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Regular Meeting – PLUM Committee
AGENDA

Saturday, January 21, 2012, 9:30 a.m., Mayer Building, 5500 Hollywood Bl., 4th floor
Items are listed for reference only and may be discussed out of order.

1. **Introductions, announcements, verify quorum.** Ensure all attendees sign in.
2. **Approval of Minutes of December 10, 2011 Special Meeting**

NEW BUSINESS:

3. **Public Comment on Non-Agenda Items (2 min.)**
4. **Presentation by Developer – ZA 2011-1318 (CUB)(CUX), restaurant/bar/lounge with alcohol sales at historic Mayer/Bricker building, 5500 Hollywood Blvd.**
5. Discussion and possible action that the PLUM Committee recommend that the HSDNC Board issue a position letter setting forth The HSDNC position on the **proposed development of the Target Store, proposed to be developed on the South West corner of Sunset Blvd. and Western Avenue.** Target is in the process of preparing its Environmental Impact Report and this is an important juncture at which the community may provide comments relating the proposed Target Store. 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 development of the Target Store, in a manner that would better serve our neighborhood council district.
6. 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.
7. Discussion of and possible action that the PLUM Committee recommend that the HSDNC Board issue a **follow up position letter setting forth PLUM comments to the Hollywood Community Plan update,** and if such follow up letter is issued, that a vote be taken to recommend to the HSDNC Board that the HSDNC Board vote that such letter be presented at the next meeting with the Los Angeles City Planning

Department to discuss the Hollywood Community Plan update. 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, through the HSDNC Board, on proposed revisions to the draft Hollywood Community Plan update to better serve our neighborhood council district.

8. Set future meeting dates – Next Regular Meeting Scheduled for Saturday, February 25, 2012

FOLLOWING ITEMS ARE LISTED AS SUPPLEMENTAL INFORMATION ONLY

OLD BUSINESS

- 9. 5500 Sunset Blvd.** (at Western). Case No: APCC-2008-2703- SPE-CUB-SPP-SPR; CEQA No: ENV-2008-1471-EIR. Applicant: **Target**; **Project Description:** Applicant proposes to develop a 194,749 square foot retail shopping center, containing a 163,862 square foot Target store, 30,877 square feet of neighborhood serving retail/restaurant uses and an above-grade two-level parking structure (458 parking stalls) with a FAR of approximately 1.15:1.0.

Requested entitlements: (1) Project Permit Compliance with the Vermont/Western Transit Oriented District Specific Plan; **(2) Exceptions to the Vermont/Western Transit Oriented District Specific Plan;** (3) A Conditional Use Permit (“CUB”) to allow the sale of beer and wine for off-site consumption; (4) Site Plan Review. **Action Requested by PLUM committee:** No formal action is requested at this meeting. We would like for this to serve as an introduction to the project and received some feedback from the committee.

- 10. Presentation by developer, discussion and possible action re 1080 N. Western Ave.**
ZA 2011-409-ZV, Spot Zone Change and Parking Variance. 18,400 GSF 3-Story Medical Office Building; Addition to a 99.9% demolished 4,800 SF Building on site zoned for 11,356 SF of construction. Note that the project has already been given a 60% parking reduction for being in an Enterprise Zone.
Action Requested by PLUM committee: The PLUM Committee may take formal action regarding this project and a vote may be taken by the PLUM Committee as to whether or not recommend to the HSDNC Board that a letter be issued by the HSDNC Board to either approve or disapprove this project, or to either express support or no support for this project, and for the letter (if voted upon and issued) to set forth reasons for the approval or disapproval, or for the support or no support.
- 11. Presentation by developer, discussion and possible action re 5841-5845 Carlton Way at Western Ave. VTT-71587-CN** - 4-Story 40 Unit housing project with 1,400 SF Community Room and 41 Parking Spaces. (Formerly listed on PLUM Agenda as: ENV-2011-770-EAF, DIR-2011-769-SPP-SPPA-DB., Eric Liberman, 818-997-8033.)
Action Requested by PLUM committee: The PLUM Committee may take formal action regarding this project and a vote may be taken by the PLUM Committee as to whether or not recommend to the HSDNC Board that a letter be issued by the HSDNC Board to either approve or disapprove this project, or to either express support or no support for this project, and for the letter (if voted upon and issued) to set forth reasons for the approval or disapproval, or for the support or no support.
- 12. Discussion and possible action re Request for letter of support for Hollywood Freeway Central Park.**
Action Requested by PLUM committee: The PLUM Committee may take formal action regarding this project and a vote may be taken by the PLUM Committee as to whether or not recommend to the HSDNC Board that a letter be issued by the HSDNC Board to either approve or disapprove this project, or to either express support or no support for this project, and for the letter (if voted upon and issued) to set forth reasons for the approval or disapproval, or for the support or no support.
- 13. Discussion and possible action re HSDNC/PLUM goals regarding front yard violations and the need to survey constituents.**

Action Requested by PLUM committee: The PLUM Committee may take formal action regarding this project and a vote may be taken by the PLUM Committee as to whether or not recommend to the HSDNC Board that a letter be issued by the HSDNC Board to either approve or disapprove this project, or to either express support or no support for this project, and for the letter (if voted upon and issued) to set forth reasons for the approval or disapproval, or for the support or no support.

14. YEAR 18 OF THE HOLLYWOOD COMMUNITY PLAN UPDATE: Discussion and possible action re final comments:

Discussion points:

-**Elizabeth:** census data (using the NY Times as a resource).

-**Luke:** density; low income and affordable housing.

