



Thursday, July 25, 2019, 3:30 p.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS MEETING AGENDA

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

President: D. Bass

Members: W. Anabel, S. Campbell, C. Cassella, S. Costello, M. Demson, A. Gardner, L. Goldman, R. Groeper, P. Hickey, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, A. Merhtens, M. Padilla, S. Pan, B. Scane, F. Wehbe, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes**
Thursday, May 30, 2019 Meeting Minutes (Motion)
Thursday, June 27, 2019 Meeting Minutes (Motion)
4. **Closed Session**
The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Board to confer with its legal counsel on personnel and financial matters.
5. **Executive Committee (Bass)**
 - a. Assessments 2020 – submission to LA City
 - b. Assessments 2019
 - c. Cash Statement
 - d. Planning for third and fourth quarters (Motion)
 - e. Resignation of Board Member
6. **Finance Committee (Costello)**
 - a. Financial Report – June/July
7. **Arts Committee (Demson, Wilder)**
 - a. Theatre Crawl
 - b. Banners
8. **Clean & Green Committee (Lee)**
 - a. Highland Medians
 - b. LABT adjusted schedule

9. **Marketing Committee (Gardner)**
 - a. Counterintuity
 - b. Website
 - c. Newsletter
 - d. Database
10. **Nominating/Board Development Committee (Goldman)**
 - a. 2020 Election of HMD BID Directors and Officers
11. **PLUM Committee (Goldman, Padilla)**
 - a. Request regarding 926 N. Sycamore Ave entitlements
 - b. Parking Meters
12. **Safe Committee (Cassella, Wehbe)**
 - a. Adjusted deployment schedule
 - b. Report on Stakeholder issues about certain streets
13. **Old Business**
14. **New Business**
15. **Adjournment**

Next Meeting

Thursday, August 22, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID 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, assisted 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 3 business days (72-hours) prior to the meeting by contacting the HMD BID Office at 323.860.0088 or email dbass@basslawla.com.



Thursday, June 27, 2019, 3:30 p.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Attending: W. Anabel, D. Bass, S. Campbell, C. Cassella, A. Gardner, R. Groeper, P. Hickey, R. Howard, T. Lee, A. Massachi, J. Massachi, M. Padilla, S. Pan, F. Wehbe, A. Wilder

Absent: S. Costello, M. Demson, L. Goldman, J. Luster, A. Merhtens, B. Scane

Guests: Nissan Mosapor (Metropolitan Animal Specialty Hospital)

1. Call to Order/Welcome/Introductions

President Bass called the meeting to order at 3:40 P.M.

2. Guest

Nissan Mosapor introduced himself as CEO of MASH, Metropolitan Animal Specialty Hospital, on Santa Monica Blvd. Due to impending closed session, he left the meeting after introductions and a brief description of the mission and business of MASH.

3. Public Comment for Items Not on the Agenda

No public comment

4. Approval of Meeting Minutes

Thursday, May 30, 2019 Meeting Minutes (Motion)

On motion by S. Campbell, seconded by A. Massachi, the Board unanimously approved the minutes with one abstention, C. Cassella.

5. Closed Session

The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committees to confer with its legal counsel on security and personnel matters.

President Bass adjourned the meeting into closed session at 3:40 p.m.

President Bass adjourned closed session and resumed monthly Special Board Meeting at 4:34 p.m.

6. Old Business - None

7. New Business - None

8. Adjournment

There being no further business before the Board, President Bass adjourned the meeting at 4:35 p.m.

Next Meeting

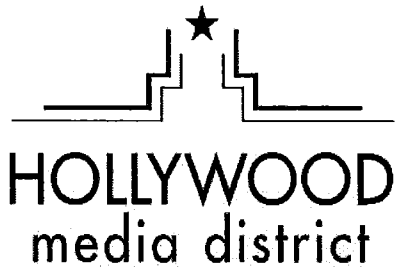
Thursday, July 25, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Respectfully submitted, Scott Campbell, Secretary

BY: Scott Campbell

5-A



1040 N. Las Palmas Avenue • Hollywood, CA 90038 • (323) 860-0025 Office • (323) 860-0026 Facsimile • mediadistrict.org

July 2, 2019

VIA EMAIL (EUGENE.VANCISE@LACITY.ORG) AND U.S. MAIL

Mr. Eugene Van Cise
Management Analyst II
Office of the City Clerk, Administrative Services Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Re: 2020 Assessments / Agency Account No. 18959

Dear Mr. Van Cise:

As stated in my email to you of May 31, 2019, the Board of Directors of the Hollywood Media District passed a motion to increase its assessments by the maximum percentage permitted, i.e., a 3% increase in assessments for tax year 2020. That motion was presented at the meeting of the Board of Directors on May 30, 2019.

