



CENTRAL HOLLYWOOD NEIGHBORHOOD COUNCIL

PLANNING and LAND USE MANAGEMENT (PLUM) Committee Meeting

Monday, September 23, 2019 at 4:00 p.m.

Hollywood City Hall, Large Conference Room, 6501 Fountain Ave. at Wilcox, L.A., CA 90028

Committee Members: Ferris Wehbe (Chair), Alex Massachi, Wil Anabel and Joe Rehfeld.

The Committee does not take action on behalf of the Neighborhood Council Board. It considers proposals and forwards Committee-approved recommendations as proposed Motions to the Board. The Board will consider the Committee's recommendations at a future public Board Meeting and may take final action on the recommendations.

The public is requested to fill out a "Speaker Card" to address the Committee on any item of the Agenda prior to the Committee taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Committee's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to two minutes per speaker, unless waived by the presiding officer of the Committee.

“All projects must be notified / invite / get Signatures of adjoining or neighboring property owners and/or occupants in support of the request; Very helpful, especially for projects in single-family residential areas, to minimum 4 block-radius around project. Notification and/or Flyer/ Publicity must have CHNC address, inviting stakeholders to attend the CHNC meeting where the project proposal be presented by representative” Motion 2/8/16 recommendation by Committee; ratified 2/22/16 by CHNC Board.

1. Call to Order

2. Roll Call

3. Approval of the July 22, 2019 Minutes

4. Public Comment on NON-Agenda Items.

Comments from the public on non-Agenda items within the Committee's subject matter jurisdiction. Up to two minutes per speaker.

5. Discussion and possible action on Items A,B,C,D and E

A. Project Address: 6817 W. DeLongpre Ave. Hollywood, CA 90028 CD4

Planner is: RENATA OOMS **Link** <https://planning.lacity.org/pdiscaseinfo/CaseId/MjMwMjAx0>

Project Description:

DEMOLITION OF TWO (E) SINGLE-FAMILY DWELLINGS ON TWO RD1.5 ZONED LOTS AND THE CONSTRUCTION, USE, AND MAINTENANCE OF 7 SINGLE-FAMILY DWELLINGS AS PART OF A SMALL LOT SUBDIVISION. EXISTING SITE IMPROVEM

Requested Entitlement:

A VESTING TENTATIVE TRACT PURSUANT TO LAMC SECTION 17.15 AND 12.22.C.27 FOR THE CONSTRUCTION, USE, AND MAINTENANCE OF 7 SINGLE-FAMILY DWELLINGS AS A PART OF A SMALL LOT SUBDIVISION OVER TWO ADJACENT RD1.5 ZONED LOTS. PROJECT SITE IS LOCATED IN THE HOLLYWOOD COMMUNITY PLAN AREA.

Applicant:

[Company:6823 DE LONGPRE AVE. LLC]

Representative:

HARVEY GOODMAN [Company:HARVEY GOODMAN CIVIL ENGINEERING]

B. Discussion and presentation for input only:

Project Address: 1546 N. Argyle Avenue and 6224 W. Selma Avenue, Los Angeles, CA 90028

Modera Argyle (Ametron site)

Presentation by: GABE KRAMER Director of Public Affairs, **Marathon Communications**

323.655.4660 | gkramer@marathon-com.com

PROJECT DESCRIPTION : The Project proposes to develop a new mixed-use project on a 1.1-acre site located within the Hollywood community of the City of Los Angeles. The Project includes 276 residential units, 13 (5 percent of the Project Site's base density) of which would be restricted to Very Low Income households; up to 24,000 square feet of neighborhood-serving commercial retail and restaurant uses; and up to 412 vehicle parking spaces. Alternatively, an up to 27,000-square-foot grocery store could be constructed in lieu of the proposed retail and restaurant uses. The proposed uses would be located within a seven-story building containing a ground-floor level with a mezzanine and six residential levels, above four subterranean parking levels. The proposed building would contain up to 260,250 square feet of floor area. To provide for the new uses, the approximately 61,816 square feet of existing commercial uses in six buildings and associated surface parking areas would be demolished

C. Discussion and possible action

Project Address: 777 North Vine Street, Hollywood 90038 CD13

ZA-2019-2544-CUB <https://planning.lacity.org/pdiscaseinfo/Caseld/MjI5MTIz0>

Project Description:

CUB TO ALLOW SALE & DISPNSG OF BEER & WINE FOR ONSITE CONSMPT IN CONJ W/ EX 17903 SF HOTEL W/ 6 INDOOR SEATS IN 561 SF CAFÃ%, 2418 SF COURTYARD W/ 36 OUTDOOR SEATS & 43 GUESTROOMS W/ MINIBARS OP 24 HRS

Requested Entitlement:

A CONDITIONAL USE PERMIT, PURSUANT TO THE PROVISIONS OF SECTION 12.24-W.1 OF THE LOS ANGELES MUNICIPAL CODE, TO ALLOW THE SALE AND DISPENSING OF BEER AND WINE FOR ON-SITE CONSUMPTION IN CONJUNCTION WITH AN EXISTING 17,903 S.F. HOTEL WITH 6 INDOOR SEATS IN A 561 SQUARE-FOOT CAFÃ%, A 2,418 S.F. COURTYARD WITH 36 OUTDOOR SEATS AND 43 GUEST ROOMS WITH MINIBARS OPERATING 24 HOURS DAILY IN A C2-1D ZONE.

Applicant:[Company:SIMRAN INVESTMENTS, LLC]

Representative: BRETT ENGSTROM [Company:ENGSTROM PLANNING

Engstromplanning@gmail.com (626) 993-7350

D. Discussion by Alex Massachi and Ferris Wehbe and possible action on:
Report on the Panel Discussion about the Hollywood General Plan update

6. Comments by Committee Members on items not on the Agenda

7. Adjournment

The Agenda is posted for public review at the CHNC website www.chnc.org; at a main posting location as required by law: Hollywood City Hall, 6501 Fountain Ave.; and at the City of Los Angeles Neighborhood Council Support – Early Notification System. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting, may be viewed at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the Agenda please contact Ferris@chnc.org or RogerCHNC@gmail.com.

Public Notices

Did you know? You can call 3-1-1 to be connected to any City of Los Angeles service. Use it to report graffiti, arrange for bulky item pick up, or reach any City Department or City Official. Help keep our City clean -- call **3-1-1**.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three business days (72 hours) prior to the meeting you wish to attend by contacting ferris@chnc.org or RogerCHNC@gmail.com. SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA TRES DIAS ANTES (72 horas) ANTES DE LA REUNION. SI NECESITA AYUDA CON ESTA AGENDA, POR FAVOR CONTACTE A LAS PERSONAS INDICADAS.