



Land Use Committee
Meeting Minutes
December 16, 2009 (6:30 P.M.)
National Council of Jewish Women
543 N. Fairfax Avenue, Room 103

1. The meeting was called to order by the Chair at 6:33 pm. Present were Charles Lindenblatt, Brad Seiling, Julie Kleinick, Keith Nakata, Jeffrey Jacobberger, Teresa Feldman, Vincent Autiero and Alan Goldstein.
2. Open Public Comment – None.
3. 303 So. La Brea – CVS Pharmacy – This was a follow-up informational presentation for a proposed new CVS Pharmacy on the southeast corner of La Brea and Third. The new building would be single story, 10,730 sq. ft. with 13 ground floor parking stalls and 31 rooftop parking stalls for a total of 44 parking spaces. (43 required) CVS is seeking approvals to operate 24/7 and offer a full-line of alcohol for off-site consumption. The alcohol will comprise of less than 6% of the floor area and average 15% of gross receipts.

Representing the applicant was Keith Coffman, with Landmark Retail Group, the property developer. In response to the feedback from the Land Use Committee's November meeting, a new design for the building was presented that was Art Deco in character. It was explained that there would not be pedestrian access from the corner due to loss prevention issues. As a means to mitigate the request for relief from the 50% transparent glazing requirement, Mr. Coffman proposed a textured translucent glass that goes up 60 inches from the ground and then clear glass above that. They would then install a community mural behind the glass. One member of the community spoke about the project, George Epstein. He expressed concern about additional traffic that the store would bring to the immediate area.

4. Wilshire & Crescent Heights – Ira Handleman represented the developer, The Hanover Company. Mr. Handleman explained that they had met numerous times with the immediate neighbors on Orange to discuss their issues about the project. He said that they have committed to not build the four townhomes at Crescent Heights and Orange, but that the use of the property would remain open. A list of potential traffic mitigation measures were distributed to the committee and are attached to these minutes.

There were 3 members of the public who spoke. Sally Bouhm said that she represented the immediate neighbors on Orange. That the homeowners group was satisfied with the agreement not to build the townhomes and supported the traffic mitigation measures. She did not represent that the group has given their full support of the project. Sacha Schwartz spoke. He lives near Wilshire and La Brea and supports mass transit in the area and therefore believes that project's mass is appropriate to Wilshire Blvd. Teresa Feldman spoke as a community member, not a committee member and said she supported the project with the traffic mitigation measures and agreement not to build the townhomes.

Kleinick moved and Auterio seconded a motion to approve the project as presented with the elimination of the townhomes, but with the use of that land still to be determined and the commitment by the developer to the traffic mitigation measures presented. There were 5 ayes (Kleinick, Seiling Auterio, Goldstein & Jaccoberger) 2 abstentions (Lindenblatt & Nakata) and 1 recusal (Feldman). The motion passed.

5. Ratner's Deli – 8480 W. 3rd Street (ZA-2009-2653)(CUB)(ZV) – The applicant was represented by Elizabeth Petersen. Also present was Mr. Lee, the owner of the building. Ms. Petersen described how the 43 required parking spaces would be provided. 11 would come from valet credits through the 3rd St. Universal Valet Program. The remaining 32 was through a lease with a party store tenant at 350 So. La Cienega. There was discussion that the party store was closed for business. Ms. Petersen said that discussions were underway with the property owner to obtain a lease for those spaces. Yuval Kremer spoke, saying he had attended the ZA Hearing. It was decided that the applicant would return to the Land Use Committee in January once it had sufficiently lined up the required parking.
6. Third Street & Fairfax – Mark Panatier represented the property owner, Gilmore Land Co., LLC. He described a proposed 24,000 sq. ft. single story retail center along Fairfax Ave. with surface parking on Third St. The center would include one restaurant of approximately 2,500 sq. ft. He presented renderings of the project, including landscaping plans. Dan Curtin, president of the HOA that owns the building on Hayworth just north of the proposed project said that he personally approved of the project but was unable to speak for the other property owners at this time. He expressed concerns about how the north-south alley would be used. Mr. Panatier told the committee that he is prepared to return in January for the committee to take action.
7. The Little Bar, 757 So. La Brea Ave. – Bill Bergstrom was there as an advisor to Angelo Vacco, Jr., operator of The Little Bar, who was also present. He is beginning to investigate replacing his beer and wine license with a full-line alcohol license. His bar does not serve any food. He has done outreach with the city council office as well as Wilshire Division of LAPD. The space is about 1,200 square feet.
8. Approval of Minutes - The minutes of the November 18, 2009 Land Use meeting were unanimously approved.

The meeting was adjourned at 9:50 p.m.

Next Land Use Committee Meeting – January 27, 2010 6:30 PM
543 N. Fairfax Avenue, Suite 106, Los Angeles CA 90036 323.651.3512
www.midcitywest.org

WILSHIRE & CRESCENT HEIGHTS MIXED-USE PROJECT
POTENTIAL NEIGHBORHOOD TRAFFIC INTRUSION REDUCTION MEASURES
AND COMMUNITY BENEFITS

Immediate Measures To Request from City

- **Left-Turn Phasing:** Install left-turn phasing for eastbound/westbound Wilshire Boulevard at Crescent Heights.
- **Parking Restriction on Crescent Heights:** Expansion of “No Parking” restriction on both sides of Crescent Heights, between Wilshire and 6th, to revise current restriction from 7-9am/4-7 pm to 7am-7pm (weekdays only).
- **Intersection Clearance:** Add “Keep Clear” pavement markings at intersections of Crescent Heights/Orange and Fairfax/Orange to assist access into/out of neighborhood.
- **Parking District Modification to Limit Parking on South Side of Orange:** Assist with neighborhood petition to modify the existing parking district on the north side of Orange Street (which currently is currently restricted to “No Parking” from 8 am-6 pm, District 34 Permit Exempt) to cover the south side of Orange Street (which is currently restricted to “2-Hour Parking” from 8 am-6 pm, District 34 Permit Exempt.)
- **99 Cents Only Store Issues:** Help obtain the support of Councilmember Paul Koretz to resolve traffic circulation issues caused by the 99 Cents Only Store located at 6121 Wilshire Boulevard, west of Fairfax Avenue (i.e. require 99 Cents Only Store owner to install a “right turn only” sign on the north end of his property to prohibit cars from turning left on Orange Street, reconfigure internal parking lot circulation to create new parking lot exit to north/south alley for access onto Wilshire instead of Orange, restrict existing Orange driveway to entry-only operations, and/or have a parking attendant on-site at all times, etc.)

Post-Project Construction Measures and Community Benefits

- **Traffic Mitigation Fund** (amount to be determined) to help fund the following:
 - **Speed Humps:** Install Speed Humps on Orange Street.
 - **Turn Restrictions:** Install Turn Restrictions via signage on Crescent Heights Boulevard, Orange Street, and/or Fairfax, if necessary after construction of the project.
 - **Other improvements**, as necessary.

- **Portion of Project at Southeast Corner of Crescent Heights and Orange:**
Commitment to forego development of this 6,000 square foot portion of the project site as townhouse units and to instead keep it as a buffer. This buffer could be landscaped quasi-public open space (i.e. a neighborhood pocket park,) private open space for project residents, or neighborhood parking. The exact use will be determined based on further discussions with neighbors, the neighborhood council, and Council Office.