-**Bob Blue:** infrastructure.

-**Andy:** parking. Parking issue – Glendale, Pasadena, Beverly Hills and other major cities have at least some time designated for free parking. Andy will be addressing these issues. A parking lane should exist on each side of corridors, even during rush hour.

-**Jackie:** density affecting HPOZs, retail sidewalk depths, 3 stories of above grade parking, and buy-rite projects with no design review. (Jackie, please email me the write-up you gave me at the last meeting.)

-**Ed:** scenic vistas and podiums, traffic, density. Example of increasing density is east of Santa Monica Boulevard, increasing FAR six fold. Buy Rite = no notice, community participation, no environmental review, no landscape design. There are six passage ways that provide access to Hollywood.

NOTE: Upcoming deadline – Hearings November 7 and November 10

15. **Discussion and Possible Action re Proposed Administrative Code Enforcement program.** environmental review, no landscape design. There are six passage ways that provide access to Hollywood.
16. **1055 N. Wilton Av.** Request to legalize almost 100% paved over required residential front yard and request to legalize illegal residential front yard parking ZA 2010-2743 ZAA, Art and Christina Alba, 323/957-1141. **Awaiting information – has been held up at counter according to Zoning Administration for lack of information.**
17. **1560 Carlton Way at Western Av.,** 4-Story 40 Unit Housing Project with 1,400 SF Community Room and 41 Parking spaces. ENV-2011-770-EAF, DIR-2011-769-SPP-SPPA-DB., Eric Liberman, 818-997-8033,
18. **Wilton North of Melrose.** Beer and Wine Application for Proposed Market, **no detailed information yet.**
19. **5506 Hollywood Bl.** Ground Floor Restaurant/Bar/Lounge 3,312 sf, KITCHEN 1,880 sf, Basement Bar/Lounge and Banquet Facility 9,550 sf; ROOF DECK 750 sf. Basement will include stage for live entertainment and dance floor. **Awaiting Presentation.**
20. **5245 Santa Monica Bl.,** Density Bonus Mixed Use Project – 2 Buildings – Fronting on S.M., 2 Floors of Commercial and 39 Residential Units Above. Fronting on Virginia, A 2-Story Building with 10 Units for a total of 49 Residential Units. 2 Incentives, (1) 6 Times FAR To 3:1 and (2) Averaging parking and vehicular access. ENV 2007-365, Vanessa Soto, Case Management, 213/473-9769. Darlene Navarrete, Blake Lamb, 213/978-1178.
21. **Hollywood- wide “interpretation” of Standard #3** of the 1999 Transportation Element of the General Plan as requiring gratuitous paving of dedications between “otherwise provided” compliant sidewalks and the property line. **Motion to recommend to the board to send letter to Eric Garcetti requesting clarification.**
22. **Fountain/Gower area proposed down zoning and ICO** – Chris Shabel – Recommended unanimously by the HSDNC Board. **Council Office and Plan staff notified. Mary Richardson said to bring up at the workshops on the Community Plan Update.**

23. **6104 Hollywood Blvd.** at the SW corner of HB & Gower, 20-Story Mixed Use Tower, 192,140 SF, 176 Residential Units + 6,000 SF of Retail; requesting zone, FAR, setback & reduced parking changes and variations and adjustments, Ira Handleman. **Remaining issue is the super graphic signage.**
24. **Proposed HPOZ** for silent film era neighborhoods north of Melrose between Paramount & the 101 proposed in the Draft Community Plan Update.
25. **Hollywood Bl. and Sunset Bl./Civic Ctr. Urban Design Study, Kip Rudd and Alison Becker,** Presentation by the CRA of their revised "redlined" drafts was February 3rd.
26. **Vine Street between Hollywood Bl. and Yucca,** Mixed use development for up to 2350 hotel rooms, 600 residential units, 150,000 SF offices and 100,000 SF of commercial in 2 towers, one 48 stories
27. **Other business from the floor**
28. **Announcements**
29. **Adjournment**

Note: the phone numbers for Environmental at 213/978-1332 (Darlene), Zoning Administration are 213/978-1318 (Al or Raquel) or 213/482-7077. Subdivisions at 213/978-1362, David Weintraub, 213/978-1361, Expedited at 213/978-1475.

The public is requested to fill out a "**Speaker Card**" to address the Board on any agenda item before the Board takes an action. Public comment is limited to two (2) minutes per speaker, but the Board has the discretion to modify the amount of time for any speaker. The public may comment on a specific item listed on this agenda when the Board considers that item. When the board considers the agenda item entitled "Public Comments," the public has the right to comment on any matter that is within the Board's jurisdiction.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting may be viewed at the scheduled meeting or by prior arrangement by contacting the HSDNC at 323/461-0773. In addition, anyone who would like a copy of any record related to an item on the agenda; please contact the HSDNC at number above. The Hollywood Studio District Neighborhood Council will announce at this meeting the location, day and time for its regular meetings and may also call any additional required special meetings in accordance with its Bylaws and the Brown Act. The agenda for the regular and special meetings is posted for public review at the following community locations: 1) Tidal Wave Restaurant, 2) Bernstein Corner Grocer, 3) Lemon Grove Park, 4) Produce For Less Market, and 5) Sunshine Thai Restaurant

The Hollywood Studio District Neighborhood Council complies with Title II of the Americans with Disabilities Act and does not discriminate on the basis of any disability. Upon request, the Hollywood Studio District Neighborhood Council will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure the availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the HSDNC at 323.461.0773.

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL

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