our one and only time, we get it now, we don't get it another time, we have not been involved in prior discussions. But they're coming to us for our -- our approval at this point and this is our one opportunity. And I think that --

Well, I -- for myself, I have an independent obligation from Council Office to analyze this differently and look at what I think is most important and be consistent with this project and what we've done with other projects. And this is a type of request we do with other projects quite regularly; so I'd be happy to give them a little bit of time if they want to crunch those numbers a little bit.

I agree. We don't -- I wouldn't like to have to jam this onto another agenda, though, and start all over again if we can avoid that.

COMMISSION PRESIDENT MILLMAN: Dana, do you have thoughts on Commissioner Mack's proposal, which is instead of that 3 percent contribution to the Council-controlled fund, it going to the City's Affordable Housing Trust Fund, which would get us to

1 11 percent? COMMISSIONER PERLMAN: I think -- I think that's 2 3 another -- I think that's a great alternative. Yes, we could do that as well. I'd be fine 4 5 with doing that. 6 COMMISSION PRESIDENT MILLMAN: Great. Thank 7 you. 8 David. David, you can --9 There you go. 10 COMMISSIONER AMBROZ: Excellent. Thank you. I just -- in terms of the housing 11 12 conversation, onsite, onsite, onsite, onsite. 13 more ghettoization of poor people. Outside of the fantastic redevelopment of Hollywood, I will not 14 15 support any more of that kind of nonsense. We need to do the onsite affordable housing to have an 16 17 inclusive Hollywood. And I think the Affordable Housing Trust 18 Fund is awesome but so often it gets spent in other 19 20 parts of the City than -- than the projects where -they are impacting. And we have just seen this 21 22 exodus of folks out of Hollywood that need this kind of housing; so I would really strongly urge my 23 24 colleagues to use the funds to do and require and 25 request onsite affordable housing for all the various conditions that are being sought here.

I don't -- I don't know where the money will be spent when the City uses it. I'm sure it will go to worthy things. But Hollywood needs an inclusive approach and this project is -- is so impactful, we heard from the people testifying, that I would not want to see it not be an inclusive project.

I think workforce housing is vital and the more elements of affordability we have in this project, the better. We can send a signal to the further revitalization of Hollywood that it's no longer acceptable to ghettoize affordability.

We've had a great dialogue, but it's just been kicked off, I believe Karen Mack is leading it, about equity. And when I think about equity, I think about socioeconomic representation, which is often a proxy for race and ethnicity in -- in the real world.

And this, to me, is a great moment to say, hey, is it equitable to pay your way out of inclusivity? And I don't think it is anymore.

I think we have to have it onsite. And if it's X dollars, then we need to put those units in the project and forever forward kind of be very thoughtful about that.

I think that's a debatable point but that's

my point of view.

And before a vote, I want to focus on this,

Commission President, but I would like the chance

just to circle back on signage, not at this moment

because we're in really good conversation I think.

COMMISSION PRESIDENT MILLMAN: So what I'm hearing you say is the 8 percent onsite is not sufficient for you, you want to see a full 10 or 11 percent onsite?

10 COMMISSIONER AMBROZ: That is correct.

COMMISSION PRESIDENT MILLMAN: Marc Mitchell, please go ahead. You can unmute yourself.

COMMISSIONER MITCHELL: Okay. So I just wanted to -- to support what Commissioner Mack has suggested. I think it's a great pathway forward.

And I understand what Commissioner Ambroz is saying and I think in an ideal world that all the housing would be onsite. But I think given where we are in this process and, you know, the -- the back-and-forth that's happened between the Applicant and the Council Office and the -- the Planning Department, this is a good compromise to put that money towards the City's Affordable Housing Trust Fund.

I'm always wary of in the process when it

gets to us, us adding, you know, conditions or -or -- obviously we -- we -- we have and we do and we
should at certain times.

But things that have been worked on, you know, in the process by the Applicant and the Planning Department and the City and the Council Offices and all of the various people who are involved in the process; so I think that the option with the payment going to the City Trust Fund is something I'm -- I'm comfortable with in order to move the project forward and accomplish the goals that were set out earlier.

