

PLUM Committee meeting on March 7, 2017

Minutes

The meeting began at approximately 6:08 p.m.

PLUM Committee members Patty Dryden, Orrin Feldman, Samantha Foley, Oren Katz and Danielle Mead were present. A sufficient number of committee members were present to establish a quorum.

Brian Dyer was there, but recused himself and left the meeting room during the meeting's discussion with regard to the proposed Hollywoodland Hotel because he lives within 500 feet of 1919 - 1921 N. Wilcox.

Approximately 35 stakeholders were present.

The draft minutes presented for the February 2, 2017 PLUM Committee meeting were approved.

1. 1919 -1921 N. Wilcox Avenue - proposed Hollywoodland Hotel

Dimitri Samaha, the owner, and Michael Gonzales, his attorney and Ira Handelman were there on behalf of the proposed project. Messrs. Gonzales and Handelman made the presentation.

Messrs. Gonzales and Handelman described some proposed parking and traffic improvements. The improvements included having a valet parking service available to stack parking for the hotel and the restaurant, which would increase the number of parking spaces available in the hotel's garage. They also mentioned an arrowed left hand turning signal and lane for east bound traffic on Franklin at Cahuenga, and agreed to a request to do the same for west bound traffic on Franklin at Cahuenga.

They also mentioned that the "Hollywood" sign sculpture in the island in front of the site would be maintained by the hotel.

Mr. Gonzales tried to clear up whether the hotel's restaurant in the old garage building's remnants would be operated as part of the hotel or as a separate business. He said that the owner was willing to provide in the recorded deed that the building could not be used as a nightclub. He mentioned that one possible option was to lease it to a separate operator, rather than have it be operated by whoever operated the hotel.

The PLUM Committee's members had questions about the proposed project and the proposed traffic improvements, and made comments on the proposed project's possible impacts on the community.

There were a large number of stakeholders who made public comments. Some comments focused on the generic nature of the proposed hotel as inappropriate in a neighborhood with its own historic preservation overlay zone and guidelines. Many, but not all, of the public comments were in opposition to the proposed hotel; many of the comments were focused on how dangerous the site is for traffic there now, and were skeptical that it could be improved sufficiently to function well as a site for a hotel. A few comments were supportive of the proposed project and welcomed/encouraged it.

After the presentation and a discussion, including the public comments, the Committee voted (5-0) to recommend to HHWNC's Board that the Board adopt the following motion

Motion: HHWNC's Board supports the neighbors, and the Board recommends that the City reject the proposed project as presented.

2. 6615 -6619 Hollywood Boulevard - The Dudes Brewing Company

Toby Humes, the president of The Dudes Brewing Company, and Nick Leathers from the Elizabeth Petersen Group made a presentation and answered questions.

The Committee's members were generally supportive of the The Dudes Brewing Company's plans for the restaurant's ground floor, including the proposed bowling alley, but were more skeptical about the proposed second floor rooftop patio dining. The adjacent Korean senior citizen housing seemingly would be adversely affected by the noise and fumes from the second floor patio dining.

David Carrera asked whether there was any (i) request for a variance to allow for the second floor dining, and no such request had been made, and (ii) any ADA compliant way of accessing the proposed second floor dining patio.

The Committee thanked Toby and Nick for coming to make a presentation, and asked The Dudes Brewing Company to come back when its plans for the restaurant were revised to reflect the concerns raised at this meeting.

3. The Secretary of the Interior's Standards for Rehabilitation.

Hollywood Heritage's Christy McAvoy and John Girodo made a presentation to explain what standards exist, and what the requirements are, for making changes, alterations and additions to buildings along Hollywood Boulevard. The presentation included a short history of how the buildings in the Hollywood Blvd. corridor were built and changed over the last 100 years, and led to a discussion of what was important to save, and how to build compatibly with what we have left in this historic downtown corridor.

There were no public comments on non-agendized items.

The meeting was adjourned at 7:59 p.m.