



Joint PLUM and Board of Directors Meeting

Monday, December 13, 2010

Hollywood City Hall, Large Conf Room

6501 Fountain Avenue (at Wilcox), Los Angeles, CA 90028

1. CALL TO ORDER

Scott Campbell called the meeting to order at 6:35pm. Board members present: David Ambroz, David Carrera, Grant King, Scott Campbell, and Tricia LaBelle. Absent: Noel Hyun, Laurie Goldman, Alwin Sumirat and Debbie Wehbe.

2. PUBLIC COMMENT

Roman Hyrnizak discussed security issues recently experienced by customers of Constant Contact; Mr. Hyrnizak reiterated his dissatisfaction and concern about CHNC use of Constant Contact. Mr. Hyrnizak advised that he did not receive the December 2010 CHNC Board meeting agenda; he also clarified the genesis of remarks made by Board members David Carrera and Scott Campbell regarding the oversaturation of nightclubs and liquor licenses within the CHNC boundaries. Scott Campbell asserted that no one is removed from CHNC mailing lists unless a specific request to that effect is made and that he did not remove Mr. Hyrnizak.

3. MINUTES REVIEW AND APPROVAL

Postponed

4. REPORTS/COMMENTS FROM GOVERNMENT REPRESENTATIVES IN ATTENDANCE

None present

5. TREASURER'S REPORT

- a. Review and Approval of recent transactions on the purchase card and purchase card statement

Postponed

- b. Funding Status

Scott Campbell advised, in Treasurer Debbie Wehbe's absence, that there is approximately \$42,000 in unallocated funds left in the CHNC budget and that a full accounting will be provided at the next CHNC Board meeting.

6. COMMITTEE REPORTS/PRESENTATIONS

- a. Standing Committees

- i. Planning Committee

Scott Campbell advised that, because of the joint meeting scheduled for December 2010 only, the PLUM Committee members would review planning issues, and that questions from the Board would be entertained subsequent to PLUM review. David Carrera clarified that no PLUM recommendation would be made.

1. **P3, the public- private partnership of the City's parking structures (C.F. 10-0139-S1).** The City's Request for Proposals and Draft Concession and Lease Agreement for Los Angeles' Public Parking Garage System.

David Carrera advised that information provided by Laura Lake, a Westwood resident, had been distributed to the Board and interested stakeholders. Mr. Carrera introduced Ms. Lake, who began by describing parking provisions in her home area, and then discussed the financial effect the P3 proposal will have on businesses in the affected area, noting that 3 of the 9 parking garages being packaged as part of a 50 year lease are located in the Hollywood area. Ms. Lake advised that the Hollywood BID, the Hollywood Chamber of Commerce, Westwood NC, Studio NC and various homeowner groups have voted to oppose P3. Ms. Lake urged CHNC to file a Community Impact Statement in opposition to P3, and to voice that opposition at the City Council meeting on December 14, 2010 and the meeting on December 17, 2010. Responding to Scott Campbell's question, Ms. Lake stated that no other alternative has been proposed or discussed, and advised that very little time remains to lobby against the proposal. An online petition is being circulated, at www.thepetitionsite.com/2/save-broxtown-free-parking; Ms. Lake advised that 1700 signatures have been submitted thus far. Ms. Lake discussed alternative means of generating revenue available to the city of Los Angeles. Oliver Netburn advised of parking meter revenue being lost that he has repeatedly reported and discussed the negative effects a similar proposal had in Chicago. Grant King discussed how Beverly Hills provides parking and generates income to the city. David Ambroz discussed covenanted parking at a lot on Cherokee, and questioned the effect P3 will have on the businesses that have covenants for parking.

David Ambroz moved and resolved the following: that CHNC, along with the Neighborhood Councils and community groups listed in the petition from Westwood, oppose the P-3 public/private partnership for City parking structures, because (a) it is short-sighted budgeting, (b) it puts Hollywood and other communities it impacts at a systematic disadvantage to neighboring cities with subsidized and affordable parking (thereby hurting local businesses), (c) it also hurts businesses that have developed depending on affordable parking, and (d) does not solve long-term parking concerns and needs in Hollywood; seconded by Tricia LaBelle.

Roman Hymnizak explained why he concurred with the position being taken by the CHNC Board. Brian Folb asked Laura Lake to attend the next Sunset/Vine BID meeting.

VOTE: Unanimous in favor.

