

HUNC OFFICERS

PRESIDENT
Susan Swan
VICE-PRESIDENT
Maurece Chesse
RECORDING SECRETARY
Charles Suhayda
TREASURER
Ryan Ole Hass

CITY OF LOS ANGELES



HOLLYWOOD UNITED
NEIGHBORHOOD COUNCIL

Certified Council #52
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HUNC Board Members:

Debbi Aldahl
Robert Abrahamian
Jordan Birnbaum
Bechir Blagui
Andrew Ettinger
Rodney Hargrove
Scott Larson
Margaret Marmolejo
Don Paul
Jamie Rosenthal
Hilary Royce
Erik Sanjurjo
David H. Schlesinger

Monday, March 16th, 2009
Full Board Meeting at 6:30 pm
First Presbyterian Church of Hollywood

Community Room – Upper Terrace, 6054 Yucca St. (East of Gower)

AGENDA ITEMS: ALL ITEMS FOR DISCUSSION AND ACTION UNLESS OTHERWISE NOTED

1. Welcome and Roll Call

Board members – Present : Robert Abrahamian, Jordan Birnbaum, Maurece Chesse, Andy Ettinger, Scott Larson, Jamie Rosenthal, Erik Sanjurjo, Charles Suhayda, Don Paul, Debbi Aldahl, Rodney Hargrove, Ryan Ole Hass, David Schlesinger, Susan Swan
Excused: Bechir Blagui
Absent: Hilary Royce

2. Approval of Minutes

Motion: Debbi Aldahl Second: Don Paul Vote: Yes—9 No—0 Abs—3.

3. LAPD and LAFD Updates (5 minutes)

1. J.D. Drake, Battalion Chief, Los Angeles Fire Department

John Drake, Fire stat. 27

Red Flag No Parking is a significant issue to most of the people here

The question was asked: What are the criteria for a red flag?

So now mandated in certain areas, people do not park on the street

A project being worked on with the DOT

To determine info about Red Flag days, call 311

DOT is actually towing so that's why it's import to be aware of red flag no parking.

Battalion chief Drake showed map that identified areas – the areas of dotted lines, red flag areas and no parking areas. Battalion chief Drake said it's not a perfect system – that the system is a work in progress but that he was soliciting input.

213-485-6275

He also said that Red Flag signs are not put up the night before – that the signs are permanent.

4. Los Angeles City and County Updates including but not limited to (5 minutes):

A. Mayor's Office Updates

B. City Council Office Updates

Helen Leung mentioned the community work day, 5620 Fountain Ave.

She gave project updates, one of which was parking on Hollywood Blvd. - converting parking meters into bicycle parking

DWP meeting 3/19 at 6:30

Community congress, 3/25

C. DONE Updates

5. Public Comment on items not on the Agenda (2 minutes each)

Greg Bartz, LADWP

Neighborhood liaison, management analyst, spoke about "Taking It to the Street" - publication that will give basic understanding of infrastructure programs that we have Those that want a more extended presentation are to contact Greg.

Steven Whiddon of the Hollywood Studio District NC spoke about the Relay for Life of Hollywood, Aug. 22nd at Helen Bernstein HS
The event benefits the American Cancer Society
Whiddon said that any level of participation would be greatly appreciated.

Laurie Goldman, president of Friends of Hollywood Cap Park
And board member of Central Hollywood NC just returned from Wash D.C.
\$583 mil dollars for phase one of the 44 acre CAP Park over the Hollywood freeway

Charles made the comment that the HERO team has been very effective

Courtney Kanagi, PATH
And works with HERO team
Introduced two new staff members and thanked everyone for their continued support
She mentioned the 2nd annual connect day event and that she's looking for volunteers and donations

