



**Board of Directors Meeting**

Monday, October 24, 2011

**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 6:15pm. Board members present: David Ambroz, David Ambroz, David Carrera, Scott Campbell, Laurie Goldman, Grant King, Tricia LaBelle, and Debbie Wehbe.

**2. PUBLIC COMMENT**

Raymond Yu made announcements regarding an upcoming awards ceremony being held by the Los Angeles County Young Democrats organization and the Hollywood Christmas Parade.

David Ambroz advised that the Walgreens being developed on Santa Monica Boulevard does not have the completed landscape plan the developers agreed to fulfill and that the store has plans to sell alcohol, which had also been agreed would not be done. Mr. Ambroz advised that the billboard ordinance is being weakened and called for this issue to be reviewed by the CHNC PLUM Committee and a letter to be written regarding this issue.

Oliver Netburn advised that the Hollywood Film Museum will be relocated to LACMA and that the former location will be developed with a park. This item will be referred to the CHNC PLUM Committee for review and consideration.

Ron Groeper, Hollywood Media District Business Improvement President, followed up on statements made by David Ambroz regarding Walgreens expressed intent to sell alcohol and advised that his organization will consider opposing the sale of alcohol by Walgreens.

Laurie Goldman responded to Oliver Netburn's comments regarding the Hollywood Film Museum location by reporting that AMPUS has 12 months to raise funds to pay for the relocation and that the location has to be maintained as a cultural campus and cannot be sold for development. Ms. Goldman discussed options available and being considered.

Scott Campbell advised that the PLUM Committee has in the past considered alcohol permits once an application has been made. Procedural processes were then discussed.

(Taken out of order) LAPD Sargent Danny Pesqueira advised that Captain Beatrice Grimala will not support alcohol sales at Walgreens. At Tricia LaBelle's request, there was discussion about a ban on parking on Hollywood Boulevard.

**3. MINUTES REVIEW AND APPROVAL**

Review of the September 2011 CHNC Board Meeting Minutes was postponed.

#### **4. REPORTS/COMMENTS FROM GOVERNMENT REPRESENTATIVES**

Scott Campbell reported that Angela Motta had advised that the Jewish Federation is seeking a project to undertake in the Hollywood area and asked for input from CHNC Board members. Laurie Goldman stated her intent to seek input from the Outreach Committee. David Carrera suggested DeLongpre Park; Grant King suggested the Hollywood City Hall. Oliver Netburn advised that some tree wells along Highland are not well-kept.

#### **5. TREASURER'S REPORT**

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

Debbie Wehbe provided copies of the bank statement for the CHNC debit card.

**Laurie Goldman moved to approve transactions listed in the debit card bank statement for October 2011; seconded by Tricia LaBelle.**

#### **VOTE: Unanimous in favor.**

Debbie Wehbe discussed the Mansfield Garden's financial condition, advising that \$1500 had been allocated in the last year's budget for the Mansfield Garden's wish list. These funds were never spent on the garden. Ms. Wehbe advised that the garden currently has \$1822.27 collected from gardeners' plot fees available in its own account, and has already taken \$2000 from CHNC for wish list items. Gardeners' renewal plot fees are due and payable in January 2011, which will place approximately \$4000 at the disposal of the garden by January.

- B. Funding Status

- i. RACO issue status?

Debbie Wehbe reported that CHNC-approved RACO funding has been re-submitted.

- C. Budget Reps needed for Sat, Oct 29

Scott Campbell advised that two volunteers are needed to represent CHNC regarding the Los Angeles City budget.

- D. Funding Request: Hollywood PALs/LAPD Holiday Party sponsorship. Motion and Vote expected.

LAPD Sargent Danny Pesqueira presented a request from Hollywood PALS for support of its LAPD Holiday Party.

**Debbie Wehbe moved to allocate up to \$1000 for the Hollywood PALs/LAPD Holiday Party from the Youth budget line; seconded by Laurie Goldman.**

At Debbie Wehbe's request, Sgt. Pesqueira discussed support offered to children from low-income families, advised what is done with the items that may be left over after the event and discussed other support received from community organizations.