2. **1605- 1619 Cherokee, CPC-2010-1945-HD-SPR.** New 66-unit affordable housing with associated parking, plus a Height District change from 1XL to 2D and Site Plan Review procedures required for joint Public Private Development in PF zone., Adobe Communities

Holly Benson, Vice President of Housing Development for Abode Communities, introduced herself and her team, Jim Dixon, Lara Regus, and Jim Reese (Craig Lawson Associates); Ms. Benson asked for CHNC support for land use approvals and funding requests to CRA for the subject development. Ms. Benson discussed her firm's mission and purpose. Ms. Benson revealed that a 66 year ground lease was awarded to her firm by LAUSD as a result of an RFP competition; Abode will own the improvements for a limited amount of time per the terms of the partnership. Ms. Benson described the housing to be offered with a preference to area LAUSD employees, and advised of public parking that will be offered at specific times of the day. Ms. Benson described covenants restricting the tenant pool and advised of the intent to gain Silver LEEDS status. Mr. Dixon described the project and the surrounding area in more detail. Ms. Benson stated that support has been obtained from Council President Eric Garcetti's office and referred to discussions that have already taken place with CRA's Kip Rudd. The entitlements being requested are a height district change from 1XL to 2D and a site plan review. The project will be presented to a hearing examiner in January 2011, and to the CPC in February 2011; Financing to be secured by November 2011 includes a CRA loan, Los Angeles Housing Department financing and tax credits. Construction could start as early as December 2011; completion is projected for Summer 2013.

Oliver Netburn asked what purpose the proposed height district change will serve; Jim Dixon advised of the need to make this project consistent with other nearby development and stated the intent to include a 75 foot height limit. The FAR will be limited to 3:1; 6:1 is allowed. Mr. Netburn indicated that the architectural style is not appealing, the project's pedestrian orientation is not strong (there is no strong connection to the sidewalk), noted that the emphasis on stairwells is interesting, however, Mr. Netburn proposed a different orientation. At Scott Campbell's request, a clarification of how the low parking ratio was obtained; Holly Benson stated that the 1:1 parking is appropriate for the project and discussed contingency plans in place. Mr. Campbell advised that a permit parking district is being sought for this area and discussed possible effects. Mr. Campbell commented on the size of the proposed rooftop terrace and advised of resident complaints regarding rooftop parties, noise and areas that encourage offensive use by transients. David Carrera commented that the project as presented evoked a "project" feeling and called for conditions regarding noise that will protect stakeholders' interests.

Tricia LaBelle asked for more specific information regarding the target market and recommended a covenant requiring Abode to advise tenants that the area is a very busy, noisy urban environment. Ms. LaBelle suggested echoing Art Deco elements of nearby structures. Responding to Ms. LaBelle's question, Holly Benson described the parking and egress on Selma; Ms. LaBelle expressed concern about the proposed development reducing the amount of area parking. Grant King advised support of the project but expressed disappointment with the aesthetics. David Ambroz called for architecture that relates to Hollywood, reiterated concerns voiced about noise and advised of the Gay and Lesbian Center's need for housing. Mr. Ambroz commented that donation of a camera feed to LAPD could be appropriate. Mr. Ambroz strongly urged that lighting for the building be directed downward and that the area is not well lit, and suggested that the proposed community room serve the community more directly.

David Carrera asked for more information regarding the proposed development's approval process and was advised that the project has a 3 foot setback. Jim Dixon stated that there will be plenty of time for public input. Mr. Carrera asked for an additional PLUM presentation.

A stakeholder commented on changes that have occurred and reiterated that parking is a crucial issue in Hollywood. Roman Hyrnizak commented that 1:1 is not an appropriate parking ratio for Hollywood.

Oliver Netburn advised that the Hollywood Community Plan is close to being adopted but at this time is a guiding document. Mr. Netburn suggested reducing the proposed development's footprint by 5 feet around the property, providing more landscaping and more relationship of the building to the street, and stated that the CHNC Board could approve additional height in that instance. Mr. Netburn advised of the advantages additional landscaping could provide and made a suggestion regarding pedestrian ingress/egress. Mr. Netburn referred to the 20 day environmental review that is currently underway. David Ambroz was told that the garage exhaust is from the roof.

ii. Public Safety Committee

1. CPAB

Tricia LaBelle reported that a meeting took place with the Hollywood Chamber, Council President Eric Garcetti's office, the Mayor's office and the Planning Department to discuss the simplification of the CUP grant extension process; Ms. LaBelle was advised that CUPs will now be renewed for the full term of the CUP grant unless the location has been a problem, that business owners will be able to request the removal of antiquated conditions, and that both Councilman Tom LaBonge and the Mayor's office support the addition of boilerplate language that provides for the Fire Department to have the final say regarding capacity issues.