6. Board Seat vacancies

A. Non-Profit seat vacated by founding Board member Hilary Royce, presentation.

B. Vote for eligible replacement for Non-Profit seat (see description from HUNC Bylaws below, in parentheses) to serve remainder of term until spring 2010. Eligible replacements given 2 minutes to address the board.
(Non-Profit Stakeholders 1 Board seat. To qualify for a non-profit seat, stakeholders must be owners, members or staff of an organization with an office or regularly scheduled meetings with at least ten meetings a year within any Geographic Area including, but not limited to: mission- type organizations, social service advocates and providers, non-profit affordable housing development and management organizations, non-profit hospital and healthcare providers, social service counseling agencies, and life-enrichment organizations.) (10 minutes)

Maurece nominated Margaret Marmolejo, who has been in Hollywood for nearly 30 years, works at Church of Scientology
Vote: Yes—12 No—0 Abs—0 Absent—1

7. City of L.A., Bureau of Sanitation. presentation; Development of new, safe technologies for processing residual waste that can meet the goal achieving 75% diversion from landfills by 2013, thus helping the City also reach its Green LA goal of reducing greenhouse gas emissions to 35% below 1990 levels by 2030. (5 minutes)

Mary Brooks, rep. City of LA

Renew LA, the City's blueprint for achieving zero waste

Green LA, another directive for achieving greenhouse gas emissions

All these combine to direct this process going on

City has rec'd 13 proposals falling into

Making a selection by June, currently evaluating sites that would be suitable for such facilities

Making presentations at all the NC's throughout the City

8. Presentation regarding beautification project in Hollywood by Sustainable Economic Enterprises of Los Angeles, operators of the Sunday Hollywood Farmers' Market on Ivar & Selma Aves. Request for assistance with matching funds for City grant, up to \$1,000. (10 minutes)

Alexandra speaking on behalf on Pompea Smith

She emphasized that the of situation, grant expires at the end of the month

Fabricate and install 2 colorful designed plaques, south of Hollywood Blvd. that the CRA installed over 10 years ago

The area is in need of some beautification, people from all over So. Calif. see this area.

Scott Larson commented that this park is great and that if you haven't been to the Hollywood Farmers' Market, you should go.

She said that they originally asked the Central Hollywood NC and that they wanted them to ask the other NC's that use the market as well.

Charles Suhayda asked if the two business improvement districts and the CRA are willing to help out.

She said she knows Kerry Morrison and will contact her.

David Schlesinger remarked that before HUNC gives away next year's money, that the board ought to know how much money there is to give away.

Ryan noted that he won't know the exact HUNC budget until July 1st. He is also noted the one criteria any time HUNC does participate in donating funds is that the HUNC name needs to be acknowledged

Motion: Scott Larson Second: Rodney Hargrove Vote: Yes—13 No—0 Abs—1.

9. Presentation by Tom Trynin, Millennium Project, pending demolition of two buildings that are on the Vine St. Parking Lot just south of the Capitol Records building. (15 minutes)

Pictures were shown of the project.

Scott Larson said that the PLUM committee has taken a look at this and that there is nothing significant about these structures.

Motion: Robert Abrahamian Second: Jamie Rosenthal Vote: Yes—12 No—0 Abs—2.

10. Application by former Vine Street Lounge, 1708 N. Vine, to transfer conditional (type 48) use permit for alcohol, proposed Nightclub (15 minutes)

This will be tabled and will come back to PLUM.

11. 1800 Argyle Project: Request made to Planning to hold file open re: Case # CPC-2007-1178-ZC-HD-CU-CUB-ZAA-SPR pending HUNC review (Hearing March 12th) PLUM supports with the conditions that: the developer seek council office endorsement for permit parking for neighboring residents; NO dance hall license will be issued for the property; Restaurant hours will be limited to 1 a.m. (15 minutes)

David Nix once again went over details about the hotel project:

218 room hotel, entry off of Yucca, would like to bring the idea of there being a sign forward once moratorium is lifted.

Currently planned are 103 parking spaces, which slightly exceeds code

up to 148 spaces with attendant parking

19,500 square foot site, so doesn't leave much room for open space

\$100,000 will be donated by the developers to the Hollywood Mobil Trust Fund.

