

Minutes for HHWNC PLUM Committee meeting on December 2, 2019

PLUM Committee members Orrin Feldman, Danielle Mead, Oren Katz, Luminita Roman, Jeff Straebler and Barbara Witkin were present.

Brian Dyer, HHWNC's Area 3 Chair, was present to participate as a committee member with regard to 6667 W. Hollywood Boulevard. Lincoln Williamson, HHWNC's Area 7 Chair, was present to participate as a committee member with regard to 8150 W. Sunset Boulevard.

The meeting got underway at approximately 6:05 p.m.. A sufficient number of committee members were present to establish a quorum.

Approximately 15 people attended the meeting.

The draft minutes of the committee's prior meeting held on November 4, 2019, were discussed. A motion to approve the draft meeting minutes, as revised, was approved by a vote of 5 to 0.

1. (i) The recently recirculated provision in the Hollywood Community Plan Update's Draft Environmental Report (DEIR) and (i) transit oriented corridor development rules, guidelines and incentives.

Haydee Urita-Lopez and Sophia Kim explained why the City's Planning Department recirculated DEIR provisions with regard to the criteria for evaluating proposed projects' transportation impacts, how proposed projects' construction impacts on air quality would be evaluated, and how the City provides emergency services to the Hollywood community.

They also explained that the next release in the Hollywood Community Plan update process would be likely to be in 2020. The next release would be likely to include more detailed information about the Hollywood Community Plan's Implementation Overlay (CPIO), which would provide detailed information about historical preservation, affordable housing and pedestrian oriented design requirements.

In the discussion which followed, they took questions from the committee and stakeholders present, and explained how the transit oriented corridor development rules, guidelines and incentives might work in tandem with the Hollywood Community Plan update's provisions, including the CPIO.

2. 6667 W. Hollywood Blvd. — is the site of Musso & Frank's restaurant.

Mark Echeverria, the restaurant's proprietor, and Dafne Gocken, the restaurant's representative, explained that the restaurant was expanding into an adjacent space, and asking the City's Planning Department to extend the restaurant's status as "a deemed to be approved" provider of alcoholic beverages for on site consumption to the new additional space. The restaurant also was asking the Planning Department to waive the requirement for a public hearing on the restaurant's application.

Following a discussion, the committee voted (7 to 0) to recommend to HHWNC's Board that the HHWNC support the restaurant's application to be allowed to sell a full line of alcohol for on-site consumption in the "new" restaurant space, and to waive the public hearing requirement.

3. 1724 - 1744 N. Highland Avenue — is the site of a mixed use building now called Urban Redwood, which previously was The Jefferson. The site is in HHWNC's Area 3 and City Council District 13.

Christine Rivera, the building's representative, presented the building's proposal to turn the now vacant retail space on the building's ground floor into three restaurants with indoor seating and outdoor dining spaces.....along both Highland Avenue and Yucca Street. The proposed hours of operation would be from 6 a.m. to 2 a.m. daily.

The committee members and stakeholders present were concerned about the gas explosion which had occurred at the site some years ago when the Tin Horn Flats bar and grill operated in a portion of the ground floor. The committee members and stakeholders also were concerned about how the residential tenants on the building's upper floors AND the neighbors in nearby buildings would be able to sleep if the outdoor dining spaces were to operate to 2 a.m.

Oren Katz questioned what benefits this application would bring to the community inasmuch as this part of Hollywood already has some of the State's highest number and density of alcohol providers.

LAPD's Senior Lead Officer Ben Thompson also voiced concern(s).

Following the discussion, the committee voted (7 to 0) to recommend to HWHNC's Board that HHWNC should not support and oppose the application as it had been presented.

Ms. Rivera mentioned that the Planning Department had set a tentative hearing date of February 19, 2020, to consider the application. The committee invited her to return with the owners and/or managers of Urban Redwood to continue the discussion(s).

4. 7865 W. Sunset Blvd. — is the Mobil gas station and convenience store. The site is in HHWNC's Area 7 and City Council District 4.

Following a brief discussion of Sunset Fairfax Oil, LLC's application, as the gas station owner, to ask the City's Planning Department for approval to sell beer and wine for off-site consumption at the gas station's convenience store up until 11 a.m. daily, the committee voted (7 to 0) to recommend to HHWNC's Board that HHWNC not support and oppose the application.

There as a consensus that the Sunset Blvd./Fairfax Avenue intersection already was over-saturated with alcohol sales for off site consumption by a liquor store, a gourmet food store, another gas station and a big retail drug store, and that another vendor would not provide any community benefit.

5. The meeting adjourned at approximately 7:50 p.m.