iii. Beautification Committee

1. Committee Chair Report

David Ambroz advised 13 stakeholders met to discuss impactful, long-term goals—create temporary parks on sites such as Romaine/Seward; real relation to quality of life issues regarding homelessness; more trash cans with attached containers providing bags for pet waste collection; front porch and business lights. Mr. Ambroz referred to a driving practice area used by 4 Hollywood driving schools; and proposed CHNC support of street tree plantings. Mr. Ambroz proposed a collaborative beautification effort with the BIDs; he stated that the next Beautification Committee meeting will take place on February 13, 2011 and requested CHNC authorization to proceed. Scott Campbell stated that the Beautification Committee is welcome to explore opportunities but that commitments must be approved by the CHNC Board.

David Ambroz advised that he had invited Devin Strecker's replacement to attend the next PLUM meeting to discuss additional Highland Avenue medians.

b. Ad Hoc Committees

i. Web Site update

Scott Campbell provided a brief update in Debbie Wehbe's and Laurie Goldman's absence and advised of the probability that CHNC will no longer use Constant Contact in the near future.

7. PRESENTATIONS/ITEMS FOR DISCUSSION/POSSIBLE MOTION ON EACH:

- a. Hollywood Police Support Association (HPSA). Brian Folb. The Hollywood Police Support Association works with LAPD - Hollywood Division to assist in obtaining items needed by the department that they are unable to acquire with their current budget. LAPD/HPSA has identified a need for a color printer for LAPD - VICE. Retail price varies, \$599 - \$649 + tax/delivery. CHNC has been asked to provide this printer to assist LAPD - Hollywood.

(Taken out of order) Brian Folb presented a request for CHNC funding support, to purchase a color printer for the Hollywood Police Support Association's use; at David Carrera's request, Mr. Folb discussed his affiliation with Hollywood PAL and HPSA.

David Ambroz moved to purchase a color printer for LAPD-Vice at a cost of up to \$750 to be purchased using the CHNC debit card; seconded by David Carrera.

David Ambroz asked for public acknowledgement of the CHNC donation. Tricia LaBelle clarified that any repair and maintenance is the responsibility of HPSA.

VOTE: Unanimous in favor. The motion passed.

- b. Hollywood Farmer's Market. The Hollywood Farmer's Market has been granted only a four week permit to continue their operations on Sunday morning on Ivar Ave from Selma Ave south toward Sunset Blvd. CHNC has been asked for a letter of support for the continuation of the Farmer's Market in its current configuration. Letters are requested to Council President Eric Garcetti, Andrea Alarcon-Board of Public Works, City of LA-PW/Bureau of Street Services.

David Ambroz moved to support renewal of the Farmers Market permit for its current configuration for five years; seconded by Grant King.

Tricia LaBelle advised that a built-in down time in the permitting process has caused other area farmers markets to dissolve and advised that a provision be built in to allow the farmers market to continue

operation. David Ambroz stated that the proposed change is to remove the Ivar Street portion of the market. David Carrera suggested that a CHNC letter should emphasize the value of Hollywood Farmers' Market to the community.

Stakeholders advised that the Farmers Market was in place prior to the Film School moving to that location. Roman Hyrnizak referred to the value the Farmers Market adds to the Hollywood community. Brian Folb advised that the Film School needs the additional parking for its students. David Ambroz stated that additional community input should have been sought by the Film School.

VOTE: Unanimous in favor.

- c. Dog Waste Stations.

Tricia LaBelle moved up to \$350 to purchase bags for dog waste stations; Grant King seconded.

VOTE: Unanimous in favor. The motion passed.

- d. Hollywood Recreation Center. Debbie Wehbe. Request to allocate \$5,000 for Youth Activities.

Postponed.

- e. Police Activities League (PALs). Proposal to reallocate \$3,000 and resubmit as a new request. Original request has not been acted upon by our funding source, DONE/City of Los Angeles.

Postponed.

8. COMMENTS BY BOARD MEMBERS ON ITEMS NOT ON THE AGENDA

David Carrera asked if a letter was sent advising of CHNC's stance regarding Basque (1600 Argyle) and was told that the letter had been sent.

9. ADJOURNMENT