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CALIFORNIA

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AGENDA

Special Meeting – PLUM Committee

Saturday, December 10, 2011, 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 November 12, 2011 Special Meeting**

NEW BUSINESS:

3. **Public Comment on Non-Agenda Items (2 min.)**
4. 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.
5. 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.
6. 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.

7. Set future meeting dates – Next Regular Meeting Scheduled for Saturday, January 21, 2012

OLD BUSINESS

- 8. 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.

- 9. 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.

- 10. 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.

- 11. 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.

- 12. 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.

- 13. 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

14. **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.
15. **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.**
16. **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,
17. **Wilton North of Melrose.** Beer and Wine Application for Proposed Market, **no detailed information yet.**
18. **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.**
19. **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.
20. **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.**
21. **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.**
22. **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.**

23. **Proposed HPOZ** for silent film era neighborhoods north of Melrose between Paramount & the 101 proposed in the Draft Community Plan Update.
24. **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.