



Adopted Board Meeting Minutes  
February 23, 2009  
6501 Fountain Avenue at Wilcox  
Los Angeles, California 90028

**1. CALL TO ORDER AND ROLL CALL**

Debbie Wehbe called the meeting to order at 6:20 pm. Board members present: Laurie Goldman, David Carrera, Debbie Wehbe, Jacques Massachi, and Alwin Sumirat.

Debbie Wehbe left the meeting momentarily; David Carrera took on the presiding role.

**2. MINUTES REVIEW AND APPROVAL – JANUARY 2009**

Lucille Saunders clarified her statement at the January 2009 meeting regarding a signage moratorium imposed by the Central Planning Commission “two months ago” by stating that a three month moratorium had been imposed by the Los Angeles City Council in December 2008 and that her intent had been to summarize the CPC discussion.

**Laurie Goldman moved to approve the Minutes for January 2009, with the clarification noted by Lucille Saunders; seconded by Jacques Massachi.**

**Vote: Unanimous in favor.**

**3. REPORTS/COMMENTS FROM ANY GOVERNMENT REPRESENTATIVES IN ATTENDANCE**

Sharon Shapiro, representing Councilman Tom LaBonge (CD4), stood in for Stacy Marble, and reported on the February 19th third Schools Collaborative at which Los Angeles Unified School District Superintendent Ramon Cortines was the featured speaker. Ms. Shapiro reported that proposed amendments for the Hollywood Sign District would be discussed at the City’s next PLUM Committee meeting, and that CD 13 had recently submitted a motion requesting extension of the signage moratorium. On behalf of Councilman LaBonge, Ms. Shapiro extended an invitation to stakeholders to attend Griffith Park Recovery Hikes scheduled for the second Saturday of the month.

Helen Leung, representing CD 13 and Council President Eric Garcetti, provided copies of the CD13 monthly report as well as flyers for the February 28<sup>th</sup> Fountain Community Garden Work Day. Ms. Leung encouraged

stakeholders to participate in the community work day and invited interested stakeholders to become part of the steering committee. The garden is planned to be open within the next month. Ms. Leung discussed recently released work orders for changes to signage, and stated that the signs to be put into place by March or April 2009. Regarding Highland medians, authorization for CD13's contribution has cleared, that final plan check fees are forthcoming and that funding is still being sought. Ms. Leung stated that CHNC support for the project should be reported to the CRA Board. Ms. Leung reminded stakeholders of the benefits of the Navigate Hollywood website; she thanked stakeholders for attendance at Government 101 and asked for suggestions regarding future workshops.

Mark Lewis, DONE Representative, encouraged Board members to contact him with questions, provided his mobile phone contact information 323 867 4937, discussed the recent Mayors Budget day at which Scott Bitoff and Vincent Autiero were chosen as advocates from the Hollywood area. There will be a press conference on March 4<sup>th</sup> and on March 16 the advocates will meet with the Mayor. Laurie Goldman asked Mr. Lewis to assist with outreach to the Budget Representatives if needed.

Fabiola Vilchez introduced herself and described her activities as recently-appointed Central Area Director, Mayor's Office, and offered assistance with regard to navigating the Mayor's office and stakeholder issues that may arise. Ms. Vilchez provided her contact information.

**4. PUBLIC COMMENT ON ITEMS NOT ON AGENDA WITHIN THE BOARD'S SUBJECT MATTER JURISDICTION**

Lucile Saunders, representing Melrose Neighborhood Association, introduced herself, provided copies of her organization's newsletter, and discussed the articles contained in the newsletter.

Dege Contee, representing the Medical Cannabis Task Force, discussed medical cannabis issues in Los Angeles and offered her assistance with regard to medical marijuana issues. Jacques Massachi remarked that obtaining a CUP is more difficult than obtaining a permit for marijuana. Ms. Contee stated that her role is one of advocacy, not dispensing marijuana.

Debbie Wehbe took over the presiding role.

