

CITY OF LOS ANGELES

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Regular and Special Meeting – PLUM Committee MINUTES

Saturday, February 25, 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.

PLUM Members present: Steven Whiddon, Pablo Ruiz, Luke Vincent, Andy Schwartz, Elizabeth Hilton
Community members present: Michael Daglian, Phillip Tate, Gary Taglyan, Ara Sargsyan, Steve Albert,
Kiwon Ban, Orletha Andersen, Samir Srivastava, and Chris Shabel.

1. Introductions, announcements, verify quorum. Ensure all attendees sign in.
2. Approval of Minutes of January 21, 2011 Regular Meeting.

Motion by Steven Whiddon, second by Pablo Ruiz, to approve the minutes. Unanimous approval by Luke, Steven, Pablo, Steven, Andy, and Elizabeth.

NEW BUSINESS:

3. Public Comment on Non-Agenda Items (2 min.)
4. Presentation by Joseph Saceric re Levitt Pavilion at Mac Arthur Park
Samir Srivastava is one of the founding members of the Levitt Pavillion. It is a non-profit that has a lease with the City to rent the band shell. They provide free musical concerts to the public - 50 free concerts a year. Samir is asking for a link to their website on the neighborhood council's website to help with outreach. People in our neighborhood can take the red line to the Westlake/MacArthur Park station and take advantage of a large park space with free music.

Joseph Saceric wanted to provide outreach to our community. There is a lot of growth in the LA area – residents in Hollywood and West Hollywood attended the concerts last year. They want to reach out to various LA communities to spread the word about the concerts. Restaurants are staying open later in the area, and vendors sell food at the park. The concerts end at 9 pm; although, it is a safer area with good lighting; the park is enjoyed by families after the concerts. The park was revitalized through the rehabilitation of the band shell; then, soccer field turfs were redone and restrooms were installed. The non-profit co-sponsors a soccer tournament that occurs before a concert.

Genelle has heard wonderful things about Levitt Pavillion.

Chris Shabel asked to have handicapped parking – Joseph said there is designated handicapped parking and seating at all concerts.

5. Discussion and possible action re Draft Letter of support for – **ZA 2011-1318 (CUB)(CUX)**, restaurant/bar/lounge with alcohol sales at historic Mayer/Bricker building, 5500 Hollywood Blvd.

Steven Whiddon, Elizabeth Hilton, Pablo Ruiz, and Luke Vincent recused themselves from the project.

Andy Schwartz reviewed the letter and believes it should be sent.

Samir Srivastava read the letter and appreciates the letter of support. He believes the conditions are well received.

The letter is dated for the upcoming Board meeting, March 12th, and will be sent to Samir the next day.

6. Discussion and possible action re position letter re 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.

Steven Whiddon said this letter was submitted after the Board meeting.

Andy Schwartz and Elizabeth Hilton think we should make comments regarding the EIR. Steven Whiddon said the response to comments is coming up soon. March 5th is the deadline – PLUM will not have the ability to comment on the letter.

7. Presentation, discussion and possible action re **5245 Santa Monica Blvd. DIR-2009-2065-DB, DIR2012-38-SPR** -- The Applicants propose the construction of two buildings containing 84 residential units and approximately 15,000 square feet of commercial uses (the "**Project**"). The building fronting Santa Monica Boulevard will be five-stories and will contain approximately 15,000 square feet of commercial space and 68 residential units. This building will be on three lots zoned C2-1D, which permits the proposed retail, café, pharmacy and multi-family uses. The building fronting Virginia Avenue will be a two-story building comprised of 16 residential units plus recreational facilities. This building will be on two parcels which are zoned RD1.5-1XL, which permits multi-family housing. A subterranean parking garage below both buildings will provide all of the required parking spaces. The Project will set aside at least 20% of its residential units for low-income residents. Therefore, the Project qualifies for two Density Bonus incentives. The Applicants have requested incentives to permit a floor area ratio increase of up to 3:1 for the commercially zoned lots and the averaging of parking, open space, density and permitting vehicular access from a less restrictive zone to a more restrictive zone across all the lots. The applicants respectfully request support for this project.

