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## HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

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### AREA 3 COMMITTEE

#### Hollywood Hills West Neighborhood Council

December 6, 2016, 6:00 PM

Las Palmas Senior Citizens Center, 1820 N Las Palmas Ave, Los Angeles, CA 90028

#### Minutes – Approved

- I. **Call to order and welcome.** 6:15 PM. 15 in attendance. 11 Stakeholders, 4 presenters.
- II. **Approval of November 7, 2016 minutes.** Approved – 3 yes / 0 no.
- III. **Area 3 Planning and Land Use**

**1717 N. Wilcox - Planning Dept. # ENV-2016-2264.** Adolfo Suaya, the applicant, has applied to the City's Planning Department for permission to demolish an existing structure and construct a 134 room hotel with a 2,500 square foot ground floor restaurant, a rooftop bar, three rooftop terraces, 104 parking spaces and 60,693 square feet. The floor to area ratio would be 2.94 to 1.

The Planning Department's case no. is CP 2016-2263-VZC-HD-ZAA-CUB-SPR. The CA CEQA no. is ENV-2016-2264-EAF. Portions of the property are zoned C4 and R5. The applicant is asking for a zone change from C4 to C2 because properties in the C4 zone do not permit outdoor uses, such as the bar being proposed for the hotel's rooftop, above the ground floor.

The applicant also is asking for permission to eliminate any side yards on the north and south side of the property. In addition, the applicant is asking for (i) a site plan review, which, if approved, would allow an increase of more than 50 guest rooms in the hotel and 50,000 square feet of floor area, and (ii) a conditional use permit to permit the sale of alcoholic beverages in the hotel's ground floor and rooftop restaurants.

Representatives from Go! Goldman will be making a presentation on behalf of the applicant.

**Applicant's Representative (AR):** Asking for a zone change because in a C2 Zone rooftop restaurants are allowed. In a C4 Zone based on a 196(?) memorandum the same use is not permitted. The current permitted FAR is 2:1. Based on a based on development limitation that will look to increase the FAR. Commercial zones, as in the case, do not require a setback. Required to setback at first residential level. Even though hotels are run as commercially they are considered residential, so they will be asking for setbacks variances. Height limitation currently zoned is 45 feet. Developer is asking for 3:1 FAR consistent with other buildings in the area. Height of roof deck is 68 feet, consistent with other buildings behind the Boulevard. The parking lot and Thai restaurant are there. The Thai restaurant will be demolished.

Architect's Representative gave slide presentation of the project.

**Stakeholder (SH):** How does it stack up next door? The building to the North is two stories. The one beyond is five stories.

**AR:** There is a staggering in the design building. Hollywood Heritage has been supportive in the sequence of the slides.

**SH:** Was this the presentation shown to the PLUM?

**AR:** Yes. Regarding PLUM's question of fire. You cannot have a sleeping room more than 150 feet from a fire exit. No room is that far. However, applicant is having a meeting with Fire Access to confirm. This point. When the ground floor is completely commercial, you are not required a sign or ground floor setback.

**SH:** At PLUM meeting comment were that it was too tall for the Area and the FAR was too much for the area. The rooftop deck was a problem because it was close to residential. Stakeholder is a member of Hollywood Heritage and it has not been endorsed yet. It was too modern for the area. In sort out of scale and character.

**AR:** Design is subjective. Appreciates stake holders comments on design. In terms of the rooftop, realize there is conflict. Applicant is willing to close the rooftop at 12:00 PM Sunday through Thursday and 1:00 AM Friday and Saturday. Open to hearing ideas from the community to take back to the client ideas that would be appropriate for the area.

**SH:** Have you notified residents?

**AR:** Yes.

**SH:** Rooftop Garden means a bar?

**AR:** Yes. No live music. Solar panels as well. Realize it is a conflict and are open to suggestions.

**SH:** Music licensing expert. A DJ, a radio can be heard up in Whitley Heights. It is a concern.

**SH:** When you come to Hollywood, this doesn't (interrupted by AR)

**Chair:** SH has the floor.

**AR:** Question not fair to his client. He lives in Hollywood, he owns seven properties. It is not a fair question.

**SH:** You see beautiful historic architecture. The design presented could be anywhere. Why this for Hollywood.

**AR:** (Begins to speak but is interrupted)

**Chair:** AR has the floor.

**AR:** This applicant owns many properties. He owns historical structures. He lives in Hollywood 30 plus years. The Secretary of the Interior will not allow the Hollywood style architecture to be built. Everything must stand on its own. History has to stand on its own.

**Chair:** Is it Federal Regulation?

**AR:** Standards 9 and 10 prohibit copying. It has to stand on its own.

**Chair:** Please explain the elements in the design of the building drawn from 'Hollywood?' Beaux Arts, Spanish Colonial.