Attached please find the approved minutes of the Board of Directors for the meeting that occurred on May 30, 2019. See point 5c in the minutes.

Thank you.

Very truly yours,

David M. Bass
President of the Board
Hollywood Media District BID

Enclosure

cc: Thomas Nelson, Accounts Payable/Special Assessment Section
Miranda Paster, Special Assessment Section



Thursday, May 30, 2019, 3:30 p.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS MEETING MINUTES

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

Attending: W. Anabel, D. Bass, S. Campbell, S. Costello, M. Demson, L. Goldman, R. Groeper, R. Howard, T. Lee, J. Luster, A. Massachi, A. Merhtens, M. Padilla, S. Pan and F. Wehbe

Absent: C. Cassella, A. Gardner, P. Hickey, R. Howard, A. Massachi, , A. Merhtens, B. Scane, and A. Wilder

1. Call to Order/Welcome/Introductions

President Bass called the meeting to order at 3:35 p.m.

2. Public Comment for Items Not on the Agenda

No public comment.

3. Approval of Meeting Minutes

Thursday, April 25, 2019 Meeting Minutes (Motion)

On motion by F. Wehbe, seconded by S. Campbell the Board unanimously approved the minutes.

4. Closed Session

The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Committees to confer with its legal counsel on security and personnel matters.

President Bass adjourned the meeting into closed session at 3:38 p.m.

President Bass adjourned closed session and resumed monthly Board Meeting at 4:20 p.m.

5. Executive Committee (Bass)

a. Report on adjustments to spending and budget – *deferred.*

b. Report on Past Due Assessments – *deferred.*

c. Increase 2020 Assessments (Motion).

On a motion by F. Wehbe, seconded by L. Goldman the Board voted 14-1-0 to approve a 3% increase in assessments for TY 2020.

d. June 27 Board meeting re: HCP2 – *deferred.*

6. Finance Committee (Costello)

- a. Balance Sheet, Profit & Loss, Cash Statement – *April – deferred.*
- b. 2019 Mid-Year Budget.
Treasurer S. Costello will present a 2019 Mid-year budget to the Finance Committee, Executive Committee and BOD at June 2019 meetings.

7. Arts Committee (Demson, Wilder)

- a. Theatre Crawl.
- b. Banners.

Chair Demson reported that the CM Mitch O'Farrell introduced a banner motion which will be voted on at a City Council Meeting in the coming weeks. However, the Committee will ask the Council Member to change the two-year time frame to begin in 2020. The Theatre Crawl Celebration will be teed-up and ready to go in 2020

8. Clean & Green Committee (Lee)

- a. Highland Medians.
- b. MOU with LABT.

Chair Lee reported that A. Hernandez had met with Highland Media landscaper, Francisco Salizar to address issues raised by Sharyn Romano, LABT. The issues have been resolved to Sharyn's satisfaction.

9. Marketing Committee (Gardner)

- a. Website.
- b. Newsletter.

President Bass reported, on behalf of Chair A. Gardner, that the website is complete and would be up and running shortly. Also, the newsletter articles have been gathered and will be formatted for publication.

- c. Discover Hollywood Presentation.

Oscar Arslanian, publisher, and Nyla Arslanian, editor, presented their request for advertising in Discover Hollywood Magazine to coincide with a cover issue about the HMD BID. President Bass described the BID's process and will take the matter to the Finance Committee, Executive Committee and the BOD in June.

10. Nominating/Board Development Committee (Goldman)

- a. No meeting in May.

Chair Goldman reported that the NBDC will reconvene in June to begin the election process.

11. PLUM Committee (Goldman, Padilla)

- a. No meeting in May.

Chairs Goldman and Padilla informed the Board that LAPD Officer Thompson will attend the June meeting to discuss the status of the 7-11 Convenience Store on Santa Monica Blvd. and Las Palmas. Mehrdad Iman, Plus Architects will present the 901 Vine St. project (former car wash at Vine & Willoughby).

- b. Update 960 La Brea –Report on Letter of Determination (LOD).

Co-Chair Goldman reported that the Letter of Determination was issued, and the BID's requested conditions were not included. However, the letter contains contradictions between the approved project and the LAPD conditions which are by the City Attorney's office and LAPD officer Ben Thompson.

