

AREA 3 COMMITTEE
Hollywood Hills West Neighborhood Council
November 7, 2016, 6:00 PM
Yucca Community Center, 6671 Yucca St, Los Angeles, CA 90028

MINUTES

- I. **Call to order 6:00 PM**, 14 in attendance
- II. **Approval of August 25, 2016 minutes:** Approved - 6 Yes / 0 No
- III. **Area 3 Planning and Land Use**

1770 N Highland Ave - Planning Dept. # ENV-2016-3721-EAF. Applicant seeks a Conditional Use Permit per LAMC 12.24 W27 to allow a 2,400 square foot proposed 7-Eleven convenience market to maintain 24-hour operation within a commercial corner/mini shopping center all within the c4-2d-sn zone.

Owner/Applicant filed an application requesting 24 hours. It will be a dry (no liquor) store. Because of this, to be successful store has to operate 24 hours. **Owner** believes it is a great location for 7-Eleven. A lot of effort taking the neighborhood into consideration, that is why it will be dry, 2400 square feet focusing on fresh foods, more grocery items. The new design will also have vitamins and things you can choose.

Liquor store in mall is owned by a police officer.

Applicant is hearing from community is to put more food items into the store. More pedestrian friendly. Looking to capture pedestrian and local traffic. People do not go out of their way. Sandwiches turn over every 24 hours. Salad, sushi. When neighborhoods would like to see other items, the will try to accommodate.

Board member; The application includes 24 hours. How do **Stakeholders** feel about 24 hour operation? The store is opening dry, but will it stay dry? The third issue: is their enough parking? People don't linger at 7-Eleven. It is isolated without parking.

Applicant's Representative: Applicant will have to come through the NC again to petition to sell alcohol.

Board member: There is a history in Area 3 of restaurateur not doing what they wanted to do and changing the façade from family to adult bar.

Applicant's Representative: 24 hours is a must. If you get store eligible, the other stores may have to.

Applicant's Representative: The **Owners** have to come back. The variance goes with the parcel not the whole project. The Donut Shop is operating late without permission. You see police officers there because the liquor store is owned by an officer.

Stakeholder: On the plan it says "Beer and Wine."

Applicant's Representative: The application is for dry.

Stakeholder: Grocery store, will this be touristy like the last?

Owner: Newly designed coffee urns will be put in place – can make money from the coffee bar

Board member: Where can we find these new ones? The glass urns are no longer?

Owner: The goal is to change to 200.

Board member: So more like AM/PM?

Stakeholder: the **Owner** of the liquor store is happy you are dry?

Applicant's Representative: yes.

Committee Chair: This is a template? Floor plan?

Applicant's Representative: Yes. Our intentions were for beer and wine but when we went into the neighborhood it was taken out.

Stakeholder: Every time he goes into the liquor store it is filled with hotel patrons. Commuting, if you have watched people's traffic pattern driving on Highland, they may not want to turn in.

Applicant's Representative: A lot of stores have Subway. 7-11 does not compete with Subway. Competition is good.

Committee Chair: Speak more on parking, specifically parking spaces in front of 7-11.

Applicant's Representative: Employees will park at Hollywood & Highland. Have to go out to the North. 45 million visit Hollywood & Highland. Nothing open there 24 hours. Hotel night shifts want and need coffee.

Stakeholder: Does the Chevron have a Deli?

Applicant's Representative: Don't know.

Stakeholder: Grocery store nearby has exorbitant prices. How will the pricing be at 7-11?

Applicant's Representative: Set on prices. It comes from corporate.

Owner: Can get same prices everywhere.

Committee Chair: Parking?

Owner: There is a parking time limit. It is in the lease.

Board member: Will you continue to have fresh donuts.

Owner: Yes, fresh 12 kinds.

Board member: Are all deliveries at night?

Committee Chair: Security 24 hours from the get-go requested.

Stakeholder: We have so many nightclubs. They will get rowdy. You need to have somebody carrying a gun. Parking in the community. Tourists, not that much. Might have people who need to buy staples. Walking up Highland.

Applicant's Representative: Clubbers are coming to McDonald's.

Stakeholder: Lives on Franklin Place. Tindhorn Flats struggles to be successful. Looking for things that nice is challenging. 7-Eleven will change traffic pattern.

Stakeholder: I don't think you will be hit by storm, too far for them to walk. You will get people wandering. If you do have security, you have a lot of people hang out that makes it intimidating. Certain insurance policies should be in place.

Applicant's Representative: Cameras cover the whole facility for 24 hours. The job of security is to move them along. Security has IP addresses that the police can hone in on. Will have camera systems.

Stakeholder: What will you do to make people to want to come in.

Board member: None of the stores have restrooms. Will restrooms be open to customers?

Stakeholder: Issue coming from the Starbucks used by homeless.

Owner: Can do a key for restroom.

Board member: Have you reached out to the Jefferson. Have you reached out to Council.

Stakeholder: Had a murder on Whitley Heights. Ryu came with police. Not so much clubbing. What they are getting inundated. Drifters coming into town. More crime in the homeless population. You will be hit. Without the security, it would be a target.

