

# CITY OF LOS ANGELES

CALIFORNIA

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## HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

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## HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

### PLUM COMMITTEE MEETING

July 6, 2017

6:00 PM

Will and Ariel Durant Library Branch  
7140 Sunset Blvd, Los Angeles, CA 90046

**Directions:** East of N. Fairfax Ave and West of N. La Brea Ave on Sunset Blvd. Building is ADA accessible and free parking is available behind the building.

HHWNC's PLUM committee meeting will be held in the library's community room, which is just off the lobby entrance. The meeting will start at 6 p.m. The meeting will be over at or before 8 p.m.

The PLUM committee consists of HHWNC's 1st vice president, and the chairs of the following issue committees: transportation, business, infrastructure, housing and environment. In addition, the area chair for any agenda item's site will have a vote on the PLUM committee for that agenda item. Four of the committee members must be present in order to establish a quorum to take any votes on agenda items.

The public is encouraged to attend and make public comments, but does not get to vote on agenda items. The public is requested to fill out a "Speaker Card" to address the committee on any item on the agenda prior to the committee taking action on an item. Public comments on agenda items will be heard when the item is considered. Comments from the public on nonagenda items within the committee's subject matter jurisdiction will be heard during the public comment period for non-agenda items and, within the discretion of the committee's presiding chair, when other agenda items are being considered. Public comment is limited to two (2) minutes per speaker unless waived by the presiding chair of the committee.

Agenda items may be taken out of order. Motions may be taken on any agenda item. Any action taken would then be referred to the Hollywood Hills West Neighborhood Council's board (as a recommendation) for further consideration and action.

The library is located at the intersection of Sunset Blvd. and Detroit, which runs south from Sunset Blvd. Free parking is available in the library's parking lot, which is entered from Detroit. The library is ADA accessible. If anyone has any disability related concerns, please email [vicepresident@hhwnc.org](mailto:vicepresident@hhwnc.org) for assistance ahead of the meeting.

**THE AMERICAN WITH DISABILITIES ACT** – 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 accommodations 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 3 business days (72 hours) prior to the meeting you wish to attend by contacting our

neighborhood council's coordinator, Lorenzo Briceno at (213) 978-1551 or email to [Lorenzo.Briceno@lacity.org](mailto:Lorenzo.Briceno@lacity.org)

**PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [www.hhwnc.org](http://www.hhwnc.org) 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 Orrin Feldman, Board Vice President, at [vicepresident@hhwnc.org](mailto:vicepresident@hhwnc.org).

**ALL ITEMS LISTED ON THIS AGENDA ARE SUBJECT TO:  
POSSIBLE ACTION, INCLUDING A BOARD MOTION AND  
VOTING ON THE MOTION.**

**AGENDA**

1. Welcome, general comments and chairman's report on some recent cases.
2. Consider approving draft minutes of prior meetings held on April 6, May 4 and June 1, 2017.
3. **2252 Laurel Canyon Boulevard**

This is a continuation of a discussion at the PLUM committee's meeting on June 1, 2017, with regard to an application from William Rogers, who owns the property, to the City's Planning Department for several variances in order to legalize various problems with regard to the existing single family house and detached garage on the site.

The Planning Department's case no. is ZA-201701775-ZV-ZAD-ZAA. The CA CEQA no. is ENV-2017-1776-CE.

4. **1719 Whitley Avenue**

Matthew Hayden, the owner's representative, has asked to give the PLUM committee an updated status report on the proposed project for 1715 Whitley Avenue, which is in HHWNC's Area 3 and City Council District 13. The property consists of six multifamily buildings, which include 40 apartments. The property's owner has asked the City's Planning Department for permission to demolish the buildings and build a new 10-story hotel. The Planning Department's case no. is DIR-2016-4920.

5. **1920 Whitley Avenue**

Brian Prince of BDOG Inc. owns the property, and has applied to the City's Planning Department for permission to demolish an existing building there. He's asking for approval to build a 4-story, 19 unit apartment building. The new building would have 10 one bedroom units and 9 two bedroom units. Thirty car parking spaces would be provided below grade. An off-menu density bonus is being elected. 4,900 cubic yards would be cut and exported.

The Planning Department's case no. is CPC-2017-1073. The CA CEQA no. is ENV-2017-1074-EAF. The applicant is claiming that the proposed project should be exempt from CA CEQA review.

6. **6675 Hollywood Boulevard**

812 La Cienega Partners has applied for permission to use the Vogue Theater site for Screenbid as a seller of certified authentic screen-used Hollywood memorabilia and collectives. It would operate a

mixed use restaurant and auction show room on the site. The application includes a request for permission to sell a full line of alcoholic beverage for on site consumption in a cafe area with 46 seats inside and 38 exterior seats in an uncovered dining patio. The proposed hours of operation would be from 6 a.m. to 2 a.m. daily.

The Planning Department's case no. is ZA 2017-1674-CUB.

Nick Leathers of the Elizabeth Peterson Group is expected to lead the presentation.

## **7. Hollywood & Wilcox**

6430-6440 Hollywood Blvd. AND 1624-1648 N. Wilcox - is a large proposed project on the south side of Hollywood Blvd. It is in the Central Hollywood Neighborhood Council's area, rather than in HHWNC's area.

The LeFrak Organization has applied to the City's Planning Department for permission to allow for a mixed use development which would include 278,892 square feet of new development. The development would include 260 residential units, 17,800 square feet of commercial space, and be as high as 160 feet. The application includes requests for three new conditional use permits to sell alcohol in three separate establishments.

The LeFrak Organization is asking to increase the permitted floor area ration (FAR), which ordinarily would be 2: 1 to 4.5:1.

The proposed project also includes the rehabilitation of the historic Attie Building, which would be incorporated into the development.

The Planning Department's case no. is CPC-2016—3176-VZC-HD-CU-MCUP-SPR. The CA CEQA no. is ENV-2016-3177-EIR.

Renee Schillaci, who is The LeFrak Organization's representative, is expected to lead the presentation.

7. Public comments on non-agendized items.

8. Adjournment.