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Regular Meeting – PLUM Committee

DRAFT - Minutes

Saturday, July 21, 2012, 9:30 a.m., Mayer Building, 5500 Hollywood Bl., 4th floor

- 1. Introductions**, announcements, verify quorum. Ensure all attendees sign in.
Roll Call: PLUM members present: Steven Whiddon, Andy Schwartz, Luke Vincent, Elizabeth Hilton, Jackie Ruiz, and Pablo Ruiz. Community members present: Samir Srivastava, Don Pecano, Doug Haines, Genelle Le Vin.
- 2. Approval of Minutes** of April 21 and June 16 Regular Meetings.
Motion by Steven, seconded by Luke, that the Minutes of June 16 be approved. Unanimous vote.
Approval of the April 21 Minutes were tabled.
- 3. Public Comment** on Non-Agenda Items (2 min.)
Don inquired about the status of the Mayer Building. Samir explained that they received approval from the City to have a restaurant and café in the Mayer and Bricker Buildings. He expects the architectural drawings to be completed in approximately 60 days; then, in another 90-120 days, they will go through the process of pulling permits and receive Tax Credit approvals.

Samir submitted a letter that was circulated through the PLUM committee regarding the block development of Hollywood and Western. Samir wanted to notify the community, along with the letter submittal to the Planning Committee, Council office, and HSDNC by his lawyer to fight for entitlements. The tract map of the property needs to be finalized; the City provided an extension to the developer to file an amendment to the plan. Samir states that the tract map is not correct/up-to-date. Samir will be looking for support on the claim and encourages constituents to provide him with any feedback. He is encouraging development in this area to spur economic growth.
- 4. Discussion and possible action** that the PLUM Committee recommends that the HSDNC Board issue a position letter setting forth The HSDNC position on the **Sign Ordinance which is proposed by the City of Los Angeles.** Members of the community are encouraged to participate, and all comments from all community residents are welcome during this agenda item. The discussion portion of this agenda item may identify and formulate suggestions and comments to forward to the Planning Department and the City of Los Angeles, through the HSDNC Board, on the proposed Sign Ordinance, in a manner that would better serve our neighborhood council district.

Doug said the East Hollywood NC is outside of the proposed boundaries. The proposed boundaries are supposed to be retained within the CRA established Hollywood boundaries.

Jackie Ruiz believes the City Council has already approved the ordinance; there is nothing more for us to do.

Luke states that murals cannot have more than 3% of lettering, so that there is distinct difference for businesses advertising. Jackie says that there is always a fee for businesses putting up signs. Murals have always had a limitation for lettering.

5. Discussion and possible action re Final EIR, Target Stores, ENV-2008-1421-EIR, 5520 W. Sunset Blvd.

Andy read the EIR. He said they rejected our requests, but our letter is included in the EIR. The proposed project is 85 feet high, no setbacks; the EIR said it will not block the Hollywood Hills, but Andy believes otherwise. Andy has experienced these issues before through Hollywood Heritage, with plans of installing big boxes on Hollywood Blvd.

Jackie said that Target misrepresented the facts at the hearing: 85 feet height does not include the sign. Target rejected our request for subterranean parking. The Design Review committee did not like the design but supports Target being at this location. Jackie is going to put a letter in the design review file. No support from Councilman Garcetti – she is going to talk with Marcel Porrás regarding the matter. Jackie recommends sending our previous letter to the Central Planning Commission and state this community does not support the evisceration of SNAP and the precedence it will set for the surrounding area. Jackie spoke with the Deputy Planner at the City regarding the dismissal of SNAP; Jackie will follow up with her. Constituents need to focus on long term gain. SNAP sets precedence for the next 30 years. She recommends we encourage fellow business owners and constituents to write a letter. Elizabeth encouraged her recommendation - the more people that write letters, the better.

Genelle says a public hearing with the hearing officer was set July 9th. Doug says that August 14th is the next meeting set for approval.

Doug said this project is for a Super Target, the largest Target in L.A. County, which differs from the West Hollywood Target. The West Hollywood store requires pumping for subterranean parking with a water table of 50 ft. The proposed project site has a water table of 49 feet. Other developers have taken advantage of the sloping on De Longpre. Doug said they focus on how much money the shareholders will make. Councilman Garcetti says height and density is the future for Sunset Boulevard. The EIR states view sheds are a significant impact.

Steven read Ed Hunt's letter regarding the matter at the meeting, which was circulated through the HSDNC earlier this month. The letter focuses his concerns on SNAP, subterranean parking, and proposed height that will obstruct the Hollywood Hills. He agrees with Jackie in sending another letter, seeking approval from the HSDNC Board at the August 13th meeting. Growth will occur in the 2nd largest city – it is best to keep it on Hollywood and Sunset corridors; plan for the growth.

Samir recommends putting together a sub-committee specifically for Target, especially since this is the year with Councilman Garcetti running for Mayor. Steven agrees with him – committee members would include Andy, Jackie, Samir, Luke, and Don. Samir says Mr. Daglian may be interested in joining the sub-committee as a stakeholder in the apartment building adjacent to the project site.

Samir and Don say they can explain why the West Hollywood Target is different than the proposed project: Snyder built the West Hollywood Commercial project – different than the proposed development. The best thing that the HSDNC can offer to Target is time, approving the project ASAP.

Jackie expresses the parking structure can be used outside of store hours. This type of paid parking will benefit Target and the surrounding parking starved area.

Main concerns worth fighting: subterranean parking/height of the building and SNAP (related issues); the roof top space is a secondary concern and is not best expressed in the proposed letter.

Conclusion: Jackie and Andy will prepare a letter expressing concerns to the Central Planning Commission – Andy will draft it and Jackie will review. Then the letter will be sent out via email to the PLUM committee for comments. Steven proposes the cover letter be sent to the Central Planning Commission, Councilman Garcetti, Michael Lo Grande, and Kevin Keller with the previous letter submitted as an attachment. Luke seconded the motion; unanimous approval. The letter's content will express the main concerns listed above. Steven will put together a meeting with Councilman Garcetti in the next couple of weeks to discuss these concerns.

6. **Discussion and possible action re** City Planning Commission Recommendation Report on Mural Ordinance, CPC–2008-2142-CA, Council Files 08-0515; 08-1233; 08-0530; CEQA: ENV-2008-2143-CE
7. **Set future meeting dates** – Next Regular Meeting is scheduled for Saturday, August 18, 2012.
8. **Other business from the floor**
9. **Announcements**
10. **Adjournment** – meeting adjourned at 11:05 a.m.