The City was concerned about the FAR. The project has been revised to decrease the commercial area (ground floor retail) with 84 units of residential space. The parking is all subterranean, similar parking as previously. 20% of units are for low income/affordable housing. The residential unit count is within the existing zoning. The applicant is allowing for additional FAR on the Santa Monica side. The current density is 114 units. Two waivers: 1 is averaging the parcels, 2 is delimitation on the Santa Monica side.

Steve Alpert, architect, presented: 74 units face Santa Monica, 10 units face Virginia. Parking extends under both parcels. 15,000 square feet of commercial facing the street, 35 feet wide courtyard within the U-shape building, heavy landscaping along the street, an arcade joins the two buildings together, parking is accessed off of Santa Monica – parking is for commercial and residential. A traffic study was considered into the parking plan. There are 2 levels of subterranean: the first level is for commercial only – outdoor staircase will provide access to the first level. The retail includes an outdoor café/coffee shop. The landscape plan will be submitted to the city – street trees at 30-40 feet intervals and heavy planting along the edge of the building – meets national building code to filter rain water. The project is currently heading towards LEED silver status. The contemporary design is consistent with the Hollywood and Santa

Monica Boulevard corridors in this area. The Virginia side was to reduce the scale to be compatible with neighboring SFRs. There is a height limit of 30 feet on Virginia – building will be 2 stories, 21 feet tall. The elevator and staircase projects above the roof line at the front of the building. They tried to mesh with surrounding Craftsman styles by adding trellis and wood elements. The front yard is heavily landscaped with street trees, small front yard, plantings, and an ADA ramp. The neighboring building on Virginia is a 2 story apartment building. There is a roof deck and swimming pool on the Virginia building with heavy landscaping – the Virginia and Santa Monica sides reference two separate buildings.

Samir Srivastava expressed that he believes it is an excellent design.

Andy Schwartz thinks this is a great improvement - good design and landscaping, and it fits into the community.

Motion by Luke Vincent, Steven Whiddon seconds, we recommend to the board approval of the project. Unanimous approval: Luke Vincent, Steven Whiddon, Pablo Ruiz, Andy Schwartz, and Elizabeth Hilton.

Andy Schwartz is going to draft a letter for the March 12th Board meeting.

8. 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.

Luke Vincent and Elizabeth Hilton agreed that the sign ordinance has been discussed at PLUM meetings in the past, in regarding to proposed projects.

Steven Whiddon said that we need someone to study this so that we understand how this can affect stakeholders – Pablo Ruiz offered himself and Jackie Ruiz to check up on the ordinance and present the hard facts to PLUM.

Kiwon Ban wants to know how this will affect the signage on his store. His signs turn off when the store is closed.

Steven Whiddon said that there are different types of signage. There was a large digital sign off Santa Monica in the past that lit up the entire area – it was very distracting, too large, and bright.

9. 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.

Steven said that Kevin Keller and Mary Richardson thanked us for our input regarding the Melrose Hill HPOZ (and expanded HPOZ) and how the plan will affect it. He sent an email out previously that listed the time line of the plan.

There is no action left to take regarding this item – Jackie Ruiz has drafted a letter that was previously approved by PLUM.

Art Simonian commented that he has been working with Kevin and Mary regarding his project site – they are revising some aspects before it is presented to the City Council PLUM Committee.

10. Set future meeting dates – Next Regular Meeting Scheduled for Saturday, March 17, 2012.

11. Other business from the floor

12. Announcements

13. Adjournment – at 10:52 a.m.

HSDNC PLUM Committee SPECIAL MEETING AGENDA

Saturday, February 25, 2012, 10:53 a.m., Mayer Building, 5500 Hollywood Bl., 4th floor
Items are listed for reference only and may be discussed out of order.

PLUM Members present: Steven Whiddon, Pablo Ruiz, Luke Vincent, Andy Schwartz, Elizabeth Hilton

Community members present: Kiwon Ban, Courtney Hukel, Jirair Tossounian, Antonella Marryart, Art Simonian, Pat Van Daele, and Chris Shabel.

