

Business

Date	Time	Location	Meeting Type
Wednesday, 04.13.16	6:00 PM	Cinematographers Guild 7755 Sunset Blvd (corner Genesee) Los Angeles, Ca. 90046	Regular

Details

Hollywood Hills West Neighborhood Council

Area 7 - Business - Housing, Joint Meeting

APRIL 13, 2016

6:00pm

Cinematographers Guild

7755 Sunset Blvd (corner Genesee)

Los Angeles, Ca. 90046

Parking available on-site, enter from parking lot off Genesee

Agenda is posted for public review: on bulletin boards at Will and Ariel Durant Library 7140 W. Sunset

Blvd., Gardner Street Elementary School, 7450 Hawthorn Ave. and electronically on the Hollywood Hills West Neighborhood Council website www.hhwnc.org and on the Department Of Neighborhood Empowerment (www.lacityneighborhoods.com).

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Minutes

HHWNC AREA 7/ HOUSING/BUSINESS JOINT MEETING

APRIL 13, 2016

Cinematographers Guild

MEETING MINUTES

Meeting was called to order at 6:06pm

Approximately 40 stakeholders were present

HHWNC Members Present: Barbara Witkin, Area 7; JoAnn Koplin, Housing; Oren Katz, Business

Barbara requested a motion to approve the minutes from the February 10, 2016 meeting. Oren proposed the motion, Barbara seconded and no corrections/ revisions were requested.

MOTION APPROVED

Area 7 Chair: Barbara Witkin introduced the project to be presented:

A 2 Acre parcel on the corner of Sunset and Fairfax currently occupied by Rite Aide, The Griddle Café and a parking lot. Plans for the proposed project have not been submitted to the city, nor have any conversations/ meetings with the City been held to date. The developer is here to get feedback from stakeholders with a concept for the site prior to any detailed project development. They were thanked for their willingness to come before the HHWNC at this early stage and asked to proceed with a description of what they proposed for the site.

Chris Corpus represented the design concept shown on renderings. He described the project as two buildings possibly attached with a combination of retail and housing. The building proposed for the Sunset and Fairfax corner would house a grocery store on the first level with a hotel above. The Grocery store was shown as a Trader Joes and the hotel represented as a “family style” Courtyard Marriott or Hampton Inn.

The second building would house a smaller, relocated Rite Aide with apartments above. Both buildings were represented as 6 or 7 story towers. Parking would be underground with access from Fairfax. The design/ style was represented as similar to 7960 Sunset. The current Rite Aide is on a C4 zoned parcel and the parking lot on P-1. A variance will be required for both.

Johnathan Kohn with the Levy Affiliated Group (Owner of the property) indicated that they were on a “listening campaign” and that this meeting was part of their outreach to the community. He represented that he was a 15-year resident of this community and that the owner was a small family owned development company with experience building hotel projects. He suggested that stakeholders take a look at two hotels they have built in Santa Monica at Colorado and 5th (A courtyard Marriott and a Hampton Inn) and believed either would be a welcome additions to Hollywood. He suggested that the neighborhood is changing and stated that market studies have shown that a grocery store, hotel and housing have been identified as a need/ opportunity for this site.

In response to questions Johnathan added:

- Grocery stores are interested in our corner
- We don't know the number of units yet. Our hotel will support approx. 600-640 sq ft per room with a king or two double beds and adjoining doors. Around 120-150 rooms.
- The apartments will be small with low rents: studios, 1,2 and 3 bedrooms.
- Removing a roof top deck will not make or break the project.
- Parking is subterranean.
- Deliveries will be off Fairfax

- We will not be displacing any existing businesses
- The architect is Keith with Edge Architecture

Stakeholder questions and concerns included:

- 1 We can currently walk to 5 existing grocery stores. Why would we possibly need another one?
- 2 The setback and height are out of scale and do not address the current congestion on the sidewalk.
- 3 A hotel has 24 hour traffic; a grocery store has deliveries and customers; apartments have residents and visitors: This combination is of great concern on a busy corner.
- 4 Our neighborhood is already impacted by Rite Aide and this expansion will make it much worse.
- 5 We have problems with the existing sidewalk width. It should be widened to create a more walkable street.
- 6 Why a hotel? And the looming height is out of scale for the area.
- 7 Why can't you create something great, like the "Garden of Allah" on Crescent Heights?
- 8 This is an historic neighborhood and we aren't going to sit back and let this neighborhood be destroyed.
- 9 The added electric sign on Rite Aide is a nightmare for those of us living on Fairfax. What you propose would be even worse.
- 10 The area is already too dense. How many units are proposed?
- 11 Where is there any community space proposed? Open Space? What asset does this bring to the neighbors?
- 12 Roof decks, pools create noise for the adjacent residents.
- 13 How will deliveries be handled on a busy street like Fairfax?
- 14 The project is overly aggressive with size and will create an impossible traffic problem

In Summary, the Area 7 HHWNC thanked the developer for coming to the stakeholders early and asked that they take the comments and concerns raised seriously as they continue with plans to develop this site. The renderings shared depicted an overly crowded, out of scale, high density project with no green space, community area or assets to support the adjacent neighborhood. The request voiced was for them to return with a lower scale, 3-4 story max structure with reduced traffic, noise and impact on existing infrastructure. The architecture should reflect the history and aesthetic of historic Hollywood and the businesses identified should bring an asset that does not already exist.

Announcements:

HHWNC Elections will be held on May 1st at the Will and Ariel Durant Public Library from noon to 4pm. Please come out and vote!

A presentation of the proposed Gelson's grocery store on the corner of Sunset and Gardner will be presented on May 5th at the Will and Ariel Durant Public Library.

Meeting was adjourned at 7:49pm