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

Laurie Goldman asked that discussion of providing a form for NPG requests from the community be included on the next month's meeting agenda.

**6. COMMITTEE REPORTS/PRESENTATIONS**

A. Ad Hoc Committees

i. Web Site ad hoc Committee

Grant King presented plans for the new web site and encouraged input from the Board. Mr. King stated that the site would go live within the next couple of days.

ii. Hollywood Community plan ad hoc committee.

Laurie Goldman advised that a letter submitted by CHNC regarding the DEIR was complimented by Planning Department personnel.

iii. Update on status, upcoming hearings Nov 7 and Nov 10

Laurie Goldman advised that there will be two public hearings, on November 7 and November 10, 2011, that will allow input from the public. The DEIR will be submitted to CPC on December 8, 2011, and following review by other organizations, it will be presented to the Los Angeles City Council some time in January 2012. Ms. Goldman then discussed a redline that should have been provided to the community by the CRA and asked if the CHNC Board wanted her to testify at an upcoming hearing. Ms. Goldman was given a mandate to testify based on the CHNC Board's previously stated position.

Michael Popovich asked if there was a way to force a reply from City Planning regarding the Hollywood Community Plan and from CRA. Laurie Goldman advised that the EIR must provide a response to the input received and a request should be made to Nelora Bell at CRA regarding plans for Hollywood Boulevard.

B. Standing Committees

i. Public Safety Committee

Oliver Netburn referred to plans for holding a meeting.

ii. Beautification Committee - David Ambroz

1. Committee Chair Report

David Ambroz advised that he had met with Capt. Grimala and plans to meet with the BID to discuss a concerted, area-wide effort to bring attention to the preferential parking issue for the community. Mr. Ambroz advised of the intent to do the same thing on Seward that was done on Romaine and spoke of assistance received from the BID, as well as response received from Council President Eric Garcetti's office. Mr. Ambroz referred to a continuing problem with aggressive panhandling and increasing amounts of human waste in the area. Mr. Ambroz referred to plans for the year to focus on parking issues and plants and trees.

Debbie Wehbe referred to increasingly flagrant prostitution in the area.

2. Mansfield Garden

Scott Campbell advised, in Lydia Milars' absence, that a meeting is planned for the near future at the garden.

Debbie Wehbe asked that a revision of the Garden Coordinator position description be considered at the next CHNC Board meeting.

3. De Longpre Park Ad Hoc Committee –

Oliver Netburn advised that issues discussed at a recent meeting were graffiti, street trees, a bulletin board, wifi for the park, and a summertime movie evening at the park. Mr. Netburn referred to plans to request assistance from Hollywood Park regarding graffiti cleanup and the response received from the Hollywood Beautification Team. Mr. Netburn advised that the committee did not support providing wifi access, and discussed offering up to 4 movie events in the park next summer to raise community awareness of the park. Mr. Netburn advised of suggestions made to eliminate human waste and other nuisance by removing the plant beds currently installed at the entrance to the park.

ii. Outreach Committee

Laurie Goldman referred to plans to form a committee, noted an offer of a free booth at a open market event on November 5, 2011, and spoke of plans to coordinate with the Beautification Committee.

iii. Planning Committee - David Carrera

- a. Hollywood Center Studios, 1040 N Las Palmas, ZA-2011-1682, unified development on a 12 acre cist to include the construction of an office building, multi-level parking garage, and surface parking area with one additional level. Vesting conditional use, site plan review. Jonathan Lonner, Bob Burke. Motion from PLUM Committee requests amendments to help unify the landscaping, show the architectural plans in more detail and protect the neighborhoods surrounding the development - vote expected.

David Carrera briefly discussed the plans Hollywood Center Studios has for the property—demolishing a building to be replaced with a 100,000 sf office building, building a 6 level parking structure on a lot across the street, doubling the available parking at a lot at Barton and Las Palmas, and the creation of a unified development that will allow averaging square footage over the site to allow for increased square footage in the proposed office building. At Laurie Goldman’s request, Oliver Netburn discussed the determination that none of the buildings had historical significance.

