

CITY OF LOS ANGELES

CALIFORNIA

HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL OFFICERS

PRESIDENT
ANASTASIA MANN

VICE-PRESIDENT
CYD ZIEGLER

SECRETARY
KATHY BANUELOS

TREASURER
MICHAEL P. MEYER



HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

7095 Hollywood Blvd., Suite #1004
Hollywood, CA 90028

Phone: (310) 854-6000
www.HHWNC.org

AREA 3 / AREA 4 / HOUSING COMMITTEES JOINT MEETING Hollywood Hills West Neighborhood Council March 7, 2016, 6:00 PM Yucca Community Center, 6671 Yucca St, Los Angeles, CA 90028

MINUTES

- I. **Call to order:** 6:08 PM
- II. **Approval of January 25, 2016 Area 3 / Area 3 / Housing Committees joint meeting minutes:** Approved; Yay 6, Nay 0.
- III. **Area 4 Planning and Land Use:**
 - A. **1914 N. Highland** — Planning Department case number: ENV-2015-2674-EAF. Proposed creation of first-floor cafe and market, and second-floor commercial space (commercial office, dental office, beauty salon) with reduced parking, in the [Q]R4-1v1 zone. Representative from Urban Planning Studios to present.

SH: Clarified that the property was the building on Highland above stoplight on Franklin.

Rep: Functioned earlier as a beauty Salon for the last three years. Previously presented to Plum. On February 23, had a meeting with the Zoning Administrator. ZA asked if the case would be held open until March 18 based on correspondence with the NC. There have been changes made from the public hearing discussion. Operation limited 7:00 AM to 11:00 PM. Entered in the zoning with as many options as possible. It is also an office space, so if someone goes in after that time, they would be in violation. Two driveways on the property. Had ADA access added into the design? ZA suggested bicycle spaces. They have added 16 bicycle spaces. Because owners will supply biking parking space can take out auto parking ratio, 1 auto = 4 bicycle spaces. Also requested more green space. ZA also requested that the upstairs floor be known as a professional office.

SH: Professional office mean dental or beauty salon?

Rep: Dental office would be professional. Beauty salon not known depending on further information. If you have design questions, the architect was there.

SH: Hollywood Heights has been working with the City to have an avenue of blue. Would owner consider using Jacarandas?

SH: Re: parking. Is four spaces sufficient for business? The city code is asking, but for the business is it reasonable? How many clients do you expect to be using a bicycle?

Rep: There are 10 spaces and 16 bicycle. Parking spaces have been gobbled up nearby by those servicing the Hollywood Bowl.

SH: Might look at 1841 Highland lot.

Rep: Also possibility with the Hollywood Hills United Methodist.

SH: Indicated this was going to be a Café/Juice Bar. Why does a Coffee bar need to be open until 11 PM? Potential that there will be more traffic (non bike) at that time at night. Problems with the bowl

Rep: It is a multi-use space.

SH: How are you handling trash? They can't have access in the back because of the width. Would like to see something more substantial than pots with plans. Something with irrigation. Handicapped access through the back door never a good idea. Consider doing handicapped access from the front.

SH: Security. There are many vagrants in the area. The mini-mall across the street has people on the sidewalk. People are hanging over into the gutter and can be run over. How will you handle vagrants if they migrate over to the owner's property?

Rep: The building has been vacant two to three years. Trying to keep the area clean even in a vacant state. When occupied should be better.

SH: As a frequent customer of the area, deliver access will need a lot.

Rep: Not accustomed to doing business with companies that deliver with large trucks. Size is like a U-Haul. More or less go to Costco, etc.

SH: What is trash pick-up.

Rep: Grey area. Right now, it is residential, so the City picks it up off of Highland.

SH: The board would not allow that. Need to have trash access.

Rep: It is a 1600 square foot.

SH: Is it a market with a café attached?

Rep: Yes

SH: Is part of the reason for the hour's foot traffic from the bowl?

Rep: There are three hotels right next to the property. Want to provide something to the guests. Starbucks closes early.

SH: That lot across the mall is packed and stressed. The property's market may be filled by stress.

SH: It is a beautiful project. There is a problem with parking. Encourage people to walk from the hotels and neighborhoods. Would much rather have parking than bicycle racks. What are the materials that the racks will be made from? Hollywood is specific with the racks to protect the street. Living in the hills, people will not be on their bikes.

SH: The City is responsible for the streets, the Chamber responsible for the stars.

Rep: Has no problem with more parking.

SH: What is signage going to be if open until 11:00 AM.

Rep: Not planning on putting in a new sign. Using the old sign.

SH: Try to kill two birds with one stone. Beautification and lighting will help the homeless.

SH: Nothing residential on right side.