12. Safe Committee (Cassella, Wehbe)

- a. Adjusted deployment schedule (Motion).
On a motion by F. Wehbe, seconded by L. Goldman, the board voted unanimously to reduce deployment from 11 to 9.

- b. Report on LAPD meetings – *deferred.*

13. Executive Director's Report - *deferred*

14. Old Business - *None*

15. New Business - *None*

16. Adjournment

There being no further business before the Board, President Bass adjourned the meeting at 4:51 p.m.

Respectfully submitted,

Scott Campbell, Secretary

BY: Laurie Goldman

Next Meeting

Thursday, June 27, 2019 at 3:30 p.m.

Location: t/b/d

5-B



1040 N. Las Palmas Avenue • Hollywood, CA 90038 • (323) 860-0025 Office • (323) 860-0026 Facsimile • mediadistrict.org

June 26, 2019

VIA EMAIL (EUGENE.VANCISE@LACITY.ORG) AND U.S. MAIL

Mr. Eugene Van Cise
Management Analyst II
Office of the City Clerk, Administrative Services Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Re: Disbursement Request Invoice #2019-6, Agency Account No. 18959
Contract Number: C-125070 2019 Property Tax Revenue

Dear Mr. Van Cise:

As outlined in the agreement between the City of Los Angeles and the Hollywood Media District Business Improvement District, **we are requesting payment in the amount of \$140,382.02.**

County Remittance May 20, 2019: \$140,382.02

Please Remit Payment \$140,382.02

I certify that the payment requested will be expended in accordance with the provision of the contract agreement #C-125070 as outlined in the District's Management Plan.

I certify that I represent the 501(c)(4) the Hollywood Media Business Improvement District and that I am authorized to make this request on behalf of the organization.



Mr. Eugene Van Cise
June 26, 2019
Page 2

Please remit the payment in electronic fund transfer and provide a confirmation via email to me (dbass@basslawla.com) and Jim Omahen (jim@mediadistrict.org).

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "David M. Bass".

David M. Bass
President of the Board
Hollywood Media District BID

cc: Thomas Nelson, Accounts Payable/Special Assessment Section
Miranda Paster, Special Assessment Section

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE CITY CLERK
Business Improvement District
Division
200 N. Spring Street, Room 395
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

Patrice Lattimore
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 06/20/2019
TO: Alfredo Hernandez, Executive Director **FAX NO.** (323) 860-0025
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: HOLLYWOOD MEDIA

Account No.: 18959

County Remittance 5/20/2019

140,382.02

Available for Reimbursement

\$140,382.02

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

FY 2018-2019

DATE OF REMITTANCE: May 20, 2019

ACCT.#	DESCRIPTION	TYPE	2018-2019		2018-2019		2018-2019		2018-2019	
			PROPERTY TAX REVENUE	SECURED 2nd PAID	REDEMPTION MST 3rd QTR (TAX)	REDEMPTION MST 3rd QTR (PENALTY)				
189.59	HOLLYWOOD MEDIA BID	1% D/S AIR TL	- 140,382.02 -	- 139,934.83 -	- 374.10 -	- 73.09 -	- -	- -	- -	- -
			140,382.02	139,934.83	374.10	73.09				
			140,382.02	139,934.83	374.10	73.09				

David Bass

From: Eugene Van Cise <eugene.vancise@lacity.org>
Sent: Wednesday, July 03, 2019 11:50 AM
To: David Bass
Cc: Jim Omahen
Subject: BID Assessment for 2019

David,

The BID's total assessment for 2019 is \$1,103,562.70. Minus \$21,919.70 for recovery costs and \$1,042,537.47 for invoices paid thus far leaves potentially \$39,105.53 in assessments remaining, plus a general benefit payment of \$32,667.19.

