



Thursday, September 5, 2019, 3:00 p.m.  
The Village at Ed Gould Plaza, Rm 139, 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

**Chair:** 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, July 11, 2019
4. Presentations
  - a. BLVD Hospitality Presentation of a new development project on a lot with frontage on Cole Ave and Cahuenga Blvd (Motion)
5. Parking Meters Discussion/Report
6. Traffic Signal at Waring & Highland Intersection
7. Old Business
  - a. Request for information by LAPD Officer Ben Thompson regarding 7-11 at Santa Monica Blvd./N. Las Palmas Ave.
8. New Business
9. Adjournment/Next Meeting

Thursday, October 3, 2019

The Village at Ed Gould Plaza, Conference Room 139, 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, 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](mailto:lisa@mediadistrict.org).

Applicant Information

Main Contact Margaux Rotter

Company Name 837 N Cahuenga, LLC

Address 745 Merchant St.

City Los Angeles State CA Zip 90021

Phone (213) 568-4715 Fax \_\_\_\_\_

Email margaux@blvdhospitality.com Website \_\_\_\_\_

Applicant's Representative

Main Contact Kimberlina Whettam

Company Name Kimberlina Whettam & Associates

Address 241 S. Figueroa St. Ste. 250

City Los Angeles State CA Zip 90012

Phone (213) 228-5303 Fax \_\_\_\_\_

Email kimberlina@kwhettam.com Website \_\_\_\_\_

Developer/Parent Company (if different from above)

\_\_\_\_\_

Project Location

833-837 N. Cahuenga Blvd. & 832 Cole Ave.

Description of Site Including Existing & Prior Uses

832 site includes an existing 1-story warehouse building, current use is multimedia production.

833 is an empty parking lot, and 837 is an existing 2-story + basement warehouse building, currently vacant.

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

The buildings are currently vacant, no tenant relocation required.

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

The lot size is 18,288sf, the proposed project includes 20,835sf of private members club space. 837 will be 4-stories + basement, and 832 will remain 1-story.

The 832 building is a 1-story brick building which will be renovated into a music listening lounge, bar and dance area.

The 837 building is a CMU structure to be renovated into a multimedia exhibition hall, art and recording studio spaces, a 1-bedroom loft and rooftop bar and lounge.

The site will be renovated into two separate garden spaces, and a new construction kitchen will be added between the two buildings. No on site parking.

Project Application

Filed? Yes Date Filed N/A Expedited? Yes

Case Number N/A

Hearing Dates N/A

If assigned, please provide planner name N/A

Have you met with the Council Office? Yes, Craig Bullock on 8/29

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:

Zone Variance for reduction of parking to zero on site.

CUB for sale and consumption of alcohol. Zone variance for dancing and live entertainment.

ZAI or zone variance for overall use of private members club.

Over height fence variance for front yard.

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

MND

Project Benefits

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

To continue the long, rich, history of music, art, and film in Hollywood.

We believe this location is in the heart of the studio districts and will compliment the neighborhood well.

The space gives one place for members and guests to create their art in a state-of-the-art facility.

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

By providing members and guests with a facility to create using a variety of media: music, art, film, culinary, etc.

How did you evaluate the market demand for this project?

The lack of facilities in Los Angeles to provide artists the opportunity to create music, art, film etc.

within a space they feel at home and can lounge and enjoy the property before, during, or after working on their art.

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

To be determined.



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

No public use currently planned, exploring community benefits in connection to Theatre Row.

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Are you improving the streetscape in front of your property?

Yes, landscaping within our property. Sidewalk improvements and street trees if feasible.

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

Yes

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

N/A

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*Please attach additional pages if required*

Thank you!



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