

1 BEFORE THE PLANNING COMMISSION  
2 OF THE CITY OF WEST HOLLYWOOD  
3 COUNTY OF LOS ANGELES, STATE OF CALIFORNIA  
4 In the Matter of Planning Commission Agenda

5  
6 Address: )  
7 West Hollywood Park Public Meeting Room )  
8 West Hollywood Council Chambers )  
9 625 N. San Vicente Boulevard )  
10 West Hollywood, CA )  
11 \_\_\_\_\_ )

12  
13 DATE OF MEETING: August 7, 2014

14 PLANNING COMMISSION:	STAFF
15 Roy Huebner, Chair	Stephanie DeWolfe, AICP,
16 David Aghaei, Vice-Chair	Community Development
17 John Altschul, Commissioner	Director
18 Sue Buckner, Commissioner	John Keho, AICP, Assistant
19 Donald DeLuccio, Commissioner	Community Development
20 Heidi Shink, Commissioner	Director
21 Marc Yeber, Commissioner	David DeGrazia, Current and
	Historic Preservation
	Planning Manager (CHPP)
	Stephanie Reich, Urban
	Designer
	Peter Noonan, Rent
	Stabilization and Housing
	Manager
	Christi Hogin, Assistant City
	Attorney
	David Gillig, Commission
	Secretary

1 **Planning Commission Meeting**

2 **Thursday, August 7, 2014**

3 Huebner: We are going to call to order the West Hollywood  
4 Planning Commission Meeting of Thursday, August 7,  
5 2014 and we'll have the Pledge of Allegiance. Will  
6 Stephanie Harker lead us in the Pledge?

7 Harker: I pledge allegiance to the flag of the United  
8 States of America and to the republic for which it  
9 stands, one nation under God, indivisible with  
10 liberty and justice for all.

11 Huebner: We have a roll call, David?

12 Gillig: Good evening. Vice Chair Aghaei will be absent  
13 from tonight's proceedings. It was a last minute  
14 emergency that he's at. So the record will reflect  
15 that in the, the voting. Commissioner Yeber?

16 Yeber: Here.

17 Gillig: Commissioner Shink?

18 Shink: Here.

19 Gillig: Commissioner DeLuccio?

20 DeLuccio: Here.

21 Gillig: Commissioner Buckner?

22 Buckner: Here.

23 Gillig: Commission Altschul?

24 Altschul: Here.

1 Gillig: Chair Huebner?

2 Huebner: Here.

3 Gillig: And we have a quorum.

4 Huebner: Can I have a motion to approve the agenda of...for  
5 tonight's meeting?

6 DeLuccio: I'll make a motion.

7 Shink: I'll second.

8 Huebner: All in favor?

9 All: Aye.

10 Huebner: Motion passes. Approval of the minutes for last  
11 Thursday.

12 Buckner: Motion to approve.

13 DeLuccio: And I'll second that if I can find my button.

14 Huebner: And motion passes. Public comment, do we have  
15 any...?

16 Gillig: Yes.

17 Huebner: First we have...we'll give everybody two minutes,  
18 Shawn Hoffman followed by Jeanne Dobrin.

19 Hoffman: Hello. I'm from the Public Safety Commission and  
20 I'm a liaison. So greetings to you and the public.  
21 I just wanted to say hello and bring up the fact  
22 that we had National Night Out recently. It was a  
23 great success, where each of the Neighborhood Watch  
24 groups across the city have a party annually. I'd

1 like to also invite any of the public to attend  
2 their Neighborhood Watch group and I'd be happy to  
3 talk to you about that after the meeting and  
4 there's also a Public Safety Commission meeting  
5 August 11<sup>th</sup>, which is next Monday. Everyone is  
6 invited to come at 6:30 p.m. if you're interested  
7 in public comments or hearing about Public Safety  
8 concerns and matters. I also would like to just  
9 stress emergency preparedness, storing food, water,  
10 medication, pet food in the event of when we have  
11 an earthquake and there is a seminar happening  
12 August 16<sup>th</sup>, that's this Saturday, at 10:30 a.m.  
13 And that's it.