But I do agree with Commissioner Ambroz,
like, when possible and going forward this should
always -- it should always be the number-one priority
to keep that housing onsite; so, you know, I -- I
think that for the sake of moving forward here and,
you know, the process that has brought us to this
point, I would be okay with the money being allocated
to the City's Trust Fund.

COMMISSION PRESIDENT MILLMAN: Thank you.

Helen, and then after Helen speaks, I'd like to get to this question of the signage.

COMMISSIONER LEUNG: I agree fully with what Commissioner Ambroz said about the commitment to

onsite; so I think that it is not that hard to think about, you know, what the developer might have thought -- has offered and to think about what does it look like with the same calculation of funding to commit to it being onsite. I think it's actually dangerous precedent to say, like, okay, we're going to now kind of always have some donated amount in lieu into the Affordable Housing Trust Fund. Like, it makes sense for Downtown where there is a TFAR program that has the clear calculation of benefits. And so if this is the agreement that the developer has, you know, put together to come forward with, I'm saying, yes, that's great, 5 percent low-income, 3 percent moderate, and what is that equivalent commitment into onsite? And I -- I also agree with Commissioner Perlman, like, it would be great to have this be kind

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And I -- I also agree with Commissioner

Perlman, like, it would be great to have this be kind

of finalized today, to not jeopardize the other

program that the development team is applying for.

But I -- I would -- I would not support an in-lieu dedication, just given the complexities of what it puts forward.

But I do like the notion that the developer has come forward with a voluntary condition, a

package, and all I'm asking is for that consideration of what would it look like if it's more than what you walked -- offered given -- you know, given what we've heard today.

COMMISSION PRESIDENT MILLMAN: Thank you.

So what I'm hearing is kind of a split preference between it going onsite and going into the Affordable Housing Trust Fund; so I think what's best is to put this project on ice until the end of the meeting to give the Applicant's team a little time to work on a counterproposal to us about what they would provide onsite. And if they're unable to do that, then we'll have to have that discussion toward the end of the meeting.

But let's come back to this item after we have moved through item 7 and 8. And we will reconvene the conversation and at that time we can also have the conversation around the signage that David is interested in.

Commissioner Mack, was there something you wanted to add?

COMMISSIONER MACK: I just wanted to say that -I think I said this when I was speaking before but I
want to say my preference is onsite too. I just
provided that option as, you know, an option to move

1	us forward; so, you know, I think the majority wants
2	onsite.
3	COMMISSION PRESIDENT MILLMAN: Thank you for
4	that clarification.
5	So what we're going to do is we're going to
6	come back to this item at the end of the hearing.
7	(Hearing of other items.)
8	COMMISSION PRESIDENT MILLMAN: At this time we
9	are going to reopen item number 6, which is case
10	number CPC-2016-3176-VZC-HD-VCU-MCUP-SPR,
11	Environmental ENV-2016-3177-EIR; SCH number
12	2017051079.
13	At this time we will begin our deliberations
14	again.
15	Perhaps we should first hear from the
16	Applicant; they've had some time to mull over our
17	deliberations and perhaps they have some new
18	information for us?
19	MR. ARMBRUSTER: Yes, hi. This is Mark
20	Armbruster again.
21	I assume you can hear me?
22	COMMISSION PRESIDENT MILLMAN: Loud and clear.
23	MR. ARMBRUSTER: Okay. Perfect.
24	Listen, we've we have had a lot of
25	conversation in the interim about this. And the

owners of the property understand your concerns about this and especially your concern about having all the affordable onsite.

And, therefore, you made I think a proposal for 5 percent low at 60 percent, 3 percent at 120 percent and then another 2 percent for workforce housing onsite. We'll agree to that.

COMMISSION PRESIDENT MILLMAN: Thank you very much.

I believe the only outstanding item on this calendar is signage.

And David Ambroz, did you want to begin that discussion?

COMMISSIONER AMBROZ: Yes. Thank you.