**5. PRESENTATIONS**

**a. Guinness World Record Museum signage. LED signs proposed.**

*Debbie Wehbe moved to recommend that the CHNC Board support the conversion of the Guinness World Record museum marquee to LED format advertising for Guinness, and any Hollywood tourism entity; seconded by David Carrera.*

*Motion – to write a letter of support stating the motion from PLUM should the board support it.*

Dave Hargis summarized the presentation made to the PLUM Committee regarding the proposed replacement of old signage that is not working properly, and stated that a letter of support is being requested. Debbie Wehbe reported that it was disclosed during the CHNC PLUM Committee presentation that the historic portion of the marquee is not being touched and that the Hollywood Arts Council has no issue with the proposed changes. Mr. Hargis discussed the steps that remain to be taken and stated the intent to keep the community aware of what is being done. Mr. Hargis remarked that 40% of existing LA signage is illegal under current ordinances. Ms. Wehbe discussed the PLUM Committee's decision to support the proposed changes and noted the third generation of the Sundher family's continued commitment support for the Hollywood community. There was discussion of the Guinness museum partnering with other Hollywood tourism entities that will be advertised on the proposed signage.

Jacques Massachi moved to authorize a letter of support to be written for the Guinness World Record Museum's proposed signage changes; seconded by Laurie Goldman.

Lucille Saunders asked what would happen if signage ordinance changes; Dave Hargis reported that the new ordinance would not affect the proposed signage. Debbie Wehbe reported that her review of the draft ordinance did not indicate that signage of the nature being discussed would be affected.

**VOTE: Unanimous in favor.**

**b. The Corner Café, just south of The Corner Diner at 1156 N. Highland Ave. LA 90038**

*David Carrera moved to recommend that the CHNC Board support the Corner Café and its expansion plans, and its new CUP for a Type 47 license, pending acceptance of the CHNC volunteered conditions; seconded by Scott Campbell. VOTE: Unanimous in favor; the motion passed.*

*Motion – accept PLUM recommendation and to write a letter of support to include 24 hour operation.*

It was determined that a quorum of the CHNC Board was not available; a special meeting will be scheduled for Thursday, February 26, 2009 at 10am to discuss this issue.

- c. CUP for CIM Group for the Sunset and Vine building.** Request is beer and wine. No operator as yet for the space. ZA held the case open through 2-23-09 for stakeholder and board opinion.

Motion: accept the volunteered conditions presented at the hearing by CIM representative. Take a position of support or no position.

Debbie Wehbe reported having attended the CUP hearing for this project, gave background and history on the project to date, noted that CIM's prospective tenant was unable to carry through on the terms of its tenancy, and discussed considerations raised by CHNC PLUM committee members. Laurie Goldman asked for the name of the ZA Hearing Officer. Ms. Wehbe introduced Mark Brown and stated that he should be able to provide further information.

Mark Brown, of Brown/Meshul Incorporated, land use consultant representing the CIM Group, referred to the recent hearing conducted by Associate Zoning Administrator Albert Landini, provided copies of a list of volunteered conditions, described the proposed restaurant operation (10 am to midnight, with alcohol served from 11 am to 11:30 pm), and stated that the proposed operation will contribute to the intended vertical neighborhood). Mr. Brown reiterated that the ZA hearing was held open to allow CHNC input, and requested support from CHNC Board.

Debbie Wehbe stated that the CHNC PLUM had originally considered opposing CIM's application because insufficient time had been provided and because of CIM's actions with reference to the Hollywood community, and discussed the items considered before arriving at the conclusion that no recommendation be provided to the CHNC Board.

Laurie Goldman asked about parking; Mark Brown stated that 90 parking spaces are provided for residential, and 50 parking spaces for 10,000 sf of retail. The proposed restaurant has 3800 sf; Mr. Brown assured Ms. Goldman that the retail space will be community serving. Debbie Wehbe remarked that stakeholders attending the PLUM Committee spoke in favor of an additional restaurant; Ms. Wehbe discussed concerns regarding the CIM Group's policies regarding signage in the community. Ms. Goldman asked why CIM had not sought CHNC approval in a timely fashion; Mr.