14 Buckner: Can you tell us where the seminar is?

15 Hoffman: Yes, the seminar is in the library community room  
16 upstairs.

17 Buckner: Thank you.

18 Hoffman: Yeah, and that's also where our Public Safety  
19 Commission meeting will be.

20 Male: (INAUDIBLE).

21 Hoffman: Yes, yes, a week from Saturday. Thank you. You  
22 can also get...we're constantly building on it, but  
23 there's much information about emergency  
24 preparedness, disaster preparedness and the West

1 Hollywood Survival Guide, L.A.'s Emergency Survival  
2 Guide, all available online at the West Hollywood  
3 City website.

4 Female: (INAUDIBLE).

5 Hoffman: That's it. Thank you.

6 Huebner: Jeanne Dobrin.

7 Dobrin: Jeanne Dobrin, a 38-year resident of West  
8 Hollywood. I don't often comment about things like  
9 this because as I was the 55 year real estate  
10 licensee and of course I was very successful, but  
11 at my age in the 90's I'm retired. But I read in  
12 the paper, which I read every day, that there's a  
13 tremendous shortage of water and the fact that  
14 there's a shortage of water is not just what it  
15 says there. It means that it is all a very  
16 frightening kind of thing. We do have tremendous  
17 water storms, but they come like a holocaust and  
18 they result in people's homes being tossed down  
19 hillsides and so on. That isn't the way we want  
20 water. We want water to come the way it is. How  
21 would you people on the Planning Commission and the  
22 people here in the building like to be told that  
23 they could only take a bath once every two or three  
24 weeks? I don't...I hope that will never happen, I

1 don't think it's funny, never happen, but I think  
2 we have to. Now in my condominium building I  
3 happen to know because I can hear it going on,  
4 there are people who take showers as long as 15  
5 minutes. That is not necessary as we well know.  
6 Now I'm going to say quickly the City is very busy  
7 exceeding to develop this request because we have  
8 wonderful property and we're a wonderful City to  
9 build more apartment buildings, condominiums and  
10 hotels. Already we have many on the...that have  
11 already been approved that have not been built and  
12 they are going to require tremendous amounts of  
13 water. I think the City has to take a step back  
14 and not say you can't build here anymore because  
15 it'll take too much water, but we have to look at  
16 it in a very serious and technological way. I hope  
17 that you will agree with me that the water shortage  
18 is very important and many people are not truly  
19 aware of it because they're interested in other  
20 things in life. Thank you.

21 Huebner: Thank you, Jeanne. Director's Report, Stephanie I  
22 understand we don't have a Director's Report  
23 tonight because there hasn't been a Council  
24 meeting. So we'll move on to item, items from

1 Commissioners. Commissioner DeLuccio?

2 DeLuccio: I have none at this time. Thank you.

3 Huebner: Commissioner Shink?

4 Shink: None at this time.

5 Huebner: Commissioner Altschul?

6 Altschul: No.

7 Buckner: No, thank you.

8 Huebner: Commissioner Yeber?

9 Yeber: Well I have something.

10 Huebner: Okay.

11 Yeber: I just wanted to remind my fellow Commissioners,  
12 staff, anyone in the audience who might be  
13 interested, remind you again about registration for  
14 the upcoming State Conference, the APA California  
15 Conference in Anaheim. Regular registration ends  
16 on August 15<sup>th</sup>. After that, the price goes up. So  
17 if you're interested, get in your registration now.  
18 It'll be a great conference on everything having to  
19 do with Planning. Thanks.

