PLUM Committee Meeting on December 7, 2017

Minutes

PLUM Committee members Patty Dryden, Orrin Feldman, Oren Katz, Danielle Mead, Luminita Roman and Matt Shichtman attended the meeting. Barbara Witkin, Area 7 Chair, attended the meeting to participate as a PLUM Committee member when 7500 Sunset was discussed.

There were a sufficient number of committee members present to establish a quorum.

Orrin Feldman called the meeting to order at 6:02 p.m.

Approximately, 30 stakeholders were present.

1. The draft minutes of the committee’s prior meeting on October 5, 2017 were discussed. A motion to approve the draft minutes was passed (5 to 1).
2. 7500 Sunset Blvd.

Faring Capital’s Jake Stevens and Darren Embry presented the revised version of Faring’s proposal to develop a large mixed use project with more than 230 apartments in two buildings along with ground floor retail and underground parking on the site. David Rand, Esq., Faring’s outside counsel also was there to answer questions.

The PLUM Committee’s members generally thought that Faring’s revisions to the proposed project had improved the proposed project, but none of the committee’s members supported the proposed project without further revisions/improvements.

While a few stakeholders spoke in favor of the proposed project, most stakeholders had concerns about it and/or opposed the proposed project.

Questions were raised about ingress and egress to the site generally, and specifically about tenants who would be moving in or moving out of the buildings. Sierra Bonita would be widened by 6 feet, and Curson would be widened by 3 feet, but just in the stretch of each street adjacent to the site. Sidewalks would be 12 feet wide on the side streets, and 15 feet wide on Sunset.

Concerns were raised that the building’s units would become AirBNB rentals, and Messrs. Stevens and Embry said that Faring’s leases would prohibit such short term rentals.

Concerns also were raised about the low income affordable housing units in the proposed project, and suggestions were made to raise the percentage of affordable housing units in the proposed project to 30%.

Messrs. Stevens and Embry said that Faring believed that it was appropriate to have the same features and finishes in the affordable housing units and the market rental units.

Orrin suggested that, if the third and fourth floors of apartments along Sunset Blvd., which were set back only by 15 feet from the buildings' north walls, were set further south and back above the third floor of each building, then the proposed project might look less high and massive from Sunset Blvd.

A few committee members also made comments about, and had a brief discussion of, the irony of asking (simultaneously) for a less high and massive project while asking for a greater percentage of the apartments to be set aside for affordable housing.

The PLUM Committee voted unanimously (7 to 0) to support the following motion:

HHWNC’s PLUM Committee recommends that HHWNC’s Board vote to continue opposing the proposed project for 7500 Sunset because, while the applicant has made some improvements to the proposed project’s design, the applicant has not (yet)

(i) reduced the size and massing of the proposed project to a more appropriate size, and

(ii) provided more information to resolve open traffic issues, which include circulating into and out of the site; and

(iii) should consider increasing the percentage of affordable housing units in the proposed project.

The PLUM Committee recommends that the proposed project be reduced from 5 floors to 3 floors along Sunset Boulevard in order to help reduce the proposed project’s height and massing along Sunset Blvd.

Following the vote, Orrin left to go to the Mulholland Design Review Board meeting in Van Nuys. With the advise and agreement of the other PLUM Committee’s members, Oren Katz chaired the remainder of the meeting.

3. 6650 W. Franklin Avenue

This is Thomas Safran & Associates’ proposed project for “Montecito II”, which would be a six story 77’ high building with 68 affordable senior housing units and one unit for a building manager.

Three Sixty’s Dana Styles and Olivia Jonich presented updates to the proposed project made since the last presentation to the PLUM Committee, which primarily consisted of aesthetics changes to the exterior of the building based on feedback from Hollywood Heritage and the community.

There was a discussion about security on the property and the access that residents of the Montecito II, along with their guests, would have to the original Montecito. It was also discussed that (i) existing tenants would have the first rights to units in the new building, (ii) what the rental rates would be, and how those rates would be based on the State’s guidelines for low and very low income units.

This was part of a continuing discussion with regard to the proposed project with HHWNC.

The committee decided to not take any make any new recommendations to HHWNC’s Board on the revised proposed project pending receipt of additional information.

4. There were no public comments on non-agendized items.

5. The meeting adjourned at approximately 7:50 p.m.