Eugene Van Cise

Management Analyst II

Office of the City Clerk

213-978-1315

5-D

Media District BID Budget

Monthly Expenses

Description	Amount	Notes
Security		
Andrews Global	\$ 33,850.00	Based on approx. 7,900 per week or 1,128/day; est. 23,630 for June 2019
Auto insurance	\$ 300.00	
Auto gasoline	\$ 300.00	
<i>Subtotal</i>	\$ 34,450.00	
Clean and Green		
LABT Monthly Maintenance	\$ 20,500.00	
Median work	\$ -	
<i>Subtotal</i>	\$ 20,500.00	
Marketing Projects		
Theatre Row Banners	\$ -	
Website	\$ -	
Quarterly Newsletter	\$ -	
<i>Subtotal</i>	\$ -	
Special Projects and Events		
Support for events, community	\$ 500.00	6k/yr: FHCP, boys and girls club
Theatre crawl	\$ 2,000.00	Set aside monthly
Annual dinner	\$ 300.00	Set aside monthly
Stakeholder event Sept.	\$ 1,000.00	See bylaws. Reserve Casita.
<i>Subtotal</i>	\$ 3,800.00	
Office and Admin		
Staff (with burden)	\$ 10,000.00	
Office supplies	\$ 150.00	
Committee and board meetings	\$ 100.00	
Computer	\$ 250.00	
Internet, phone, misc.	\$ 550.00	
<i>Subtotal</i>	\$ 11,050.00	
Misc.		
Insurance	\$ 1,250.00	Est. \$15k without auto
Legal - Briggs	\$ 500.00	
Accounting	\$ 600.00	Based on \$7,200 annual
Misc.	\$ 250.00	
<i>Subtotal</i>	\$ 2,600.00	
Total Monthly Expenses	\$ 72,400.00	

DRAFT
for discussion purposes only

Media District BID Budget

Revenue 2019

Description	Amount	Notes
Bank Accounts (US Bank) July 8		
Checking	\$ 17,281.00	
Savings	\$ 423,420.00	incl. disb. No. 2019-6. See Bass letter 06/26/19
<i>Total</i>	<u>\$ 440,701.00</u>	
Assessments/Rev. 2019		
Potential Remaining Assessments	\$ 39,105.00	1,042,537 received. See Van Cise email 07/03/19
General Benefit Payment	\$ 32,667.00	See Van Cise email 07/03/19
<i>Total</i>	<u>\$ 71,772.00</u>	
Assessments 2020		
Private	\$ 1,102,705.00	
Government	\$ 39,418.00	
General Benefit Payment	\$ 32,667.00	
<i>Total</i>	<u>\$ 1,174,790.00</u>	
In Kind Contributions		
7000 Romaine Holdings	\$ -	
DBA	\$ -	
Hudson Pacific	\$ -	
<i>Total</i>	<u>\$ -</u>	

DRAFT
for discussion purposes only

6-A



My Accounts Transfers Bill Payments Send Money Deposits Customer Service Products & Services

Choose an Account My Documents My Controls

My Accounts

Got banking questions? Use the Answers tab in the lower right corner of your screen. [Learn more.](#)

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- Pay External Bills
- Pay My U.S. Bank Account
- Online Statements
- Send Money with
- Set up Cards for Travel
- Learn About Mobile Banking
- Check My Credit Score for Free

Important Info

Important update as of May, 2019: [Click here to review the changes being made to your Online and Mobile Financial Services Agreement](#)

Deposit Accounts	Available Balance
\$440,702.83	
Account Name	Available Balance
Checking - 5732	\$17,281.87
Savings - 6606	\$423,420.96

Looking to take your business to the next level? Get the financing you need to match your goals and ambitions. [Learn more](#)

Debit Cards & ATM Cards	
Card Name	Card Type
U.S. Bank® Busine... - 4417	Debit Card
View Spend Analysis	

Transfer Money

From Account

To Account

\$ mm/dd/yyyy

Pay a U.S. Bank Account

Pay Bills

Send Money with

Connection Secured

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OLB: KS-MEC 4D 019.07.2069.1

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U.S. Bank is not responsible for and does not guarantee the products, services or performance of U.S. Bancorp Investments.

HMD BID Vendor invoices and payments 7/23/2019

Ch. No.	Payable To	Amount	Notes
Security			
	Andrews Global Security	\$ 8,100.40	Due 7/30/2019
	Andrews Global Security	\$ 8,513.12	Due 8/6/2019
	Andrews Global Security	\$ 7,958.72	Due 8/13/2019
	Andrews Global Security	\$ 7,866.32	Due 8/20/2019
	<i>Total Security</i>	\$ 32,438.56	
Clean/LABT			
	LABT -- July	\$ 20,400.00	
	<i>Total Clean</i>	\$ 20,400.00	
Marketing			
	web hosting	\$ -	
	rackspace - email	\$ -	
	<i>Total Marketing</i>		
Legal			
	Briggs Law	\$ 437.50	Due 7/31/2019
	<i>Total Legal</i>	\$ 437.50	
Office/Admin			
	Hudson Pacific internet	\$ -	
	telephone	\$ -	
	<i>Total Office</i>		
	Grand Total	\$ 53,276.06	

