
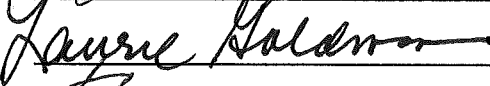

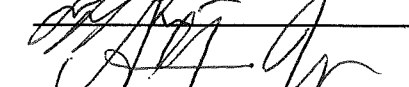
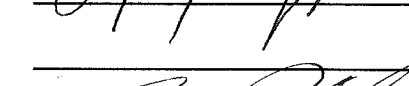
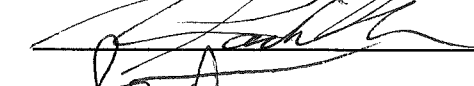




Hollywood Media District BID
PLUM Committee Meeting, July 11, 2019
The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Hollywood CA

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

Scott Campbell	
Laurie Goldman	
Rick Howard	
Jeff Luster	
Alex Massachi	
Jacques Massachi	_____
Miguel Padilla	
Sam Pan	
Brian Scane	

STAFF

Jim Omahen _____

GUESTS

print name	company or organization
Thor Lee	
Marc Levan	Gonzales Law Group
Rodney Boss	KIM Group
_____	_____
_____	_____



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

SPECIAL 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, A. Massachi, J. Massachi, S. Pan, B. Scane

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes (Motion)**
PLUM Committee Meeting Minutes - Thursday, April 4, 2019
4. **Presentations**
 - a. Gonzales Law Group regarding 926 N. Sycamore Ave entitlements
5. **HMD BID Parking Meters (Motion)**
6. **Old Business**
7. **New Business**
8. **Adjournment/Next Meeting**
Thursday, August 8, 2019
The Village at Ed Gould Plaza, Conference Room t/b/d, 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 jim@mediadistrict.org.



Thursday, April 4, 2019, 3pm

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

PLUM Committee

Unapproved – MEETING MINUTES

Chairs: L. Goldman, M. Padilla

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

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

Absent: R. Howard, S. Pan

Staff: A. Hernández, J. Omahen

Guests: A. Gardner, SLO Thompson, A. Massachi

1. Call to Order/Welcome/Introductions
Goldman called the meeting to order at 3pm
LAPD SLO Ben Thompson was welcomed and introduced, and everyone introduced themselves.
2. Public Comment for Items Not on the Agenda
Jacques Massachi announced and congratulated Alex Massachi for being elected to the Board of the Central Hollywood Neighborhood Council.
3. Approval of Meeting Minutes (Motion)
PLUM Committee Meeting Minutes - Thursday, February 7, 2019
On a Motion by Bass, seconded by Goldman, the PLUM Committee voted to approve the Minutes from the February 7, 2019 meeting. Campbell, Luster, and Massachi abstained due to absence.
4. Officer Benjamin Thompson, LAPD Hollywood Division.
– Thompson said he was the SLO for the Hollywood Entertainment District BID area north of the Media District, but was involved with issues that all of Hollywood are concerned with. Thompson said there has been a surge of projects in the Media District and the City's Planning Department hearings for them.
– Thompson was asked about the 7-11 on the northwest corner of Santa Monica Blvd. and N. Las Palmas Ave. Thompson said this location is at the top of his abatement list. The Committee discussed drafting a letter regarding the problems at this 7-11 Store location, and all agreed that the BID should draft a letter in support of abatement.
5. Parking Meter Pilot Project.
Goldman reported that CD13 Councilmember O'Farrell will add the Media District BID to the City's new Parking Meter Pilot Program within the next 90 days.

6. HMD BID projects – process for testifying.
Goldman said in the future and she advised staff, that if the BID Board takes a position of any project and that if staff can not attend the scheduled hearing of that project by the City's Planning Department, to let her know as to then she asking a Boardmember to attend and testify.
7. Cat and Fiddle CUP Renewal.
Gardner said this is a first renewal of their Cat and Fiddle CUP at the N. Highland Ave. location, and that the current CUP expires in June. Gardner said they are asking for a change in hours, more seating, and live entertainment: hours 6am to 2am, additional seating for 10, and having occasional live entertainment. The Committee commented that they would like more specific details, and Gardner said she will provide the Committee with additional information. SLO Thompson commented was asked about the Cat and Fiddle PLUM Committee Evaluation Questionnaire, and said there was nothing that jumped out that he would be very concerned about. ***On a Motion by Massachi, seconded by Padilla, the PLUM Committee unanimously voted to approve and recommend the Cat and Fiddle CUP Renewal with hours 6am to 2am, additional seating for 10, and having occasional live entertainment.***
8. Old Business – none.
9. New Business – none.
10. Adjournment at 4:15pm
No PLUM Committee meeting in May.
Next Meeting Thursday, June 6, 2019
LGBT Center



**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!