Brown advised that he become involved with CIM on this issue recently, and had informed the CIM representative of the need to request CHNC support.

Jacques Massachi moved to support the CUP application for beer and wine by the CIM Group; seconded by Laurie Goldman

David Carrera stated the reasons for his preference to not oppose CIM Group because of the company's stance on signage and stated that CIM has not shown itself to be a good neighbor. There was discussion of the effect CIM's signage policy has had. Lucille Saunders stated her agreement with Mr. Carrera, Roman stated he did not disagree, as did Jacques Massachi. Debbie Wehbe stated that support for CIM is not the message she would prefer CHNC to provide.

**Jacques Massachi moved to not oppose the CUP application for beer and wine by the CIM Group; seconded by Laurie Goldman,**

**VOTE: Unanimous in favor.**

**d. Requests for Funding:**

**i. Hollywood Farmers Market, Signage Project**

Debbie Wehbe discussed the CHNC position to support the Hollywood Farmers Market with regard to definition of its boundaries. Alexandra Adajanian summarized information presented in a letter to CHNC, copies of which were provided to Board members, that explained the need to obtain matching funds to ensure completion of a signage project in the short amount of time remaining and noted benefits to the Hollywood community. Ms. Wehbe expressed concern about Ms. Adajanian's statement that CRA had requested assistance from the Farmers Market in the form of funding. Laurie Goldman advised of the Hollywood BID signage beautification on Ivar. Ms. Goldman then asked about the funding being requested, asked if other Hollywood NCs have been approached and suggested that CHNC funding assistance be based on assistance received from other agencies and community groups. There was discussion about how best to proceed.

**Laurie Goldman moved that the CHNC support the Farmers Market Signage project, with the caveat that CHNC receive recognition for any monetary support; seconded by Jacques Massachi.**

A stakeholder suggested that stakeholders be asked for assistance as well.

**VOTE: Unanimous in favor. The motion passed.**

ii. Enrique Noguera Educational Garden –

Steven Bloodworth thanked CHNC for support for other community beautification projects sponsored by the Hollywood School House, discussed what has been done recently at the Noguera Gardens, and referred to plans previously made for the installation of solar paneling and to hook up the panels to the grid. Mr. Bloodworth presented copies of a proposal outlining the work to be done, and requested funding assistance from CHNC.

Jacques Massachi asked if the garden gets enough sunlight to support the proposed solar paneling and was told that it does. Mr. Massachi asked who from the Hollywood School House will do the gardening. Steven Bloodworth explained how the different components of the workforce (students, parents and stakeholders) will work together. Mr. Massachi asked if the former head gardener will continue in that role and was told that is not the case. Mr. Bloodworth stated discussion is taking place with HBT regarding “heavy-duty” maintenance. Mr. Massachi stated that he supported the proposed project and asked if Hollywood School House has plans to plant more trees in the community; Mr. Bloodworth asked for suggestions. Responding to Laurie Goldman’s question, Ms. Wehbe stated that \$20,000 remains unallocated.

**Laurie Goldman moved to support the proposed enhancements, up to \$3000, seconded by David Carrera.**

**Vote: Unanimous in favor.**

**6. CITY OF LOS ANGELES SIGNAGE ORDINANCE DRAFT PROPOSED BY PLANNING COMMISSION; HOLLYWOOD SIGNAGE DISTRICT ORDINANCE AMENDMENT - DISCUSSION AND AD HOC COMMITTEE FORMATION**

**Motion** to submit testimony from CHNC to Planning Commission

Debbie Wehbe provided a summary of the present situation regarding signage in Hollywood and in Los Angeles, noted the question raised why Hollywood has its own signage district and called for formation of a committee to review this issue. Laurie Goldman’s précis—the 21 years late Urban Design guidelines, the Hollywood Heritage lawsuit, the fact that the Community Plan is not being coordinated with the Urban Design guidelines, the work currently being undertaken by the City that has no relation to Hollywood Urban Design guidelines—provided the basis for her concern

about this issue; Ms. Goldman volunteered to be part of the committee. Ms. Wehbe discussed the need for the Board to take a position. There were varying viewpoints presented by meeting attendees on this issue. Ms. Wehbe summed up the rationale for further review of the signage issue. Ms. Wehbe encouraged any interested stakeholders to take part. Devin Streeter volunteered as well.