**SH:** Can you delineate Regional Center from Entertainment District?

**AR:** The Entertainment District is a nationally registered district.

**Chair:** There are three things being spoken of here. Hollywood Blvd is on the National Registry. What are the boundaries of the regional center? Is it Hollywood boundaries or does it go along with the boundaries previously drawn by the CRA?

**AR:** Hollywood Blvd is all regional center.

**SH:** Commercial venues always use the Entertainment District as the reason for the proliferation of alcohol licenses.

**AR:** There is a difference between the BIDs in Hollywood and the nationally registered "Entertainment District." Will send information.

**Chair:** Questions on the MND. Hollywood Heritage says the building on the lot is not Streamlined Modern?

**AR:** Yes. The building has been altered. It is mentioned in the Environmental report?

**Chair:** You are submitting an MND instead in lieu of EIR, correct?

**AR:** No. The MND is being submitted requirement for CEQA. To say 'in lieu' of would mean something else is required.

**Chair:** Building will go from 7:00 AM – 6:00 PM Monday through Friday, and 8:00 AM – 6:00 PM Saturday.

**AR:** Yes.

**Chair:** Haul route down Hollywood Blvd to the 101? Will the trucks be tarped?

**AR:** Hollywood Blvd is the Quickest route. Trucks will be tarped.

**Chair:** Any consideration during rush hour since Wilcox is used as a major artery.

**AR:** In hillside area which prevents trucks from running in peak hours.

**Chair:** Turning radius is not that large for trucks coming in and out. How will they load dirt on that small of a lot?

**AR:** Will have to stage on street.

**Chair:** How long for the excavation.

**AR:** Not sure.

**Chair:** How tall are the construction noise barriers?

**AR:** Nothing has been put in but will be concerned.

**Chair:** MND said the building to the North would not have problems with shading. Hollywood Blvd is an East West Blvd. The sun during late fall and winter months travels on a southern path creating continual shade from the building.

**AR:** Under SB743. Shading cannot be consideration in traffic heavy area, densification.

**Chair:** The MND said that specific building would not be affected.

**AR:** Will look into it.

**Chair:** The MND said that the impacts would not be during the operation of the hotel.

**AR:** During the operation of the Hotel.

**Chair:** Wilcox is heavily used and is backed up all the way to Sunset and Fountain during operation. It might be easier if there is a forced right hand down Wilcox and the entrance to the hotel off of Hudson. Are the voltaic panels on both sides?

**AR:** Only one side.

**Chair:** I heard the Kress and Geisha. There will be music. And the building is hard surface. The sound envelope for the rooftop garden will cascade down.

**AR:** They hear the concerns and take it back to the client. The hours are negotiable.

**SH:** The issue is incredible sound pollution. Not concerned with it not being used. Concerned with the noise level. Hears clubs four to six blocks away.

**AR:** There is a solid structure on the back of the hotel that will block. To correct the record. There is no intention to have a night club. They have people who will be sleeping and it behooves them.

**SH:** Will the rooftop be open to the public?

**AR:** Yes

**Chair:** At Wilcox, the sidewalk and street drop, cave in. After '94 earthquake and underground stream flooded the Pacific Theatre.

**AR:** Have an entire geotechnical report. Did borings and stereotrophic photography.

**Chair:** State says they need trenching is the best. The City has final say, but...

**SH:** The City said there was no risk of earthquake at apartments at Vine. Walking down Wilcox, traffic blocked up half a block South on Franklin. RE: Alcohol, Chief Beck wrote a letter warning of the proliferation of alcohol permits and the City has not listened. It has led to more crime.

**Chair:** The Rusty Mullet went through revocation hearing as did Cashmere. The tide maybe turning.

**Chair:** If there is not setback to the North, the exit will be through another person's property, a gated walkway.

**AR:** The exiting in the hotel would have to have a fire rated corridor inside the Hotel. Compliant with building code.

**Chair:** Concerned with parties going on and bottles being thrown onto the property. Anything happened to the hotel fire wise. The only access for LAFD is through the back.

**AR:** Fire will be the experts.

**Chair:** How many total alcohol permits are concentrated on Applicant's properties?

**AR:** Will get it for you.

**Chair:** What about signage? Is there rooftop Neon. Not rooftop but on facades near the roof. Building identification signage facing the Boulevard.