Nix noted the concern that employees will park on the street and cause further parking problems

He noted that this project is going to cost close to \$80 million so they've spent a lot of time analyzing how parking can be accessed by the employees of the hotel. The greatest demand is at nighttime when all the guests have checked in.

He also noted another main concern – the compatibility of use issue – that this hotel would create noise and general disruption to the neighborhood.

Robert Greene then spoke, explaining the uses of the hotel.

Greene said there would be about 6,000 square feet of meeting space

He said that they really look at use patterns - that the hotel's food and beverage facility is not a primary dinner location, so the lobby area includes a small bar, a small eating area etc. and other eating facilities like Wi-Fi areas to do work.

Likening this hotel to a Marriott Courtyard, he said that the use patterns are very predictable, which includes a valet line that isn't long and not a big buzz of night life. This type of hotel wants its guests to get a good night sleep. In other words,

Greene and the developers have the same interests that the neighborhood does.

Greene said that they can more than handle the parking for the project within the project.

Jordan Birnbaum said that for Hollywood and LA, that number is so far from accurate so that's the most troubling thing that he knows of this project.

Susan Swan said she wanted to know the status of the meeting with Henry Chu.

David Nix said that the hearing was held and received unanimous approval

Ira Handelman explained that that was just one hearing and only part of the public process and reminded the board that they've met with PLUM three times to date.

He explained that the commission made the decision and that now it goes before the Council.

Erik Sanjurjo questioned what the City requirement was in terms of parking and if the DOT gives any numbers to be used as a template in terms of parking requirements.

David Schlesinger asked for a little more clarity about the city planning meeting and if there was any conditions or any commentary made.

Ira Handelman said that main concern involved design issues. He said that the parking commission goes for less parking and not more.

Ryan Ole Hass asked for clarification in regards to whether they were the developers or the operators.

Robert Greene clarified that they are the developers but that the developer is the owner. He explained that the operator is really only the management company.

Ira clarified that there are 104 official spots and with stacking there are 150 spots.

Robert Akhavan, owner of the property at 6201 spoke. He said he spoke to Henry Chu the morning of the 12th. So for them to say that the committee had made a decision is not correct. If development is true, honest and sincere, they should allow the committee to have a "say."

Susan Swan asked the developers if Henry Chu had asked (at the hearing on the 12th) if they would agree to a postponement until after the HUNC board meeting on the 16th.

David Nix: There was some discussion about asking for a continuance. That would have been our fourth. We started this process back in November. We felt that it wasn't prudent for us to continue to ask for another continuance. We felt that your voice would be heard at PLUM. This approval rested at City Council. We were four months into this process and looking at another continuance.

Robert Akhavan said that the promises made as far as parking is not accurate and viable. He said he wanted to make sure none of the hotel guests and employees can park on Yucca.

Public Comment:

Merle Singer from the Hollywood Dell Civic Association: He said he's lived in this area for 15 years, gone through a lot of developments and community meetings.

He said that David Nix has certainly come to the HDCA and explained everything

Singer said that there's no question there's an issue about parking but here's a developer who has cooperated. It's unfair that he should be penalized for an overall Hollywood problem, which is lack of parking.

Matthew Freedman, resident:

Developers say it's going to be for business and not for a night crowd but Freedman is concerned about escalating violence/crime/noise. He recounted that a violent act that he had experienced a year ago when he was hit by a 2x4 while out walking.

George Abrahams, Beachwood Canyon Neighborhood Association:

He suggested cooperating with the applicant and that the community should now stand with them.

Travis Maciel: He said a project of this size coming into a residential area is going to take away from the community feel that they have on Yucca St. – that this building will have a lot of negative impacts for a number of years including noise, pollution etc.

Maciel said he doesn't want to live next door to a 16-story hotel and that's not what he signed his lease for.