I would propose the following: Recognizing the project's intent to restore the building to its period of significance and further to enhance the historic nature of the character of the development along Hollywood Boulevard, I would direct Planning Staff to add a new sub-condition (c) to Q condition number 1 to include the following language:

Billboard removal. The two existing billboards above the Attie -- excuse me, the Attie Building shall be removed prior to the issuance of any building permit for the project. Further, that

1 the two existing billboards, should they not be removed above the Attie Building, be prohibited from 2 3 expansion, modification or conversion to digital prior to the project's construction, or ever. 4 5 COMMISSION PRESIDENT MILLMAN: Commissioners, do 6 you want to weigh in on that condition? 7 David, I totally see where you're going with 8 this. I would 100 percent prefer to see this without billboards on it, I think it really would let the 9 building sing. 10 I am a little wary of the removal condition 11 because of existing agreements that may exist; 12 13 however, I am fully supportive of any language that would prohibit digitization of these signs, which I 14 15 believe you did include in that language, and am very much in support of that. 16 17 COMMISSIONER AMBROZ: Thank you. 18 Sorry. COMMISSION PRESIDENT MILLMAN: Go ahead. 19 20 COMMISSIONER AMBROZ: Just I -- I understand, but I have been thwarted many times with these other 21 22 agreements. Let them figure that out. They're building 23 24 a gagillion-dollar project; they can figure out that 25 contract if they can figure out how to do this.

These are very seasoned professionals that can figure out how to get out of a contract with a sign company. I'm not worried about that. Let them figure that out with -- with their clients.

They can't sell me on the historic renovation and restoration by having two non-historic billboards slapped on top that, in all of their imagery they have removed strategically.

And just generally, you know, a site plan review as well as a General Plan and our other efforts to make the City more liveable and safe as well as along with Vision Zero, these signs contribute to none of the above. And if we have the opportunity, even if it's a branch that bends, I say we take it and let them sort this out at Council.

I doubt the Council Office is going to encourage them to put the billboards back. And should they need to move forward with that, they'll be able to figure that out further along in the process.

But I'd ask my colleagues just to go along and allow us at least in this instance improve pedestrian safety on the number-one destination in California for walkability.

We should look at Vision Zero and we should

1	look at this intersection, which is vital, and just
2	recognize that when you design something to distract
3	drivers, it works; so I would encourage us to embrace
4	not killing pedestrians and not killing bicyclists
5	and not killing other drivers by removing a sign at
6	such a vital, walkable community and embrace the
7	condition, Sam.
8	I appreciate what you said but that would
9	just hamstring me from ever removing a billboard and
10	that I don't go along with that.
11	Thank you.
12	COMMISSION PRESIDENT MILLMAN: I'm not going to
13	fight. Any motion that is made on this, I will
14	likely support. I'm not going to
15	I was just saying my piece and I will
16	support wherever the Commission wants to go.
17	COMMISSIONER AMBROZ: Thank you.
18	COMMISSION PRESIDENT MILLMAN: Dana.
19	Oh, David, did you have more you wanted to
20	say?
21	COMMISSIONER AMBROZ: I was ready to make a
22	motion but I see that you were going to call on
23	Commissioner Perlman; so I will stand down.
24	COMMISSION PRESIDENT MILLMAN: Dana, go ahead.
25	COMMISSIONER PERLMAN: Thank you.

I -- I appreciate David's passion on this.

I agree with the anti- -- with a condition that restricts them from digitizing or otherwise enlarging the billboard.

And just for the record, I -- I -- I can remember personally pursuing an appeal of a ZA approval of substantial billboard expansions on another property in the City where the Applicant actually brought up that the larger billboards would improve visibility and vehicle and pedestrian safety because people wouldn't have to squint or strain their necks to look at the smaller billboards, which I thought was rather creative. Fortunately, I prevailed in that appeal.

I -- I am not for increased signage but this is an existing sign. I am for uniformity, whether it's this project or other projects, as far as how we handle applicants that come before and us if they have an existing use, including a sign.

