

PLUM Committee meeting on July 13, 2016

Minutes

The meeting began at approximately 6 p.m

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

Approximately 35 stakeholders were present.

The committee members reviewed the minutes from the committee's meetings on June 8, 2016 and June 23, 2016. The committee members voted 6-0 to approve the prior meetings' minutes (Katz/Foley).

The first presentation of a proposed project was for 7500 Sunset Boulevard. Darren Embry, Jason Iloulian and Mark Armbruster, Esq. presented the proposed mixed use (apartments and retail) project on behalf of Faring Capital, which is the applicant.

There were many public comments, and the stakeholders were strongly against the proposed project. The size, scope and height of the almost two block long proposed project were mentioned by many stakeholders. The minimal size of the rooftop setbacks was mentioned. The lack of much landscaping bothered others. Others were bothered by the proposed project's impact on local traffic and the lack of a satisfactory circulation plan for getting around and/or through the proposed project. LADOT's review of the proposed traffic plan was mentioned specifically.

The PLUM Committee discussed the proposed project. The committee voted unanimously (6-0) to recommend that HHWNC's board of directors should vote to oppose the City Planning Department's approving the project's DEIR unless the applicant agrees to make several changes to the proposed project, including (but not limited to):

- (i) reducing the size and massing of the proposed project from a 3:1 FAR to a more appropriate size;
- (ii) providing more two bedrooms (or larger) apartments, which would mean a better mix with fewer studio and one bedroom apartment;
- (iii) providing a much bigger step back from Sunset Blvd. for the fourth floor, which is currently set back approximately 13 feet, in order to reduce the West and East buildings' massing and maintain more light on Sunset Blvd.;
- (iv) eliminate the 5th floor on each of the two buildings because the 5th floor is too high and massive for the site; and
- (v) provide for intersection improvements at Sunset/Curson and Sunset/Sierra Bonita, and mid block if tenants will be crossing between the two buildings to access commonly shared facilities, such as the pool and gym.

The next proposed project presentation was with regard to a proposed hotel at 1919 - 1925 N. Wilcox, which was made by Bill Roschen, Michael Gonzales, Esq. and Scott Campbell on behalf of Dimitri Samaha, the owner/applicant.

Architect Bill Roschen's presentation explained the first and second versions of the proposed project.

Many stakeholders had question and comments, and most were critical of the proposed project. Several stakeholders believed that the site should be used only for residential use, and that it would be inappropriate to allow any commercial use to come that far north on Wilcox even if the hotel use is permitted under the LA Municipal Code. Others were critical of the design in general and the outdoor rooftop bar/event space in particular.

Nonetheless, there was an appreciation for the second design being an improvement over the first design proposed for this hotel project. Eliminating the pool at the back of the site plan was commended.

The PLUM Committee discussed the proposed project. The committee voted unanimously (6-0) to recommend that HHWNC's board of directors should vote to (i) oppose the current proposed project, (ii) recommend to the City's Planning Department the draft mitigated negative declaration which it is considering should be denied, and (iii) recommend to the City's Planning Department that the department should deny the requested variances and adjustments.

The meeting adjourned at approximately 7:45 p.m.