**AR:** Will only have one license for the Hotel.

**Chair:** 150 rooms or 134?

**AR:** It is 134.

**Chair:** Employee centered project? How many employees and where will they park?

**AR:** Still working on that.

**Chair:** The aesthetic will be changed without a setback since there is nothing there now.

**AR:** Providing landscaping and seating on Hudson side.

**Chair:** Will the trees being removed be replaced and would be willing to plant up Wilcox?

**AR:** Will ask client.

**Chair:** Security lighting

**AR:** Done with.

**Chair:** Ingress and egress visibility with no setbacks will be difficult.

**AR:** Could put reflective mirror.

**Chair:** Could cut back from the street so people driving in and out would see pedestrians.

**AR:** Hearing officer, hearing testimony only. Anticipate planning commission in February.

**AR:** When the State comes out with earthquake faults they are estimates.

**SH:** Asking for 50 more extra guest rooms?

**AR:** Site review for any project with more than 50 guest room additions. Triggered the site review, not additional rooms.

**SH:** Height says 68'.

**Chair:** Because it is residential limited to 45'. If strictly commercial it would be unlimited.

**SH:** You don't have any setbacks.

**AR:** Because the bottom floor is commercial, no setbacks for first 18 feet. But the hotel needs setbacks on the other floors where the lodging is.

**SH:** One alcohol license?

**AR:** Not sure if the full line license will extend to the roof. Looking at this as a one operator hotel. The restaurant would operate the rooftop.

**SH:** Intelligible.

**SH:** Clarification, the developer will not be the operator.

**AR:** Correct.

**SH:** Can take client that community wants a document hotel has to operate the restaurant.

**Chair:** Minibars?

**AR:** Not determined yet.

**Chair:** Can't vote because there was too much information. Would the representatives be able to come back?

**AR:** Would try.

**SH:** Is there any food on the rooftop?

**AR:** No plan at this time for food on the rooftop?

**Chair:** Behind Hudson is a property that has residential for mentally challenged citizens. Developer may want to reach out to that industry.

**AR:** Will do their best to lessen the burden.

**Chair:** To summarize the concerns: Height with residential, the aesthetic moving in and out of the residential neighborhood; traffic on Wilcox; Design quality reflecting Hollywood; and noise from the rooftop.

**SH:** They need a zone change for the rooftop garden.

**AR:** There is a memo from Planning in regards to the rezoning for open air between C2 and C4.

**SH:** Is the Whiskey going to be the name?

**AR:** Name has yet to be determined. Depends on the operator.

**SH:** If you are not the operator, how can you determine the rooftop bar won't operate on the hours given?

**AR:** The license has hours stipulated. The conditions are copied. The LAPD will enforce.

**SH:** The City Attorney isn't enforcing.

**SH:** The City can't determine when they stop serving. But can when they close.

**Chair:** Didn't mention but when subway was being built, Hollywood dropped nine inches. So, it would behoove applicant to be careful.

**SH:** Any reason you could have a patio but not a bar.

**AR:** Will ask applicant. It is making things feasible. Wanted some activity. No people to go up. Ability to enjoy looking out.

**No vote was taken.**

#### **IV. Area 3 Support**

**A. Area 64 Permit Parking:** Discussion on actions needed to establish more permit parking street signs for Area 64 within Area 3 boundaries (South of Franklin Ave, North of Hollywood Blvd, East of Cahuenga, West of Highland). .

Item tabled. Will be on next Agenda.

**B. Yucca Community Center:** Discussion of monetary support for Yucca Community Center's Holiday Program.

**Motion:** That the Board of the Hollywood Hills West Neighborhood Council approve monetary support up to \$300 to be used for refreshments, decorations, stocking stuffers and paper plates and utensils.

Motion passed: 7 Yes / 0 No.

#### **V. Old Business; New Business: None**

- VI. Public Comments:** comments from the public on agenda items and non-agenda items within the Committee's subject matter jurisdiction. None
- VII. Decision on next meeting date(s)** Not decided
- VIII. Adjournment:** 7:55 PM

The quorum for the Hollywood Hills West Neighborhood Council committees is five (5). The public is requested to fill out a "Speaker Card" to address the Committee(s) on any item of the agenda prior to the Board taking action on an item. Public comments on agenda items will be heard when the item is considered. Comments from the public on non-agenda and agenda items are heard during the Public Comment Period and, within the discretion of the presiding officer of the Committee(s), when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Committee's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker unless waived by the presiding officer of the Committee(s). Agenda is posted for public review: on bulletin boards at: the Las Palmas Senior Center, 1820 Las Palmas Ave. Los Angeles, 90028; the Yucca Community Center, 6671 Yucca St., Hollywood, CA 90028, and electronically on the Hollywood Hills West Neighborhood Council website [www.hhwnc.org](http://www.hhwnc.org) and on the Department Of Neighborhood Empowerment ([www.lacityneighborhoods.com](http://www.lacityneighborhoods.com)) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Kathy Banuelos at [Secretary@HHWNC.org](mailto:Secretary@HHWNC.org). As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days (72 hours) prior to the meeting you wish to attend by contacting the Neighborhood Council Project Coordinator at 213-485-1360 or e-mail to [lorenzo.briceno@lacity.org](mailto:lorenzo.briceno@lacity.org).