Steve Tronson, Ramsey Shilling Commercial in Hollywood:

He said he's been in Hollywood a dozen years and that this project will vastly assist the eastern end of the Walk of Fame. We can really electrify that end. I offer my support in that regard. I report to a number of prop owners in this area and just in conversations about hospitality on that end, they all seem to support it.

Ishmael Arredondo: He said 150 people didn't know about this meeting and that a real solution is needed and this is not one.

Oscar Arslanian, from the Hollywood Arts Council and publisher of Discover Hollywood magazine:
NCA Greene came to out to the board meeting and we unanimously supported the project.
Arslanian said that we're blessed in Hollywood that we get a tremendous amount of people that come here, 20 mil people come here annually, but the thing that's missing is hotel rooms. He said this project helps that problem and he supports it.

Annie Miles, resident:

Miles said that if it's an \$80 million building, then accommodate the neighborhood.
She said that the people/developers that have spoken here don't live on our street

Terri Gerger: Current vp of Hollywood Dell Civic Association:

Gerger said she was actually in favor of the project because we do believe that we actually need more dev elopement at this end of the boulevard.

As far as parking, Gerger suggested contacting Brian Gallager and start now with a petition for preferential parking.

Katia Kosir:

Kosir said the parking situation – that they just can't have it – that it's getting worse.

Colbert Davis, resident:

The parking concerns are very valid, but the parking problems in the neighborhood will be particularly exacerbated by this project. He mentioned a solution of having permanent parking on Vista del Mar.

Kelly McKay, resident:

McKay said that in theory she's not against a hotel being built in her neighborhood but that this hotel would really aggravate the pre-existing problem of parking.

If this project goes through, something needs to be done with the City about this problem.

If it does go through, 150 spots are not going to cut it.

James Kennish, Argyle Civic Association:

Kennish said he came to speak about the merits of the project. He believes it's an asset to the neighborhood but that tonight makes it obvious that the problem here is parking and the parking is never going to improve until we get permit parking.

Kennish said that in W. Hollywood, it would be un-permittable with out permit parking.

He invited all to come to a meeting of the Argyle Civic Association.

Shaun Frentner: the parking problem defines the neighborhood,

Stuart Hendler, resident:

Parking is a huge problem, but not the hotel's problem. Their problem is going to be shared with us. This is the area we moved into. If this hotel is going to replace a Hollywood crack-dome – I'd pick a hotel, said Hendler.

Dennis Christopher:

Lived on Argyle since mid-70s.

Christopher told those there representing the project that this neighborhood is dying for them to be in it. He suggested they hit it hard with the parking solution. Support the problem and the neighborhood will be on their side 100 percent.

David Nix: on parking, we'd love for this hotel to be the catalyst for permit parking, w/regard to \$100,000 Mobi Trust Fund, he said that he sat down with Kelly Bernard and she's assured them that the money will get used for its intended purpose. The \$500,000 for the creation of public open space that CRA uses that some where far removed from this project.

Scott Larson for PLUM: we have gotten this project to use in mitigating areas, right now that is a very ugly black building used for drugs.

We adamantly do not want to see another club going in there. And that's why this being a business and tourist hotel was important. This not being a club permit is important. The condition for HUNC approving this is that permit parking will be going in on that street. It will prevent???? people from the boulevard from parking on that street. This will be for the neighbors. There's a lot worse developments that can come through and can be pushed through City Hall and go around us. So we're please that you're trying to work with us and have come here.

Maurece Chesse: He said that preferential parking isn't a magic button. 400 parking spots for 4,000 people. The best way we could contribute is to build a parking structure.

Charles Suhayda: I see both sides of the argument. I believe what I've heard from developer is that is a quality project. I also see that there's a desperate need for parking.
What's really important is what is CRA going to do? What is councilman Garcetti going to do?

Ryan Ole Hass: for our stakeholders, often times this board and our community are circumvented by developers. Using the Ivar lot, some times you can look for parking for 3 to 4 hours. All residential areas littered through commercial space.

Motion: Robert Abrahamian Second: Scott Larson Vote: Yes—5 No—6 Abs—3. Absent—1.