- 1. 1254-1258 Gower Street, Hollywood – (Planning Tract Map No. VTT-67745).** The project site was recently acquired by Gower Bungalows, LLC. The previous owner had undergone a lengthy entitlement process and currently, the project site is entitled as 100% affordable, 21-unit project consisting of only 21 parking spaces in a two-level parking garage. The current entitlements allow for a 4-story building with a maximum height limit of 45 feet, with no street dedications and or improvements. The new property owners, Gower Bungalows, LLC, would like to modify the existing entitlement into a small-lot subdivision project. The proposed project will reduce the density from 21-units to 12-homes, and it will reduce the height limit from 4-stories to a 3-story project (45 feet down to approximately 33'-6"). Each proposed home would have individual home entrances and individual 2-car private garages, wherein the previous project had only 1 parking spot per unit.

Art Simonian presented: the project is across the street from 3 story studios. This project has been revised to 45 feet from 54 feet; it is low-income housing. They reduced the plan from 21 houses to 12, at market rate. They are proposing a 12 small lot subdivision with a green belt along Fountain. There will be a landscape portion and porch buffer for each residence. Houses will be tilt up construction.

Pat Van Daele presented: 12 SFRs with 2 car garages. The design concept was based around Hollywood Bungalows, which are located in the surrounding neighborhood. There will be a set back off of Gower with landscaping – trees along each street and alley with a small front yard to blend in the area. The design allows for front entries along Fountain and facing the southern parcel – this is pedestrian friendly and blends into neighborhood. There is no subterranean parking. They will be 3 story townhouses. Right now, they are presenting the site plan only; at the next meeting, they plan to have elevation drawings.

Their discussions with Kevin and Mary were focused on this lot within the Hollywood Community Plan. They are working together to transition into lower density from studios, to this parcel, to the existing neighborhood. One entitlement at the tract map hearing is that no street improvements are required. Art Simonian explained how it makes no sense to widen the street along Fountain when it dead-ends two blocks away. In the next few weeks they will finalize their talks with Kevin and Mary, will modify the tract map, and then will move forward the architectural plans.

Luke Vincent asked to go over the dimensions of the lot. Art Simonian explained it is 100 feet deep x 120 feet. Each lot is 33 x 50 feet. The front lots along Gower are larger due to the landscaping and set back. There is an air gap between each building.

Andy Schwartz commented this project keeps on getting better; they are doing a great improvement to the lot.

Antonella Menyhart, resident, is pleased that Art Simonian and Pat Van Deale are working with the residents before the project is finalized. They believe there will be 9 months of construction – fast since it is at grade. She is asking for parking permits for residents on the street; she would like to get the process going to receive this because there is not enough parking on the street for residents.

Steven Whiddon recommended she attend the HSDNC transportation and parking committee to express these concerns and her suggestion.

Chris Shabel said they had a meeting regarding this project, and the residents are in complete agreement for this project. She personally approves the project. (Steven Whiddon noted that Chris was one of the founders of the HSDNC, was on the Board, and came up with the council's name).

Discussion of possible action – Steven Whiddon believes that a letter should be proposed for the board at the March meeting. The letter will support the general concept (small lot subdivision site plan), and not approve the architectural plans/finalized project. Art Simonian will send a short summary of the project to drop into the letter next week. Steven Whiddon recommended the residents send a letter of support as well.

2. **Produce for Less market, 5059 Melrose Avenue, Los Angeles 90038** – Request for HSDNC to support change in sale to include sale of cold beer in 6 pack or larger packages

Kiwan Ban is requesting that a letter be drafted to support his request. His hearing is March 13 and would like to bring a letter of our support to it. He has conformed to the City's request five years ago; it is to be renewed for another 5-10 years. There are lots of regulations that he must conform to in order to sell alcohol. The only request is from non-cold alcohol to cold – they already sell 6 and 12 packs of beer; they do not sell single cans/bottles of beer.

Ed Hunt sent an email out before the meeting that says that he supports Kiwan Ban's requests, and that he has been a wonderful member of our community.

Steven Whiddon supports Ed Hunt's comments and believes that Kiwan Ban has a great store that is safe, and he has been a wonderful stakeholder in the community.

Jirair Tossounian also says that he visits the store and supports the request.

Motion by Vincent, seconded by Whiddon, to support this request. Unanimous vote: Luke Vincent, Steven Whiddon, Pablo Ruiz, Andy Schwartz, and Elizabeth Hilton.

Andy Schwartz says that Juri Ripinsky can draft the letter and Steven Whiddon can support him, if needed. Kiwan Ban will provide the notice and information to add into the letter.

3. The meeting was adjourned at 11:28 a.m.