SH: Lights that go down and not up because of the homes in the hills.

SH: Trying to get security in the Starbucks mall with the homeless issue.

SH: With the ingress and egress on the property, it will be difficult not to get smacked from traffic coming south on Highland.

SH: Make a suggestion that you can only make a right hand turn. Not a left hand turn.

- B. **Motion and vote** — Approve plans with stipulations, only right turn allowed entering and exiting, more permanent greenery be placed in front and around property to make it more attractive, lighting at night for security, trash pickup be solved into on how it will be facilitated without causing backup on Highland, disability access be in front instead of back and bicycle racks be moved less visible part of property.

Rep: ADA accessibility is a twostep process. Not possible from the front.

SH: Can you put some greenery in front of the bike racks?

Rep: Five percent slope to be ADA compliant.

SH: You can also divide the parking into two uses.

Motion seconded.

Discussion:

SH: What encompasses long term parking?

Rep: Long term is for residents, short term is for customers.

SH: How many spaces will be used by workers.

Rep: Workers can bike or use garage space. There is a physical garage on the property. Or work something with the hotel next door.

SH: Right hand only. Would need a no left turn on Highland. Is that a City function? North bound on Highland needs no left hand turn.

Motion revised and read

Motion: Area 3 / 4 / housing approve plans with stipulations, only right turn allowed entering and exiting, more permanent greenery be placed in front and around property to make it more attractive, lighting at night for security, trash pickup be solved into on how it will be facilitated without causing backup on Highland, disability access be in front instead of back and bicycle racks be moved less visible part of property, employees use parking offsite and that deliveries be on site.

Vote: Yay: 12; Nay: 1

IV. Area 3 Planning and Land Use

- A. **6611 W Hollywood Blvd** — Planning Department case number CPC-2014-2398-ZC-HD-CU-ZAA-SPR. Construction, use, and maintenance of a new hotel with 167-rooms/suites and 19,900 square feet of commercial space, 150 bicycle parking spaces, and a subterranean parking garage with 87 automobile parking spaces. The hotel includes a 1,634 square feet community/art space pool deck, meeting rooms, fitness center, business center, and lobby. The project includes the demolition of the existing on-site buildings. Representative from Michael Gonzalez Law Group to present. **Possible motion and vote.**

Rep: Project is on hold and not moving forward. Presentation was not given.

SH: Why?

Rep: Not told why. Just on hold.

Rep: To revitalize the street will need a project to bring the area up. The uses that are on the boulevard now, the tattoo shops, the bars are not viable for an historical area. It may come back up in the near future.

- B. **1921 Wilcox Ave.** — Planning Department case number ZA-2016-311-CU-CUB-ZV-ZAA-SPR conditional use for hotel in R4 Zone, conditional use for on-site sale of alcohol, variance for building height and to commercial bar within the R4 Zone, ZAA for rear and side yard, site plan review.

Requested Entitlement: pursuant to LAMC Sec 12.24.W24, applicant request a conditional use permit to demolish an existing warehouse (retaining E auto-repair building) to construct a hotel with 150 rooms and 80,435 SF of floor area, 3,500 SF of commercial floor area (in the existing building), 83 auto spaces, 20 bicycle parking spaces in the [Q]R4 Zone. Pursuant to LAMC Sec. 12.24.w.1, applicant requests a CUB to permit the sale and consumption of a full-line of alcohol within the 2nd story hotel lounge and 1st floor bar area. Pursuant to LAMC 12.27, applicant requests relief from LAMC Sec. 12.21.1 to permit a 6-story, 68.3 ft building height and relief from LAMC Sec. 12.11.A to permit a commercial bar with the existing 3,500 SF structure in the [Q]R4 Zone. Pursuant to LAMC 12.28, applicant requests relief from LAMC sec. 12.11.C to permit 8 ft side setback and 15 ft rear setback. Pursuant to LAMC Sec. 16.05 Applicant requests site plan review for an increase 50 or more guest rooms. Representative from Michael Gonzalez Law Group to present. **Possible motion and vote.**

Rep: AJ Heir construction. Small family. Acquired the site asked him to pause and look at what is now calbre collision due to historic project. Caliber collision since 1924. Spanish revival architecture. The building is a good example of LA transitioning from horse and buggy to car need. Buildings like this popped up for auto repair. Looking to preserve 3500 square feet. It is in an r[4] zone. Requesting one. This building has always been commercial. Asking for ability to have historic structure as a restaurant. Hotel is proposed for 150 rooms. Restaurant on ground floor for hotel guests only. Height is 45 feet in zone. Asking for variance for 68 ft. Have to pull the hotel away from the historic structure to keep it historic. Parking below grade, 83 spaces code compliant. With valet and stack can increase to 115. Could stick in Portechere to keep cars off of Wilcox. Looking to do something that will calm traffic and force people to slow down. Looking to introduce items, such as landscaping. Create back conflict with cars. In discussion with Wexler, do something to maintain the pocket park. (Board inserts Merle Singer's name as advocate for the park.) FAR 2.31. It is below 3:1 allowed for this site. Asking for CUP for hotel, CUP for alcohol. Asking for variance of height. Asking for variance to use restaurant. Asking for adjustment to yards. Asking for commercial uses of historic structure only.

