

HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

Area 7 – Housing - Business - Transportation Joint Meeting December 14, 2016

Will and Ariel Durant Library
7140 W. Sunset Blvd.
Los Angeles, CA 90046

In attendance: Area 7 chair, Barbara Witkin, Housing Chair, JoAnn Koplin, Transportation Chair, Danielle Mead, Business Chair, Oren Katz, Ira Handelman, Michael Gozales, representatives for the 7445 Sunset blvd. project, project architects, project construction company representatives. 35 stakeholders.

Meeting began at 6:30 (not 6pm as was supposed to) as the applicant representatives were late.

Gelson's, 7445 West Sunset Boulevard Presentation:

Ira: We understand that there are a lot of concerns
There is a conditional use process and you will have an opportunity to voice your concerns.
The zoning for the building is allowed by right

We understand there is a playground adjacent and we are here today to talk about the construction.

We are not looking for what you like or dislike about the project tonight. We will have our sound guy, pollution guy to talk about construction mitigation issues.

Gelson's wanted a tasting bar- it's gone

80% of truck traffic is off Sunset
Ingress and egress for cars is off Gardner

2 members of Baily construction
Sound guy- Steve Martin
Architects-

Are there Gelson's next to a school? Ira indicated he didn't know.

James Presentation- Parent at Gardner and a member of the neighborhood

Val- 102/101 year old building- beyond hand wreck due to asbestos/ other environmental issues

Mike Gonzalez- Land Use Consultant- All mitigation of environmental contaminants is regulated by federal law and will be regulated and dealt with.
Buildings are not considered historic

Barbara- Since there were tracks there and potential for soil contaminants
Mike:- phase I and phase II have been completed and will be monitored

Ira:-The developer is the responsibility party. Gelson's is the tenant.

Oren- This is a by right project. The developer can build a 45ft building without coming to us.

Ira- There are projects that go through a process. This is the 3rd time this has come to the community. We have made changes, but understand that people are still unhappy.

The city has requirements for protection of the adjacent property owners. In this case it's a school.

Site Plan review- evaluates traffic, selling of alcohol, ingress and egress
There will be a public hearing- you can come and voice your concerns

We are trying to have these meetings to see what we can do to elevate some of your concerns.

Michael; Why does the building have to be built to the max size allowed.
Response: In order for it to pencil out they evaluated the allowed use and determined the project size.

45ft max height- 2 story building

Mike: What is being asked for: Site Plan Review, conditional use to allow tandem parking (not allowed in a commercial corner zone); This allows us to dig less depth and shortens the construction process; alcohol permit because it's a grocery store.

Architecture:

Started with a modern design that the community didn't like. This is the third design and what we heard from the community was preferred. All trucks and 85% of the traffic is coming off Sunset.

Along Gardner we are proposing murals that the kids could create.
Driveway along Gardner will be angled to prevent left turns into the Garage.

Mark E Florer- Bayley Construction

Specialty is working on projects around the public. I understand your concerns about safety, noise and dust. We have mitigation plans to address those issues. Kenny Ellis – Project Executives responsible for this project and will be on site to address your concerns.

Community will be notified via email or face to face to stay up to date on construction issues.

No construction access will be allowed along Gardner.

Hall out route will be along Sunset

Sound wall on the north side 12-15 ft

Measurements of ambient noise will be monitored during construction

Sidewalks will stay open- pedestrian tunnel on both Gardner & Sunset

Flag men will control traffic

Hall route will take a right turn on Sunset

13 month schedule for shell

first 15 days will be demolition

50 days of shoring and excavation

Dust- crew will water down and scatter to keep dust at a min.

Demo will be dusty, but will be watered down as well

David Dash- Construction manager

Will hire and manage the construction team

With the age of the buildings, special teams will go in and remediate before demolition

Soils testing will be required as we go along

There is a plan in place to mitigate the tracks if found

Soil tests so far have not encountered any contaminants

Developer will pay for a third party monitor to test noise, dust

Barbara- Are you using grey water or fresh water? Water will come from fire hydrant.

Q: Have you purchased Sunset Grill?

R: Being optioned

Q: Will there be an EIR

R: City has not required it

James Healy- Parent at the school

Shows photos

Current chain link is 17ft. New building will be 35ft

Shadow that will be thrown on the field covers more than half of the

Comment: We don't need alcohol near our school. We will not budge on impact on the school.

We as parents have power. Just because you can do it, doesn't mean you should do it!

The amount of traffic that grocery store will bring to the intersection is dangerous to our kids.

I appreciate you coming here, but as parent I am completely against it. My son is in a trailer right now. How sound proof can that be? This could also impact our home values and the safety of the kids.

30 year resident., How wide is the Sunset Driveway?

There is no setback?

R: The Driveway is 12 ft. There is a setback on sunset 6 ft, and 5ft on Gardner
Are you aware that the PTA recommends no alcohol permits within 300 ft of a school?

R: yes

Q: 30 yr resident; my kids attended and grandchildren attend Gardner elementary.
Legitimate traffic safety concerns.

Q: Parent- You say you don't have to provide an EIR. These are our children. You owe us the most thorough review. This is a huge impact.

Q: LAUSD office of environmental safety. There are environmental and health concerns.. An MND is not an EIR. The shade, pedestrian safety etc. LAUSD will be submitting our comments.

Q: I have heard already why this project is insanity for this neighborhood. It is already pandemonium during pick up and drop off times. There is no parking. The idea of bringing 2000 trips per day into this neighborhood will endanger our safety.

Q: Principal- you talked to me about being collaborative; this was a family business etc.

The kids are inspired by the blue sky the see every day. Step into our shoes and see what we do. You already have great buildings there. It is such a unique property with the train history there. Is it required by law- maybe no- but let's slow down and do the greater good. It's what we teach our kids to do. Leave everything better than you found it. Do something different here. I deplore you.

Q: Five years ago I toured that school and almost left the neighborhood. We stayed and love the school. I do not want my children next to a grocery store with all the problems they bring. Please don't let this project happen. Come see our children.

Q: I have looked at the plans. I was measuring the sidewalks today. It is so massively too much. It's a mall! I don't understand why there is valet parking. I don't see bicycle parking; I don't see how a delivery truck will share the driveway with cars. I don't understand why it's pulled out so far; why do you need 7 additional retail stores. I agree with the parents. More is not adding more value. This needs to be scaled down by half.

Q: Two children at Gardner. Disconnect between those that are building these projects and the neighborhood that will be the users. What about the accumulative impact?

Q: My sister goes to Gardner. How can we put a stop to this?

Q: Remember that there is another school two blocks away that also has traffic at drop off and pick up times that use the same neighborhood streets.

Delivery schedule? Coordination with Ralphs?
Not yet addressed
Traffic study is not yet completed.
Employee Parking?

What reduction in sq ft would eliminate the valet parking need without going down another level underground.

Q: Why don't you move the grocery store downstairs?

R: We

Board member Joanne makes a motion to oppose the project as it is proposed due to neighborhood concerns, second by Barbara; size and impact of the project on Gardner Elementary school and the parent concerns.

Passed: 38-0

No Public Comments on items not on the agenda.

No old business.

No new business.

Adjournment at 7:58 pm.