Bob Burke introduced Jennifer Lowe, landscape designer, and Scott Carter, architect. Tim Mahoney, Hollywood Center Studio General Manager, briefly reprised the presentation made to the PLUM Committee, and led in to Ms. Lowe’s detailed presentation of a preliminary landscape plan that will tie the entire site with a uniform “look.” Mr. Carter provided additional architectural details, and referred to additional analyses done regarding pedestrian flow, existing and proposed lighting, as well as landscape detail as the result of input received from the CHNC PLUM Committee.

David Ambroz stated his preference that agave be planted as a deterrent to areas being used by transients, suggested planting vines on the garage at Lot E, noted his approval of the plans for planting ficus trees and lighting, and reiterated concern that the back of the parking building on Seward is to be left open facing east and south. Mr. Ambroz stated his distaste for the color of the building, and presented a list of concerns that he put together subsequent to the CHNC PLUM meeting.

Laurie Goldman discussed concerns regarding the historic significance of the studio property.

Oliver Netburn reiterated concerns discussed earlier, suggested a 1000 foot courtyard within the property, set the main entrance at Seward and Elinor, briefly referred to security concerns, and stated that the plan as presented today was acceptable to him, with the accommodations made.

David Carrera reminded David Ambroz of the need to recuse himself.

**David Carrera moved to support the Hollywood Center Studio project, 1040 N Las Palmas, ZA-2011-1682, for the construction of a new office building, a multi-level parking garage, and the improvement of the surface level parking, with the following conditions, dog waste stations, landscape plan, downward lighting plan, emphasizing the historic aspect of the studio, whether it be via posters or some other means, no south turn sign posted out of the five-story parking garage, a security contact for neighbors on Barton, bicycle parking, pedestrian plan; seconded by Laurie Goldman.**

Tim Mahoney advised that the bank may not accept a restriction on the property regarding parking lot events and emphasized that nothing like that has been done in more than 20 years. Laurie Goldman asked for a letter from the office of historic resources. Debbie Wehbe’s question regarding signage sparked further discussion of the historic aspect of the sound stages on the property. Oliver Netburn requested that his suggestions regarding a Landscape Plan be included. David Carrera agreed to amend his motion to include The motion was amended.

**David Carrera moved to support the Hollywood Center Studio project, 1040 N Las Palmas, ZA-2011-1682, for the construction of a new office building, a multi-level parking garage, and the improvement of the surface level parking, with the following conditions, install one dog waste station, landscape plan, downward lighting plan, emphasizing the historic aspect of the studio, whether it be via posters or some other means, no south turn sign posted for traffic out of the five-story parking garage, a security contact for neighbors on Barton, bicycle parking, pedestrian plan, no special events in any parking garage, provision of a letter from the Office of Historic Resources, and design landscaping to be architecturally integrated with the building and suitable to the functions of the space while selecting plant materials that complement the architectural style and form of the building, pedestrian plan as submitted during the meeting, incorporate open spaces such as plazas, courtyards, pocket parks, and terraces designed to be easily accessible to employees and comfortable for a substantial part of the year, a stop sign on Wilcox, signage admonishing respecting neighbors especially in the parking lot, install lighting features to accent and complement architectural details, shielded wall sconces and angled downlighting can be used at night to establish a façade pattern and animate a building’s architectural features; seconded by Laurie Goldman**

VOTE: Four in favor; Tricia Labelle abstained.

- b. Big Wangs, 1558-1564 Cahuenga Blvd, renewal of ZA-2010-0891 (CUB). CHNC supported the renewal in early 2010. The seating has increased and the City has requested CHNC's input regarding this. Motion from PLUM committee to support or not oppose will be discussed and voted upon.

Postponed.

## **7. COMMENTS BY BOARD MEMBERS ON ITEMS NOT ON THE AGENDA**

Grant King advised that the new pool at the Hollywood Rec Center will be usable only 2 ½ months out of the year.

Laurie Goldman provided an update on progress for the Hollywood Central Park.

## **8. ADJOURNMENT**