We have spent a lot of time at this

Commission coming up with what we think is the

appropriate way for signs to be dealt with as far as

removal or expansion, what have you. And that

should, I think, apply to this -- this owner as well

as any other.

Granted, I believe that's still tied up at Council. But in the meantime, I would support restricting this from being able to expand, but not from removing it. I -- I don't think that that's something we can impose on this landlord any more -- on this owner any more than saying that they would have to remove other elements of the building.

COMMISSION PRESIDENT MILLMAN: Is there --

Are there any other Commissioners who would like to weigh in on this issue?

I would appreciate other Commissioners weighing in because it -- we basically have one Commissioner who is in support of something, another that is partially in support. And it would help me greatly to hear where other Commissioners' thinking is on this issue.

Helen.

COMMISSIONER LEUNG: Thank you.

I really appreciate the spirit of
Commissioner Ambroz's proposal. And I think that I
haven't been on the Commission long enough to see
where billboards, especially existing billboards,
have kind of fallen in terms of how the City has
approached existing billboards when there is big
development.

So I would actually like to hear from Staff if they have any thoughts given I know that this -- the Billboard Ordinance has -- was in the works and there are a lot of projects in Hollywood that have had existing billboards. I --

For me, it would be helpful to kind of just have a better sense of what has been the precedent or the potential of something like this that aligns with kind of the policy where we want to go but it's not in place yet.

MR. KELLER: This is Kevin Keller.

I'm just looking around. I'm happy to weigh in a little bit, Lisa. Should I proceed with a little bit of background on the Hollywood? I see Vince nodding as well.

Thank you, Commissioners, Kevin Keller, City Planning.

Weighing in on just the background on the billboard issue, I think it's an important discussion. We always try to use our opportunities to minimize visual blight, reduce clutter, reduce offsite advertising which can be visual blight.

The Billboard Ordinance has been in the works for many years. It is actually scheduled or hopefully will be scheduled to go in front of this

Commission probably early -- first thing early in 2021 we're hopeful; so that will have a discussion about relocation agreements, digital signs in general, where sign districts are appropriate or not appropriate.

But also in regards to the Hollywood region, there is the Hollywood Sign District which was amended in 2008, but prior to that it did allow for swapping of billboards, moving of billboards.

Certainly had a lot of value, but also led to some negative feedback from communities of where those billboards would shift to; so there was a project on Hollywood Boulevard west of Highland that actually enlarged their existing rooftop billboards in regards for taking down other billboards elsewhere.

That being said, currently that is not proposed for this site. This is an existing billboard.

Certainly the Applicant can be queried about their ability to remove the billboard. There is a discretionary application in front of the Commission involving discretion.

But I believe, and the City Attorney may advise us, that in terms of compelling the billboard to be removed on its own merits may be difficult

1 legally. But certainly as part of the overall 2 discussion of the new building, the relationship of 3 the new building to the street, it is part of the structure. 4 But my understanding is also that it is --5 6 that portion of the structure is not being changed; 7 so it's a little bit of a -- of a difficult thread to 8 follow here but I hope I can provide that guideline. And I don't know if the City Attorney has 9 10 any additional guidelines for us to consider in this important discussion. 11 Maybe they don't. 12 13 Thank you. 14 COMMISSION PRESIDENT MILLMAN: So, David, what 15 I'm hearing you say is that retention of the billboards is -- has a negative impact on the 16 17 pedestrian experience on the street. 18 COMMISSIONER AMBROZ: As well as a public safety 19 issue. 20 I also think it, from a site plan review, 21 impacts the adjacent structures that are proposed, 22 which is the second element of a site plan review. 23 That building is going to have residential 24 facing billboards that are going to be front lit 25 and/or just there blocking. And I think the massing