**HMD/BID Operating Account Checks
Signed on 7/__/2019**

Ch. No.	Payable To	Amount
	<i>Total</i>	\$ -

Summary

Date	Amount
------	--------

Total \$ -

HMD BID Operating Account Checks 7/23/2019 (oldest on top)

Ch. No.	Payable To	Amount	Notes
	Sheppard Mullin		
	Sheppard Mullin	\$ 391.12	12/13/18 Inv. 30069178 - Due upon receipt
	Sheppard Mullin	\$ 38,352.75	2/28/19 Inv. 300073407 - Due upon receipt
	Sheppard Mullin	\$ 2,834.50	3/18/19 Inv. 30007262 - Due upon receipt
	Sheppard Mullin	\$ 565.00	5/21/19 Inv. 300081731 - Due upon receipt
	Sheppard Mullin	\$ 1,954.50	6/18/19 Inv. 300083845 - Due upon receipt
	Sheppard Mullin	\$ 338.53	Interest on outstanding A/R - Due upon receipt
	Sheppard Mullin	\$ 113.00	7/17/19 Inv. 300086166 - due upon receipt
	<i>Total Sheppard</i>	\$ 44,549.40	
	Allied		
	Lawsuit - 2016 debt	\$ 15,000.00	
	pending claim	\$ 101,835.00	
	<i>Total Allied</i>	\$ 116,835.00	

LOS ANGELES BEAUTIFICATION TEAM

MEDIA BID Cleaning Schedule

Proposed & Revised Schedule

Monday - Main Streets – 1 Crew & Alleys & Hot Spots (Side Street) -1Crew
Tuesday - Side Streets - 1 Crew & Hot Spots (Main) - 1/2 Crew
Wednesday - Side Street - 1 Crew & Hot Spots (Main) - 1/2 Crew
Thursday - Pressure Wash - 1 Crew OR Greening - 1 Crew
Friday - Main Streets -1 Crew
Saturday - Side Streets - 3 Crews

10 crews a week averaging 44 crews a month, plus oversights which equals to an additional crew. The cost includes staff, benefits, insurance for the BID, truck charges, supplies and costs for administering additional labor.



Thursday, July 11, 2019, 10:30 a.m.
The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

***Unapproved* SPECIAL PLUM COMMITTEE MEETING MINUTES**

Attending: D. Bass, S. Campbell, L. Goldman, J. Luster, A. Massachi, S. Pan, M. Padilla and B. Scane

Absent: R. Howard and J. Massachi

Guests: T. Lee, M. Levun (Gonzales Law Group) and R. Ross (CIM)

1. **Call to Order/Welcome/Introductions**
Co-Chair Goldman called the meeting to order at 10:36 a.m. and welcomed guests.
2. **Public Comment for Items Not on the Agenda**
None
3. **Approval of Meeting Minutes (Motion)**
PLUM Committee Meeting Minutes - Thursday, April 4, 2019
On a motion by M. Padilla, seconded by A. Massachi, the minutes were unanimously approved.
4. **Presentations**
Gonzales Law Group regarding 926 N. Sycamore Ave entitlements
The Committee viewed a PPT presentation and vetted the project with M. Levun and R. Ross. ***On a motion by A. Massachi, seconded by S. Campbell, the Committee voted unanimously to support the project as presented.*** (Project Evaluation questionnaire attached)
5. **HMD BID Parking Meters (Motion)**
D. Bass presented a request by Council Member David Ryu regarding a study to increase parking meters in the area bordered by Santa Monica Blvd. (north), Orange Dr. (east), Willoughby Ave. (south) and La Brea (west). ***On a motion by M. Padilla, seconded by S. Campbell, the Committee voted unanimously to support Council Member Ryu's request.***
6. **Old Business**
D. Bass reported on the HCPU2 BID walkabout for the Planning Department which he led. The purpose of the walkabout was to provide the Planning Department with the opportunity to see and understand first-hand the changing HMD BID and to substantiate the BID's HCPU2 DEIR letter.

7. New Business

Massachi discussed the possible 45-story hotel, condo, apartment project at La Brea Ave/Romaine St. (cement factory site) and his family's plans to develop the Shakey's Pizza site with a Co-Living apartment project.

8. Adjournment

There being no further business before the PLUM Committee, Co-Chair L. Goldman adjourned the meeting at 11:16 a.m.