Applicant's Representative: When they see there is a problem, there will be more employees added. And security outside. Stores talk to one another. All stores are online.

Board member: NC mail located in strip mall. The guard is almost useless. Cannot move in that area due to traffic. Your business is in a small mall with constrained settings.

Applicant's Representative: Not doing alcohol. Security Guard will taken. Added personnel in store and able to handle issues at hand. Seven eleven has stores in hard areas. There are old operators with old agreements. New ones now.

Board member: 7-Eleven The space is an odd dead space. If you could not go with a 7-Eleven

Applicant's Representative: To bring in security and security cameras. Not there right now.

Stakeholders: Loiterers? Homeless

Applicant's Representative: They are looking for beer. The store is dry. They will move on.

Stakeholder: They are coming to camp out. When they businesses close the homeless come out. Our concerns less to do with safety, less with alcohol.

Owner: If they are there 24 hours, the homeless will not come to the shopping center. Three guys working in the store. Lights are on and the workers, they will scare the people away..

Stakeholder: Of course, but it is a unique geography. The egress immediately flows into neighborhood. The lingering affect will spread out and around.

Owner: They will come to help the problems.

Board member: Real point, only parking. Not going to tolerate people camping.

Stakeholder: Homeless don't care about parking. They expose themselves. After 11 o' clock, security guard will start walking.

Committee Chair: Unclear. If 7-Eleven is proving a security guard, what is Area 3 asking they provide?

Applicant's Representative: Are you asking us to be a policing organization?

Committee Chair: No we don't want you to become a policing outfit. But we don't want you to become a magnet for problems. We are your eyes and ears on the ground. The homeless can put a tent up on any sidewalk from 9:00 PM - 9:00 AM. There are homeless encampments in near where 7-Eleven will be. Will the Security Guard be inside or outside.

Applicant's Representative: Make sure the property itself is secure. After 11:00 PM start walking.

Board member: What does Subway do for security?

Applicant's Representative: Subway comes to us to find out. Employees are directed and instructed. And a state lead program. Alarm buttons in the pocket. A lot of programs are done in house. 7-Eleven does programs with the community's to help change the area, picking up trash, donations to schools, etc. If they see problems in the environment, someone being attacked.

Committee Chair: Does this answer any **Stakeholder's** disease?

Stakeholder: Don't think we will know until the business is in. There are encampments in that area just this morning. We are expressing concern.

Committee Chair: There are 12 7-Elevens in Hollywood. What are the lessons learned from them. Curson has a high homeless population as well as Cahuenga. Where is trash stored?

Applicant's Representative: Between the Mall and the Apartment building. Trash will be picked up all hours of the day.

Committee Chair: Ingress and Egress to and from that area using automobile.

Board member: At Tinhorn Flats, southbound traffic can make a left.

Committee Chair: With scramble crosswalk being placed, and Franklin & Highland, you're not worried about traffic patterns.

Applicant's Representative: No. Because if they are driving by they will pull in.

Board member: The last stop before the freeway. Interesting location.

Stakeholder: Please have reasonable prices.

No motion. Tabled until PLUM meeting in December.

IV. Area 3 Support

Mutt Mitts: MOTION: That Area 3 ask the full board to approve the expenditure of \$350 for the purpose of buying bags to fill the "Mutt Mitt Station."

Discussion on location (Franklin and Grace). BID operates two others.

Motion seconded. Motion passed.

V. Old Business; New Business:

- a Rusty Mullet – Revocation determination was delivered. Rusty Mullet has posted no dancing signs
- b Secret Restaurant – No determination yet.
- c DASH – still is time to comment before it comes before City Council
- d Proposed hotel at 1717 Wilcox will be presenting at PLUM, and then Area 3 in December
- e Hotel on Cherokee and Sunset has been pulled from the hotline.
- f Property at 1850 Cherokee had transients pulled out.

VI. Public Comments: comments from the public on agenda items and non-agenda items within the Committee's subject matter jurisdiction.

- a Nursery School problems with property on Franklin/ Stakeholder attending meetings. As of Friday morning pushing a 20 ft. wall. Somehow, property owners trying to be interactive. Property owners never knew a nursery school was in the vicinity. Owners are concerned with property. Took billboards down. When main excavation starts they should always have three hoses watering down. The pressure of water coming through didn't have enough force to be a fire hose. The dust has gotten better. Stakeholder sweeps patio every day and it has gotten better. They did get the city to change the routes.
- b Coming up in January, traffic chair wants to come in and talk about hotspots. Area 4 should be included. Please start to think in the next couple of months.
- c Has the illegal dumping outside of Jefferson ceased? Stakeholder - Yes.
- d Has construction ceased on Las Palmas? Unknown. Stakeholder: It has been surprisingly quiet.
- e Any issues coming into the neighborhood? Parking Permit. Short term rentals.

VII. Decision on next meeting date(s): Tuesday, December 6, 2016.

VIII. Adjournment: 7:42 PM