SH: Parking and traffic number 1 issues. In the pages of the application saying there is plenty of parking. A lot of areas in Whitley Heights are zoned. Surrounding streets are always filled. There isn't parking, the situation is crazy. Valet parking stack parking makes it difficult if someone wants to leave. Concern in and out. Even with Caliber working right now, there are problems with traffic on the North end of Wilcox. While the design incorporating Caliber is terrific, wish it was all the way.

REP: Can't copy the design of an historic building per Secretary of the Interior. New building has to stand out on its own. Wasn't adjacent to actual historic structure.

Board: I would like to see the Secretary's language to make sure you cannot copy to make sure you get an historic structure.

SH: This is the first time we are seeing the plans. Traffic study is assumed will be required.

REP: Correct

SH: How does the traffic go in and out of the property and it being adjacent to the Freeway and how the traffic intersection will be handled? What is the entrance to the parking garage and is it underground?

Rep: Yes, goes under Portechere and back onto Wilcox.

SH: It will slow traffic on the shoot. Any thought of widening the street?

REP: Can't widen Cahuenga. The building is historic. The property does not have frontage on Franklin. Cannot take property from another owner.

SH: Enters underground from parking. If you were going to the restaurant, you would valet? Tandem parking?

REP: Yes to entrance. Possible

SH: Can you lower building height by one floor. If we ask to bring it down. Propose to bring it down. Asking for an increase from 45 to 68. I would propose you consider bringing it down a floor. Please consider. It is not pedestrian friendly because they are so massive. It destroys the skyline.

Rep: There is actually space in the background.

SH: Correction. A skyscraper is more than 75 stories by architectural sites and associations. High rise is something else, and should fit the character of the neighborhood. This neighborhood is predominantly a gateway into a low profile residential area. There is a 16 story 'high rise' hotel going up on Argyle. There are the anomalies before the City put a height restriction of 13 stories. Area 3 and Area 4 have been low rise. High rise is determined by what is around it. So this property would be considered 'high rise.'

SH: Really appreciate this design over the previous design. Appreciate pulling the pool and public space to the front. Stakeholder lives next to a 12 story building. Owners cannot keep it filled. Filled with Airbnb rentals. We have other hotels being built. This is alternative land use which is already represented and is taking another service, auto repair, away. Like the design, it is just inappropriate for the area.

SH: Hollywood Bowl busses park next to the Wilcox/Cahuenga divider strip north of Franklin during Hollywood season.

SH: Does your client know that during the Academy awards there is no access on that street and customers will not have access from Wilcox and can't turn right or left.

Rep: No. Didn't know.

SH: Confused with Hyatt coming in. Thought they were going in to 6611 Hollywood Blvd.

Rep: Hyatt has different products made for different price points and markets. There is no confirmed operator yet. There was more interest from another operator without the historic building. Have to have something an operator will like. They are right there. If they go smaller the owner may not have a match to operator.

SH: You are in the Alquist-Priolo Zone?

Rep: We are in the corner of the zone. We have to show that the earth has not moved in the Holocene period, the last 11,000 years.

SH: How have you checked for earth movement if there is a building on the site?

Re: We trenched on the parking lot on the side of the building. We trenched in the building?

SH: How deep?

Rep: Not sure. Deep enough to show that the earth hasn't moved in the last 11,000 years. It is a non-active fault.

SH: Were any other uses discussed for this property?

Rep: There was discussion about apartments, but the hotel use was considered to be better with the Boulevard within walking distance.

REP: Concerned about Airbnb?

SH: Are the renderings distributed true. It looks taller.

Rep: I think it is the way the image was printed up.

SH: One rendering is from a rooftop, the other from standing.

SH: How

REP: There is a rooftop deck? Are there residents behind it?

Rep: Rooftop deck is prevented from site of residents.

Rep: There will be no bar on the rooftop. The zone is not commercial so they are not allowed to have it. It is a view deck for daytime activity.

SH: Totally opposed to height. Too large. Why would they want that size of a project on a postage stamp piece of property? Going to close down Franklin. To put a project like this is abusive. Not a great ideal. Against the CUPs.