## **7. CRA TOUR OF HOLLYWOOD PROJECTS**

(Taken out of order) Jacques Massachi complemented the recent well-organized, informative tour of Hollywood CRA projects, and mentioned some of the items he found to be of value in the presentation.

## **8. COMMITTEE PRESENTATIONS**

### **Standing Committees/Reports:**

#### Hollywood CPAB Homeless Issues Committee

Laurie Goldman discussed the February 12, 2009 meeting she attended with Scott Campbell, at which Capt. Grimala reported CUP compliance for Hollywood nightclubs is at 97%, discussed goals for 2009, stated that increases in teen homelessness, vandalism and property crimes have been observed in the area around the Hollywood Bowl. The LA Youth Network and PATH are working to change their hours of operation, to be out on the streets between 1am and 4am, in order to interact with young people. Ms. Goldman stated that the police raids two weeks before the homeless count depressed the numbers of homeless people counted and noted that Get Love space on Borden has been lost. Ms. Goldman referred to the amendment proposed by Councilman Bill Rosendahl regarding RV parking and stated that CPAB supports the proposed daytime, community site for homeless citizens and others.

### **Ad Hoc Committees/Reports:**

#### Night Life Issues – Information and Reporting Committee

David Carrera reported having received a complaint regarding Citizen Smith, however, the stakeholder did not respond when Mr. Carrera attempted to get more information.

#### Animal Welfare

Debbie Wehbe reported that a number of vendors have been confirmed for the proposed Pets Fair and Animal Awareness Event tentatively slated for

Saturday, April 4th at the Hollywood Recreation Center. Another possible date is Saturday, April 18<sup>th</sup>. Hollywood United NC has expressed interest in partnering on the event.

#### Hollywood Freeway Central Park

Laurie Goldman touched on plans to apply for AB 31 funding, two \$5 million grants, stated that the recently passed budget allowed for streamlining the process for transportation projects on surplus land (no need for CEQA with EIR), CALTRANS will donate the air rights to the Friends of the Hollywood Cap Park non-profit organization (this would allow a 30 day CEQA review for the park). A meeting will take place on February 27 with Council President Eric Garcetti and the CRA. An MOU is planned for the proposed park, Ms. Goldman then discussed the Cap Park non-profit organization's staffing, discussed funding awarded from CHNC, CRA (\$500,000), CALTRANS (a \$300,000 grant) and thanked CHNC for its advocacy of the park. Debbie Wehbe reported DONE funding requirements. Responding to Jacques Massachi's question, Ms. Goldman discussed timing and prospective construction start dates.

#### Street Closure Committee of CD 13

Debbie Wehbe encouraged stakeholders to check [www.navigatehollywood.com](http://www.navigatehollywood.com). Jacques Massachi stated that the website is not user friendly. Alexandra Adajanian asked how street closure information is obtained.

#### Community Gardens Mansfield Community Garden and Noguera Educational Garden

Jacques Massachi reported Mansfield Garden looks great, and discussed ways to augment the space, because there are more prospective gardeners. This item will be considered for inclusion in next year's budget.

### **9. COMMENT BY BOARD MEMBERS ON ITEMS NOT ON THE AGENDA**

Debbie Wehbe reported on a partnership for athletics between Hollywood YMCA and Selma Elementary that allows YMCA staff to provide physical education with students. This partnership was made possible by David Nicks (sp?)' organization.

There was discussion about the reinstatement of provision of refreshments and timing of the meetings.

### **10. ADJOURNMENT**

Jacques Massachi moved to adjourn; seconded by Laurie Goldman.