

PLUM Committee meeting on December 8, 2016

Minutes

The meeting began at approximately 6.05 p.m.

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

Fewer than 15 stakeholders were present.

Minutes of prior PLUM Committee meetings held on July 13, 2016 and November 10, 2016, as revised, were approved.

Orrin announced that the PLUM Committee's meetings in early 2017 were scheduled for January 5, February 2, March 7, April 6 and May 4, 2017.

1. 1770 North Highland - proposed 7-Eleven store.

Sherrie Olson lead 7-Eleven's presentation about the proposed store, which would be approximately 2,400 square feet. The strip mall's owner and manager, as well as the 7-Eleven store's future operator, were there.

7-Eleven's presentation focused on how the store would be a good neighbor and a good fit for the neighborhood. 7-Eleven wants to provide fresh food, sandwiches, snacks and coffee at regular everyday prices in Hollywood in a well maintained and safe store. The proposed store would be a dry store; 7-Eleven said that 98% of its stores sell beer, wine and other alcohol.

The shopping center would provide a security guard in the shopping center at night, and 7-Eleven would provide more than 20 security cameras with views of inside and outside the store. 7-Eleven said that LAPD could access all the security cameras if LAPD wished to do so.

Several PLUM committee members and residents in the nearby neighborhood were concerned that (i) the store has insufficient parking because there are only 5 parking spaces for the store and (ii) that providing relief from the commercial corner rules to allow the store operate on a 24/7 basis would cause the store parking lot and adjacent areas(s) to become more dangerous. If the commercial corner rules continue to apply, the proposed 7-Eleven would be required to close by 11 p.m., and it could not reopen until 7 a.m. or later. Essentially, the PLUM committee members' and residents' concerns were that the proposed 24/7 store operation would adversely impact the neighborhood, and, especially, the neighboring apartment buildings' residents.

Orrin mentioned that he had asked at the prior Area 3 Committee meeting for 7-Eleven and the store operator notify the nearby buildings' managers and ask them to provide their views at this PLUM Committee meeting. When asked if that had been done, the future store operator said that they would provide notice when the public notice for the upcoming hearing would require it.

The PLUM Committee was unable to decide whether to support or oppose 7-Eleven's request for relief from the commercial corner rules. The committee decided to bring this proposed 7-Eleven back for further discussion at the committee's January, 2017 meeting. The PLUM Committee also asked 7-Eleven to outreach to the neighboring apartment buildings' managers in advance of the committee's January meeting.

## 2. Mulholland Specific Plan cases.

There was a discussion about how the Mulholland Design Review Board had not been reviewing, and how some board members were exempting, basement space(s) in proposed projects from being reviewed by the MDRB for purposes of (i) reviewing proposed projects designs, and (ii) proposed project's comparability with existing homes in the nearby neighborhood(s).

The discussion reviewed the provisions in the Mulholland Specific Plan as well as the Mulholland Design and Preservation Guidelines.

Mitch Menzer explained how the Mulholland Specific Plan was unique among the City's almost 50 specific plans in the scope of the review required for proposed projects as well as the limitations which the Mulholland Specific Plan imposes.

Orrin explained how the "project" definition in the Mulholland Specific Plan actually includes all structures and changes of use, including basements, except for any interior remodeling. He explained how MDRB board members either were not understanding their duties to review and apply the Mulholland Specific Plan to basement spaces in proposed projects, or were trying to invent their own "exemption".

Joan Cashel explained how the MDRB had mis-calculated the grading amounts needed to put basements totally underground at the MDRB's meeting on July 28, 2016.

The discussion's participants discussed attending the MDRB's December 15, 2016 meeting to discuss the issue(s) with the MDRB.

The meeting was adjourned at 7:55 p.m.