Next Meeting:

Thursday, August 8, 2019 at 9:30 a.m.

The Village at Ed Gould Plaza, Conference Room t/b/d, 1125 N. McCadden Pl., Los Angeles, CA

Respectfully submitted by Scott Campbell, Secretary

BY: Laurie Goldman, PLUM Co-Chair



**PLUM COMMITTEE
PROJECT EVALUATION QUESTIONNAIRE**

The following questionnaire is designed to assist the Hollywood Media District BID in evaluating projects that are seeking our support. Please complete the questionnaire and return via email to our Executive Director, Lisa Schechter at lisa@mediadistrict.org.

Applicant Information

Main Contact Rodney Ross
Company Name 926 N. Sycamore (LA), LLC
Address 4700 Wilshire Blvd
City Los Angeles State CA Zip 90010
Phone 213-300-6700 Fax _____
Email rross@cimgroup.com Website _____

Applicant's Representative

Main Contact Michael Gonzales
Company Name Gonzales Law Group
Address 800 Wilshire Blvd, Suite 860
City Los Angeles State CA Zip 90017
Phone 213-279-6966 Fax _____
Email mgonzales@gonzaleslawgroup.com Website gonzaleslawgroup.com

Developer/Parent Company (if different from above)

CIM Group

Project Location

926 N. Sycamore Ave, Los Angeles, CA 90038

Description of Site Including Existing & Prior Uses

Two existing buildings exist on the project site and will remain. The existing surface parking lot is currently being developed for the proposed building.

How are you addressing the tenants? Are existing building(s) vacant or will you be relocating tenants?

One existing building is occupied and the tenant will remain. The second existing building is currently vacant.

Brief Project Description (lot size, off and on-site parking, square feet, number of stories, type of construction, uses proposed, any affordable or workforce housing elements, etc...)

Proposed Development

Construction of an 8-story media production office building with 4 levels of above grade and 1 level of subterranean parking. Conversion of 16,064 SF of parking floor area to media production for a total of 70,742 SF office, media production office and retail.

Project Application

Filed? Yes Date Filed 10/25/2018 Expedited? Yes

Case Number ZA-2018-6232-ZAA-SPR

Hearing Dates _____

If assigned, please provide planner name Tina Vacharkulksemsuk / Richard Reaser

Have you met with the Council Office? Yes, they support the project

Applicant Plans to:

Entitle only Develop only Entitle, Develop and Operate

If entitle only or entitle and develop only, who is the operator?

Entitlement Request – What is being requested for this project?

Please List:

Pursuant to section 12.28 of the LAMC, a zoning administrator's adjustment for a 1.8:1 FAR in lieu of the 1.5:1 required FAR for the conversion of 16,064 SF of parking floor area to media production space in a previously permitted new 8-story 70,742 SF office, media production, & retail building. Section 16.05 site plan review for a project with an inc of over 50,000 SF.

Environmental Analysis – Describe the environmental analysis you are doing for this project (EIR, MND, CE, etc...)

Categorical Exemption

Project Benefits

Why did you decide to develop this project in the Hollywood Media District?

The Hollywood Media District is becoming a destination for new & growing media related tenants looking for centrally located Class A spaces. These tenants also desire walkable neighborhoods with the retail & restaurant amenities the district is increasingly offering.

How does your project fit in with the context of the Hollywood Media District?

This infill project is replacing a large surface parking lot, creating more density for creative companies with walkable and accessible neighborhood amenities.

How did you evaluate the market demand for this project?

Our company currently owns and operates other properties with similar uses in this area so we know first hand that there is market demand.

Are you doing a Development Agreement? If yes, what are the proposed community benefits?

We are not doing a DA but the project offers community benefits including addition of street trees and landscaping on Sycamore Ave & a courtyard/garden open to the public.

Are there community benefits such as 1% for the Arts or open space for public use?

There is a 15' landscaped setback with patios on Sycamore Ave, a landscaped

paseo and central courtyard & garden all open to public use

Are you improving the streetscape in front of your property?

Yes, we are planting street trees and landscaping

How will your project make the Hollywood Media District more pedestrian friendly?

The project includes access for pedestrians to a landscaped central courtyard

ground floor street facing uses, and new landscaping along the sidewalk.

File Transmission – Please provide a share file link, including your Master Land Use Package

<https://cimgroup.sharefile.com/d-se84773248dd4c4aa>

Please attach additional pages if required

Thank you!