REP: We are here as a courtesy.

SH: When you say it is difficult to slow down, there is no traffic to slow down because the traffic is already slow. The project will cause more stress on the area.

REP: A hotel is not typical traffic generator. Hotels don't generate as much traffic as apartments do. Hotel zones create less traffic. They could create 110 units of apartments.

SH: Proposal for cobblestones to slow traffic down.

SH: It is more than that. During Bowl hours, complete log jam. Picture more than one or two cars, in a 150 room coming in and out of the driveway. There will be more cars on the street waiting to get in and out. Logically don't see how it will not be a complete jam with a little street 18 feet wide. Also main offshoot from Cahuenga exit on the 101. If they are going west, they will be on Wilcox. Sometime reason needs to take over.

SH: What is the grade rating?

Rep: Updating with new data.

SH: Agrees with earlier comment. Aesthetically, we are getting glass, sterile structures instead of Hollywood character. This is Hollywood.

REP: You actually got terracotta color elements. Not glass.

SH: "Do real planning" stay in character.

SH: The restaurant how big?

REP: 3500 square ft.

SH: How many customers

REP: Not known yet. Talking with Hollywood Heritage about a commercial project for. Don't know what kind of restaurant.

SH: Hours, alcohol?

REP: Not known yet.

SH: Parking

REP: Historic structures parking is not needed with a change of use.

SH: Whitley Heights resident. The height and scale makes it a no starter. To say it is not operational as not unless it is higher. Highland hotels along Whitley Heights are all smaller.

Rep: Those are boutique. That is not what we are going for.

REP: Something larger on that site is not good.

SH: 200 yard from my home. To say it not a residential area.

SH: Have four properties within blocks of the building. Dog leg of a street. Where is the porthole building?

REP: South of the building. Traffic is already backing up on Cahuenga. Then a parking lot. Traffic will be crazy. The disconnect about a boutique... has anyone walked around Whitley Heights. It isn't representative of the neighborhood. The glass doesn't look like trees? When she says boutique and gets scoff. It is not our neighborhood. And nobody cares if it looks like our neighborhood.

SH: 1905 Grace was just granted Historic relevance. It is the gateway to the historic area. The hotel doesn't represent the neighborhood and we have to live with it every day.

REP: There are so many hotels going up everywhere. We need affordable housing. Why is this use better than apartments?

SH: You want to get a variance. It matches height of some of the nearby buildings. Does it match the grade of those buildings?

REP: Yes. There are tall buildings in the area. Asking for the variance.

SH: Is there an EIR?

REP: Yes there will be and Environmental clearance document.

SH: And you feel it won't impact.

REP: Do you know the history of variances in the area?

SH: Lido came in and presented. On this strip, the commercial uses were grandfathered in when the General Plan, community plan was updated. If they didn't get the continuance, it would turn into residential. That is why it is zoned R4.

SH: What time estimate does the developer to build project?

Rep: 18 months.

REP: So heavy equipment for 18 months.

SH: There are twelve houses up Wilcox that require access from Wilcox. You don't have an extra lane to block for construction equipment...

REP: What is the hearing schedule? Will only go to ZA. Ninety plus days away. Review period for environmental project 60 days away.

SH: Since 1915 Highland, all it takes is one person trying to go right on Franklin from Wilcox headed north will block traffic. 1915 Highland.

SH: In support of project - if it had to be a hotel, then it is better as a family. Like the market going to.

SH: If I has to be a hotel, then make it a boutique, hotel. Likes the direction the project if it can't be a market.

SH: When it goes to PLUM, problem is so many people don't know the area since the NC is so large.

SH: There should be some financial help from the owner since being next to a nationally registered historic district and the Whitley Heights HPOZ will help the property owner and vice versa. There should be some contribution to the community. Environmental chair was proposing cleaning up of the underpasses. There may be away to revitalization of the underpasses, since Cahuenga is a gateway. There should be some synergy.

Motion: That Area 3/ Area 4 / Housing committees of the Hollywood Hills West not approve the project as presented due to style of architecture, high traffic circulation, height, no clear community benefit.
Approved: Unanimous.

SH: Heard a stakeholder might be willing to consider smaller family hotel or affordable housing. Would the Area 3 stakeholder be willing to consider a smaller hotel or affordable housing?

SH: What would the representative like to do?

Rep: Go to PLUM committee or come back to Area 3. Whether or not they could make changes between now and Wednesday.

SH: Have the project come back to Area 3 before going to PLUM

- VI. Public Comments:** comments from the public on agenda items and non-agenda items within the Committee's subject matter jurisdiction. No comments.
- VII. Decision on next meeting date(s):** Not decided.
- VIII. Adjournment:** 8:10 PM