



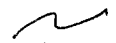




**Hollywood Media District BID**  
**PLUM Committee Meeting, April 4, 2019**  
LGBT Center, 1220 N. Highland Ave., Hollywood CA

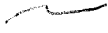

Pursuant to the Brown Act 54953.3. A member of the public shall not be required, as a condition to attendance at a meeting of a legislative body of a local agency, to register his or her name, to provide other information, to complete a questionnaire, or otherwise to fulfill any condition precedent to his or her attendance.

If an attendance list, register, questionnaire, or other similar document is posted at or near the entrance to the room where the meeting is to be held, or is circulated to the persons present during the meeting, it shall state clearly that the signing, registering, or completion of the document is voluntary, and that all persons may attend the meeting regardless of whether a person signs, registers, or completes the document.

MEMBERS

<i>David Bass</i>		_____
Scott Campbell		_____
Laurie Goldman		_____
Rick Howard		_____
Jeff Luster		_____
Jacques Massachi		_____
Miguel Padilla		_____
Sam Pan		_____
Brian Scane		_____

STAFF

Alfredo Hernandez		_____
Jim Omahen		_____

GUESTS

print name	company or organization
<i>Alex Massachi</i>	_____
<i>Ashlee Gardner</i>	_____
<i>Officer Ben Thompson</i>	_____
_____	_____
_____	_____
_____	_____



Thursday, April 4, 2019, 3pm

LGBT Center, 1220 N. Highland Ave., LA CA

## PLUM COMMITTEE MEETING AGENDA

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

**Chairs:** L. Goldman, M. Padilla

**Members:** S. Campbell, R. Howard, J. Luster, J. Massachi, S. Pan, B. Scane

- A. Call to Order/Welcome/Introductions
- B. Public Comment for Items Not on the Agenda
- C. Approval of Meeting Minutes (Motion)  
PLUM Committee Meeting Minutes - Thursday, February 7, 2019
- D. Officer Benjamin Thompson, LAPD Hollywood Division
- E. Parking Meter Pilot Project (Motion)
- F. HMD BID projects – process for testifying
- G. Cat and Fiddle CUP renewal (Motion)
- H. Old Business
- I. New Business
- J. Adjournment/Next Meeting  
No meeting in May.  
Next meeting Thursday, June 6, 2019 at 3p.m.  
LGBT Center

*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 [jim@mediadistrict.org](mailto:jim@mediadistrict.org).*



## PLUM Committee

LGBT Center, 1220 N. Highland Avenue, Los Angeles, CA 90038  
Thursday, February 7, 2019

### *Unapproved* – MEETING MINUTES

**Attending:** D. Bass, L. Goldman, M. Padilla, S. Pan, B. Scane

**Absent:** S. Campbell, J. Massachi, A. Wilder

**Staff:** A. Hernández, J. Omahen

**Guests:** none

- A. Call to Order.  
Chairs Goldman and Padilla called the meeting to order at 3:00 p.m.
- B. Introductions/Public Comment for items not on the Agenda.  
none.
- C. Approval of Meeting Minutes.  
Thursday, December 6, 2018 PLUM Committee Meeting.  
***On a Motion by Bass, seconded by Padilla, the PLUM Committee voted to approve the Minutes from the December 6, 2018 meeting. Scane abstained due to absence.***
- D. Updates.
  - i. Final HMD DEIR letter – Hollywood Community Plan Update2.  
Goldman reported the Media District’s letter has been submitted, and she added that there has been 420 other letters submitted to the City.
  - ii. Discussion Red Studios buffer zone.  
Goldman reported that there is a pending motion from the January 24 Board of Directors meeting regarding a potential buffer zone. Ms. Cassella was to provide the boundaries of the buffer zone to allow the Board to vote on the motion. Having not heard from Ms. Cassella, president Bass sent an email to the Board describing the procedural issues. The matter will be addressed at the February 28 Board of Directors meeting.
  - iii. 960 La Brea project.  
Hernandez reported that the business owner of the proposed gym is committed to do a fitness-type facility and business at 960 La Brea Ave and may have been unaware of the event space issues. Goldman reported on her conversations with CD4 and Officer Thompson. According to Officer Thompson, CD , LAPD and HMD BID are in alignment. Hernandez is following up on the meeting request with CD 4 and Officer Thompson.. The hearing for this proposed project will be held on Thursday, Feb. 28<sup>th</sup>.

E. Old Business.

i. Tiger Development.

Goldman reported she had heard from Tiger Development on January 20<sup>th</sup> but has not had a subsequent conversation regarding of the development project at the northeast corner of N. Highland Ave. and Melrose Ave.

F. New Business.

i. HCPU2 Hearing Schedule and Speakers Training.

Bass mentioned that there would not be a Board Retreat this year, but rather training for Boardmembers to speak on behalf of the BID at the HCPU2 Hearing.

ii. Parking Meter Zone Extension at Willoughby Ave., Sycamore Ave., Orange Dr., and Romaine St.

Padilla referred to the LADOT Parking Meter Zones Map included in the Agenda packet. He reported that there is a problem with the Cemex Plant's concrete trucks parking and cuing up along Romaine St. and N. Sycamore Ave. Padilla proposed advocating for the expansion/extension of street parking meters to help deter these concrete trucks from parking/cuing up in this area in front of businesses. ***On a Motion by Goldman, seconded by Bass, the PLUM Committee voted unanimously to recommend a change in the parking meeting hours, from 2hr. to 4hr. along Romaine St. from La Brea Ave. to Mansfield Ave., and along Sycamore Ave. from Santa Monica Blvd. to Willoughby Ave and to commission a traffic study to support the findings for the change.***

G. Adjournment at 3:40 p.m.

Next Meeting Thursday, March 7, 2019, at 3:00 p.m.

LGBT Center, 1220 N. Highland Avenue, Hollywood, CA 90038



**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](mailto:lisa@mediadistrict.org).

**Applicant Information**

Main Contact Ailee Gardner  
Company Name The Cat and Fiddle  
Address 742 N Highland Ave.  
City LA State CA Zip 90038  
Phone 323-829-9518 Fax \_\_\_\_\_  
Email thecatandfiddlerestaurant@gmail.com Website thecatandfiddle.com

**Applicant's Representative**

Main Contact \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

Developer/Parent Company (if different from above)

\_\_\_\_\_

Project Location

747 N. Highland Ave. 90098

Description of Site Including Existing & Prior Uses

Restaurant and Bar

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

n/a

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

Renewal of PUB, Expires June 2019.

Project Application

Filed? Yes Date Filed 3/21/19 Expedited? ~~Yes~~

Case Number have not been assigned yet, will forward

Hearing Dates \_\_\_\_\_

If assigned, please provide planner name \_\_\_\_\_

Have you met with the Council Office? \_\_\_\_\_

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:

Extend operating alcohol hours. Proposed: 6 AM - 2 AM  
Current 9 AM - 1 AM. We would only extend the hours if  
seller game in morning or private event at night. Otherwise  
open 10:30 AM - 12 midnight (1 AM weekends FRI & SAT)

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

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Project Benefits

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

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

Providing event space, food, Beverage to businesses and their  
clients or employees to enjoy.

How did you evaluate the market demand for this project?

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

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

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Are you improving the streetscape in front of your property?

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

*Providing more foot traffic on a street that normally has cars.*

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

*not available*

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*Please attach additional pages if required*

Thank you!

*Thank you!*