

CITY OF LOS ANGELES

CALIFORNIA

HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL OFFICERS

PRESIDENT
ANASTASIA MANN

FIRST VICE-PRESIDENT
ORRIN FELDMAN

SECOND VICE PRESIDENT
JANE CROCKETT

SECRETARY
KATHY BANUELOS

TREASURER
MICHAEL P. MEYER



HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

C/O Department of Neighborhood
Empowerment
3516 N. Broadway
Los Angeles, CA 90031

TELEPHONE: (213) 485-1588
FAX: (213) 485-1836
Toll Free 1 (866) LA HELPS

<http://www.hhwnc.org/>

HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

PLUM COMMITTEE MEETING

September 7, 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 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

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 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.

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

AGENDA

1. Welcome and general comments

2. 6669 - 6677 Hollywood Boulevard - is the Vogue Theater site.

On August 23, 2017, Zoning Administrator Henry Chu held a public hearing at Los Angeles City Hall to consider an application from 812 La Cienega Partners to use the Vogue Theater site for a mixed use project. The City's Planning Department case no. is ZA-2017-1674-CUB.

Screenbid is an auction business selling certified authentic screen used Hollywood memorabilia and collectibles. Screenbid would have offices, storage space and a gallery of items coming up on Screenbid's on-line auctions, at the Vogue Theater. The gallery would allow restaurant customers to look at some of the auction items through windows inside the restaurant which would look into the gallery. Screenbid holds all of Screenbid's auctions on-line. Screenbid would not be holding any live on-site auctions.

Freddy Braidy and 812 La Cienega Partners want to operate a 49 seat restaurant at (and in) the theater. Mr. Braidy and 812 La Cienega Partners have asked the City to approve their application for a conditional use permit so that the restaurant could serve a full line of alcoholic beverages for on-site consumption. They've proposed that the restaurant's hours of operation would be from 6 a.m. to 2 a.m. daily.

The application asked also for permission to have 38 seats outside the theater in an uncovered dining patio. However, it seems that the patio area may be used (in whole or in substantial part) for a loading dock. Screenbid would like to get its auction items into and out of Screenbid's storage and gallery space at the theater without having to load in and out from Hollywood Boulevard.

At the hearing, the applicants also asked the City's Planning Department for permission and approval to hold special events until 2 am at the theater.

Elizabeth Peterson, the applicants' representative, mentioned that Screenbid's "studio partners" might well want to hold "wrap" parties at the theater, and especially if there was an auction relating to their show(s), It would be helpful to have additional information to understand how the wrap parties would work and relate to Screenbid's auctions if the auctions were being conducted entirely on line. It also wasn't clear whether the studio partners were equity partners in 812 La Cienega Partners or Screenbid,

or merely sellers and consignors of auction items to Screenbid.

The identity of 812 La Cienega Partners's partners wasn't clear. It was mentioned that the partners and the partnership include people who have major roles at The Chinese Theater and Yamashiro's, but their identities weren't disclosed. Their other current and past operations in Hollywood weren't described. Because the Vogue Theater site's operation had significant problems a few years ago, there is interest in knowing who will be the investors, the owners, the operators and the managers before any conditional use permits are approved.

At the hearing, and with consent of everyone there, including Council District 13's Dan Halden, CD 13's field deputy for Hollywood, Zoning Administrator Chu decided to hold the case file open for 30 days so that (i) Mr. Braidy, 812 La Cienega Partners and Screened could have an additional opportunity to present their proposed project(s) to the community and try to resolve any concerns, and (ii) to allow Hollywood Hills West Neighborhood Council to consider the application and submit a comment letter to the City's Planning Department.

The purpose of this PLUM Committee meeting will be hear to their presentation(s), ask questions, listen to public comments, and make recommendations to the HHWNC Board for it's upcoming meeting on September 19, 2017.

The Elizabeth Peterson Group represents Mr. Braidy and 812 La Cienega Partners. Ms. Peterson and Nick Leathers have been invited to lead the applicants' presentation.

3. Public comments on non-agendized items.

4. Adjournment.