12. Proposed redevelopment of the Pacific Bank Building (Cahuenga & Hollywood) for use as a high-end, boutique hotel with 76 key units, a 132-seat celebrity chef restaurant, lobby, and bar, rooftop pool and cafe, 120 parking spaces, and 2,000 square feet of retail space. The building is included in the natural historic register and historic elements will be refurbished and maintained. PLUM supports with the conditions that: NO dance hall license will be issued for the property and Restaurant hours will be limited to 1 a.m. (20 minutes)

Richard Ravere, resident of Beachwood Canyon and architect
Security Bank Bldg, northeast corner of Cahuenga and Hollywood
We are asking for a letter of approval

The building is currently occupied as an office building, as an architect, this building makes sense as a boutique hotel, 76 to 78 keys (hotel rooms) a notch above the W Hotel going in down the street.

Owner acquired 2 lots to the north, no parking that's visible from the street

Renderings, view off of Cahuenga

Play off of a 1921 building, the glamour of the hey day of Hollywood from the 30s and 40s

Robert Abrahamian: decided on PLUM 'til 1 a.m. in the morn, a little concerned about parking and flow of traffic, but going to work around that, PLUM committee had no problem with this project

Scott Larson: This is the type of project that Hollywood is looking for

Jordan Birnbaum: in favor of, more parking spots than there are hotel rooms, this will not exacerbate the problems

Robert Abrahamian: also removing the club "Sugar"

David Schlesinger: preserving a very handsome old building, most concerned with the neighbors and neighborhood

Public Comment:

Oscar Arslanian: the project was presented to the trustees at the Hollywood Arts Council and the people unanimously approved the project

Steve Tronson: he supports it; it represents improvement to northern parcel, the restoration of a beautiful old building

Tricia La Belle: She called it a magnificent project. She said she was concerned about the parking. She has met with the property owners and the developer and they're really bringing a project that has integrity.

A random comment about was made parking – that if you do the math, they're actually solving the parking problem

Motion: Don Paul Second: Robert Abrahamian Vote: Yes—13 No—0 Abs—1 Absent—1

13. Update on demolition of the home at 1912 St Andrews and demolition of wall between property and parking lot by Immaculate Heart High School. Proposed letter from HUNC to be appended to original from HUNC, additional letter from local groups with HUNC (15 minutes)
home was demolished.

Motion: Scott Larson Second: Jordan Birnbaum Vote: Yes—12 No—0 Abs—0 Absent—3

14. Treasurer

1. Budget update

15. Request from joint NC PROS Committee for funds to assist City in post-fire, post-rain weed abatement in Griffith Park up to \$2500

amend to \$1,000

Motion: Susan Swan Second: Scott Larson Vote: Yes—11 No—0 Abs—1 Absent—3

16. Proposal to help sponsor the upcoming Thai New Year/Curry Festival on Hollywood Blvd, Sunday April 5th, for up to \$1,000

Motion: Ryan Ole Hass Second: Jordan Birnbaum Vote: Yes—11 No—0 Abs—0 Absent—4

17. Update on 2009 Outreach campaign and Newsletter. (20 minutes)

1. Proposal for approval of budget for June newsletter and related outreach, up to \$3,000

Motion: Ryan Ole Hass Second: Charles Suhayda Vote: Yes—11 No—0 Abs—1 Absent—0

2. Update on Brown Act issues affecting Blogs, related items

18. Update on March Renter's Townhall (date, time, location TBD). The \$1500 will cover outreach and food for the event

19. Update on Proposed Citywide Sign Ordinance, Re: CPC-2009-0008-CA Revisions to City Sign Code

20. Executive Committee Reports including but not limited to (10 minutes):

A. President

1. Workshop date availability

2. Attendance requirements to maintain board member status, responsibilities and obligations of board members, update on terms

3. NCFAN: Neighborhood Council Foreclosure Action Network is a plan for neighborhood councils to provide community support, assistance and information in the face of this citywide foreclosure crisis. Councils will offer increased outreach to distressed borrowers and will engage their stakeholders in a coordinated effort to lessen the effects of these foreclosures.

