



MID CITY WEST COMMUNITY COUNCIL

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Beverly Center • Beverly Grove • Burton Way • Carthay Circle • Fairfax District • Melrose • Miracle Mile • Park La Brea

Planning and Land Use Committee

Minutes

Approved

September 26, 2011

NCJW

543 North Fairfax, Los Angeles CA 90036

Item 1

Meeting Brought to order at 6:35pm: Present: Darner, Lindenblatt, Nakata, Wayne, Machado, Seamans, Brent, Barba, Goldstein, Kramer, later Jacobberger, Zemel

Item 2

Meeting Minutes: August meeting minutes approved.

Item 3

Committee Assignments for writing of reports for this meeting's applications:

None made at meeting

Item 4

Public Comment:

No public comment.

Item 5

448 N. Fairfax Ave. Rosewood Tavern; ZA 2011-1346: Renewal of a conditional use permit which presently allows restaurant/alcoholic beverages/live entertainment/ patron dancing. The applicant would like to modify the renewal conditions to allow for limited advertising of alcohol as part of its brand identification on the exterior of the building and to be able to remain open until 2am.

The applicant returned to review with the committee the parking criteria it had requested. Applicant produced signed leases for the spaces he is providing, and certificates of occupancy from the city indicating where parking is required and where it isn't.

Applicant clarified that this is a renewal of an existing permit for alcohol which did allow for dancing and entertainment, but his business and building plans indicate that he is not pursuing that right under the current application. He will ask for the maximum renewal time period he can get. His signage request for the building frontage is a stylized advertisement that liquor is available in the restaurant and is in good taste and not brand focused.

Testimony during discussion indicated that the applicant's other businesses in the Hollywood area have been well run and are good neighbors.

Michael Barba moved to support the application as requested, Steve Kramer seconded. In discussion a unanimously supported amendment was made to the motion that it be "subject to the ZA administrator determining the legitimacy of the provided parking". The amended motion passed with 10 yeas, 2 abstentions.

Item 6

EVA Restaurant, 7458 Beverly Blvd; ZA 2009-0539:

The applicant requests Plan approval to modify Condition #16 of its existing CUP to relocate parking spaces from 7 on site and 11 off site, to requested 3 on site and 15 off site.

The applicant stated that he had received approval for his CUB in August 2010 with 51 conditions of approval imposed. One of those conditions was for 7 on site parking spaces and 11 off site spaces. Unbeknownst to the applicant at the time was that the landlord had lease 4 of the on site spaces to someone else, leaving the applicant with a current deficit of 4 spaces. He produced leases to indicate that the resulting 15 spaces off site would be accommodated at the PO Lot on Beverly.

Jacobberger moved to support the application as proposed. Zemel seconded. Motion passed. Vote: 11 Yeas, 1 abstention.

Item 7

101, 111, 189 The Grove Drive, 6333 W 3rd Street LA 90036; ZA-2011-2202-ZAD-CE

An application to allow motion picture and television support services (including filming) to take place at the above property.

The applicant noted that while periodic requests are made to film at “The Grove” and “The Farmers Market”, with appropriate permits for same, the site does not have approval for general filming to occur on a regular basis such as a weekly television program, under a single permit application, versus multiple applications for each program event.

In discussion it was noted that permits will continue to be required for specific filming events, and that parking and staging for same are within the grounds and parking structure at the site.

Machado moved to support the application as proposed. Kramer seconded. Motion passed unanimously.

Item 8

316-324 N LaCienega Blvd: Mixed Use Project: ZA unknown

Master Land Use Permit Application to allow for a 7 story, mixed use development consisting of 2 levels of commercial (Ground floor retail, Second floor Office), and 5 levels of residential (45 multi-family units); with 5 levels of subterranean parking for 129 cars.

The applicant stated that they wished to come before the committee for information purposes only at this meeting. They noted that they will be making a formal request to review by the committee at a subsequent meeting, after they have had the opportunity to respond to the committee’s comments and engage in public outreach to the neighborhood.

Joel Miller spoke for the applicant. He stated that an application had been filed with the City 5 weeks ago, but that there was not yet any action taken, or pending action to be taken in the near future. He indicated there had already been some outreach to the Beverly Wilshire homeowners association and they planned to meet with West Hollywood West association in the near future, as well as contact the immediate neighborhood.

The applicant stated that they are requesting:

- that existing zoning be modified from C2-1VL to C2-2VL (d), This would allow up to 4.22 to 1 FAR and 7 stories of height
- A general plan amendment to limit the proposed zone change only on this site.
- A CUP for alcohol sales in the commercial use
- A sideyard requirement reduction from 10 foot minimum to 5 foot minimum on the northern property line
- A density yield round up to a full 45 units from the currently allowed 44.75 units
- A Development Agreement to allow the right to remove an existing double faced billboard and replace it with a billboard integrated into the south side of the new building, with a resulting reduction of faces to one from two, and with 10% less sign area.

The applicant noted that the City is making the initial environmental assessment of the proposed project at this time and that measuring for traffic impacts is currently underway as a basis for the traffic report.

Although this was an information meeting only, the committee heard public comments from various neighborhood stakeholders. They expressed the following concerns:

- Traffic volume and impact
- Notice to the community
- What neighborhood benefit can be achieved if this is approved
- Construction and construction traffic environmental impacts
- Parking adequacy
- Site access off the alleys
- Shade and shadow impacts
- Scope of the project: massiveness, density, multiplicity of uses
- Height
- Consequences of allowing this type of zoning change and plan modification

During discussion, the committee expressed additional concerns:

- Entry on the east versus the south
- Convergence of this project with anticipated updates to the community plans, particularly the Hollywood plan which affects La Cienega just to the north of the site.
- Relationship to proposed developments across La Cienega (Maimonades School and The Luxe)
- Size of units and intended demographic- there is desirability for more entry level living units in the area (project proposes 32 singles, 8 one bedrooms, 5 2 bedrooms).
- Cost of parking
- Conformity with Urban Design Guidelines of the proposed design
- Depth of parking levels and water table/methane impacts
- Bicycle parking

The committee concluded discussion with comment to the applicant that they hoped that they had heard the concerns expressed and came back to the committee with some change to what has been proposed.

Item 9

Council File 08-2020 Proposed Citywide Sign Ordinance Community Impact

Intended discussion on this Ordinance was postponed to the next meeting to allow committee members more time to review. It was noted it will be before LAC PLUM Committee in October.

Item 10

General Discussion

- Discussion on motions to go to the Executive committee prior to the Board meeting . Darner will send tonight's motions to the committee, and also send one for the Foundry
- Nakata made a motion that public comment be allowed on land use committee motions that are presented at the MCWCC Board meetings. Machado seconded. Vote: 8 yeas; 1 Abstention. Motion passed.

Meeting adjourned at 9:00 pm