1 issue that they're proposing in order to step back is 2 also impacted; so I think we have enough to cover us 3 on two fronts to propose a Q condition of these -these folks here. And the Applicant always has 4 5 further process to see if they disagree or agree with 6 that. 7 But, again, in my mind it's very much in 8 line in what we talk about with equity, which is this orientation towards action, not thoughtless, not 9 10 capricious. We, for years, have been trying to decrease visual blight and I think this fits within 11 either two pathways forward and I would propose it as 12 13 a condition. COMMISSION PRESIDENT MILLMAN: 14 Okay. 15 No other commissioners have wanted to weigh in; so if you wanted to --16 17 Commissioner Perlman wants to weigh in. 18 Go ahead, Dana. 19 COMMISSIONER PERLMAN: I was going to make a 20 motion. COMMISSION PRESIDENT MILLMAN: 21 Go ahead. 22 COMMISSIONER PERLMAN: So I'll make a motion that we approve Staff's recommendations with the 23 24 technical modifications with the -- with respect --25 and the modification that with respect to the -- the

1	affordable housing element, that it be 5 percent
2	low-income, 3 percent moderate, 2 percent workforce;
3	that the EV condition be modified to be clear that it
4	clearly cite the ordinance, as we've been doing of
5	late; and with a further condition that the two
6	existing billboards cannot be increased in size or
7	digitized or and their lighting cannot be
8	increased from what currently exists.
9	COMMISSION PRESIDENT MILLMAN: Is there a
10	second?
11	Caroline?
12	COMMISSIONER CHOE: I'll second that.
13	COMMISSION PRESIDENT MILLMAN: Cecilia, we have
14	a first and a second.
15	Will you please call for the vote?
16	MS. LAMAS: Cecilia Lamas, for the record.
17	Commissioner Perlman?
18	COMMISSIONER PERLMAN: Yes.
19	MS. LAMAS: Commissioner Choe?
20	COMMISSIONER CHOE: Yes.
21	MS. LAMAS: Commissioner Ambroz?
22	COMMISSIONER AMBROZ: Can you come back to me?
23	MS. LAMAS: Yes.
24	Commissioner Leung?
25	COMMISSIONER LEUNG: No.

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1	MS. LAMAS: Commissioner Mack?
2	COMMISSIONER MACK: Yes.
3	MS. LAMAS: Commissioner Mitchell?
4	COMMISSIONER MITCHELL: Yes.
5	MS. LAMAS: Commissioner Khorsand?
6	COMMISSION VICE PRESIDENT KHORSAND: Yes.
7	MS. LAMAS: Commissioner Ambroz?
8	COMMISSIONER AMBROZ: No.
9	MS. LAMAS: Commissioner Millman?
10	COMMISSION PRESIDENT MILLMAN: No. And my no
11	vote is because I made an error.
12	David had started making a motion and then I
13	went to Dana to make a motion and I feel badly about
14	that process; so no. But the I believe the motion
15	carries.
16	MS. LAMAS: Cecilia Lamas, for the record.
17	The motion carries.
18	COMMISSION PRESIDENT MILLMAN: Thank you. And I
19	apologize, David.
20	With that, the time is 11:26 and we are
21	adjourned.
22	/
23	/
24	
25	

1	I, the undersigned, a Certified Shorthand
2	Reporter of the State of California, State of
3	Illinois and the State of Texas, a Certified Court
4	Reporter in the State of New Jersey, and Registered
5	Professional Reporter, Certified Shorthand Reporter,
6	do hereby certify:
7	That the foregoing remote proceedings were
8	taken before me at the time and place herein set
9	forth;
10	That a verbatim record of the remote
11	proceedings was made by me using machine shorthand
12	which was thereafter transcribed under my direction
13	and supervision and that the foregoing is an accurate
14	transcription thereof.
15	I further certify that I am not financially
16	interested in the action, nor a relative or employee
17	of any of parties, nor do I have any interest in the
18	outcome.
19	IN WITNESS WHEREOF, I have this date
20	subscribed my name.
21	Dated:
22	
23	
	LAURIE HELD-BIEHL, CSR, CCR, RPR, CRR
24	CA CSR No. 6781, IL CSR No. 084002860,
	NJ CRR No. 30XI00239100, TX CSR No. 8555
25	RPR/CRR No. 32836

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