B. Vice-President

1. Update on NBC/Universal Project Working Group

21. Committee & Liaison Reports/Updates including but not limited to:

A. Business (5 minutes)

1. Update on efforts to reach out to local business to host Business committee meetings

B. PS&T (15 minutes)

1. Update on ongoing request for left-turn signals at Vine & Hollywood, request that letter be sent

Motion: Erik Sanjurjo Second: Ryan Ole Hass Vote: Yes—12 No—0 Abs—0 Absent—0

2. Update on 2009 LAHSA Homeless Count

3. Update on proposal to hold committee meetings outside of HUNC boundaries (in short term as joint meetings with other Hollywood Coalition of NCs committees and possibly by selves in long term) at government facilities that are within one-half mile of HUNC boundaries and one mile of Neighborhood City Hall.

4. Update on proposal to surveying of public streets for tree planting, sidewalk, street paving opportunities.

5. Proposal to adopt plan similar to that of East Hollywood Neighborhood Council to discourage flyers.

C. Bylaws (35 minutes)

1. Bylaws changes needed to facilitate Spring 2010 election

HUNC will hold its next election in the spring of 2010. it will be run by the City Clerk.

A. HUNC has approved staggered 4-year terms, with the below seats having 2-year terms (highest vote-getter within specified categories to have 4-year term, lowest vote getter within specified categories to have 2-year terms.

Categories are:

Geographical Areas: 5 Board seats, one for each of the five Areas. (proposed 3 to have 2-year terms, 2 to have 4-year terms)

Business Areas: 3 Board seats for each of 3 Areas as defined below. (proposed 2 to have 2-year terms, 1 to have 4-year term)

Renters Seats: 2 Board seats. (proposed 1 to have 2-year terms, 1 to have 4-year term)

Homeowners Seats: 2 Board Seats. (proposed 2 to have 2-year terms, 1 to have 4-year term)

Unclassified Stakeholder Status: 2 Board seats. (proposed 1 to have 2-year terms, 1 to have 4-year term)

Educational Organizations: 1 Board seat. (proposed 4-year term)

Non-Profit Stakeholders: 1 Board seat. (proposed 4-year term)

Faith-Based Organizations: 1 Board seat. (proposed 4-year term)

Related documents from DONE:

[Transition Correspondence](#)

[Addendum Transition Correspondence](#)

[Election Transition Bylaws Language Amendments](#)

[Frequently Asked Questions regarding City-Clerk-run elections](#)

B. From Current Bylaws: Section D. Election Day

- An election day will be held between September 1 and December 31 once each calendar year.

>Bring into compliance with City-Clerk-Run Election specifications

C. From Current Bylaws: Section D. Terms of Office

- Members of the Board of Directors shall serve a term of two years (Except for the initial election).

>Bring into compliance with City-Clerk-Run Election specifications and HUNC vote for staggered 4-year terms, as outlined in 15 E1A above

- No Board member may serve more than 8 consecutive years.

>Remove

D. From Current Bylaws: Article VII Candidate Filing Procedure

Candidates may file for the Board of Director Elections following the procedures outlined in the DONE-approved HUNC Election Procedures.

E. From Current Bylaws: Article VIII Voting

- The Board of Directors shall be elected by ballots cast by registered stakeholders.
- Ballots shall be pre-printed and shall include all qualified candidates who were previously verified.
- The Election will be monitored by the Independent Election Administrator.
- No absentee votes, vote by proxy, or write-in votes are allowed.
- Stakeholders must be at least 16 years old on or before the Election Day in order to vote.

>Bring into compliance with City-Clerk-Run Election specifications

22. New Business/Announcements

23. Old Business

24. Submission of proposed Agenda items for Workshop and for April meeting

ADJOURNMENT

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