20 Huebner: Okay. I just wanted to say a few things that this  
21 is my first time, my first evening as Chair and I'm  
22 very honored to serve in this capacity and I just  
23 ask that everyone be respectful when speaking  
24 tonight, whether it be respectful of those

1 speaking, whether it be the staff, public, the  
2 Applicant or the Commissioners and ask that we  
3 refrain from interrupting and applauding and  
4 booing. I appreciate everyone coming out and the  
5 passion they have around the item. We all care  
6 about the City and we have different views. We can  
7 all agree to disagree. I mean the Commission's  
8 here to listen, weigh facts and consider testimony  
9 and make the best decision calling on our  
10 individual expertise and experience, so thank you.  
11 Consent Calendar, there is none. We'll move on to  
12 Item 10.A., public hearing, 8899 Beverly Boulevard  
13 and 8846-8908 Rosewood Avenue. And we have a staff  
14 report.

15 Stadnicki:

15 Good evening Commissioners, my name is Emily  
16 Stadnicki. I'm a Senior Planner and current in  
17 Historic Preservation Planning. This is the 8899  
18 Beverly mixed-use project which also includes the  
19 8846-8908 Rosewood Avenue property. The project  
20 totals about 2,100 square feet and includes retail,  
21 restaurant, office, 64 market-rate condominiums and  
22 17 affordable apartments over a subterranean  
23 garage. As a reminder this item was continued at  
24 the July 17<sup>th</sup> Planning Commission meeting to allow



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the Applicant to revise the project description and staff to complete their analysis of the revisions. I'm going to walk you through the project basics, the Urban Designer will address the design of the project and Housing Staff will discuss the affordable housing elements. I'm sure most of you are familiar with the project site located on Beverly Boulevard between Almont and Robertson Boulevard. The site also includes these parcels on Rosewood that currently provide service parking for the building and are adjacent and across from single family residential. The project consists of several different components. The tower portion is a 10-story office building including basement and penthouse levels that was built in 1962. It is an existing non-conforming building that will be expanded on three sides to house 55 market-rate condominiums, 10 affordable apartments, the Madeo Restaurant on level one, flexible retail space on level two, and office space on level three. With the expansion and the conversion of some of the former parking areas, the building's square footage will almost double. On Rosewood Avenue, the project includes nine two-story units built to

1 resemble single family homes but technically  
2 condominiums, seven affordable apartments housed in  
3 one structure, a pool and a pool house. The  
4 existing site has 231 parking spaces. Per the  
5 Zoning Code, the proposed project would require 277  
6 spaces. A shared parking analysis was done and it  
7 found the demand to be 247 spaces. The project  
8 proposes 257 parking spaces. The bulk are in the  
9 subterranean garage which will be all valet 24  
10 hours a day, seven days a week and nine individual  
11 at grade garages for the houses on Rosewood. An  
12 EIR was prepared for the project. The only  
13 significant impact identified was noise during  
14 construction. Staff is not recommending any action  
15 on the EIR at this time, but we do have the  
16 Environmental Consultant and the Traffic Consultant  
17 here if you have any questions. Stephanie Reich,  
18 the City's Urban Designer, will give you an  
19 overview of her architecture and urban design  
20 analysis.

21 Reich: Good evening Commissioners, members of the public.  
22 The Design Review Subcommittee reviewed the project  
23 on June 13<sup>th</sup>, 2013, which was largely the same as  
24 what you see before you with the exception of the

1 configuration of the units along Rosewood. The  
2 Design Review Subcommittee was complimentary of the  
3 design. It is unusual that staff disagrees with  
4 the Design Review Subcommittee and does not support  
5 the work of such a qualified architectural team.  
6 Additionally, the project proposes a renovation of  
7 an older building with new materials and finishes  
8 that would bring some new energy to the existing  
9 structure. However, while the existing building  
10 may be in need of refreshment, it has an elegant  
11 verticality and is visually prominent on the  
12 street. The proposal provides an additional 93  
13 feet or 60% additional length, and almost double  
14 the width. The effect of this increased mass and  
15 scale provides not a tall slender building but a  
16 wall like structure 10 stories tall. The project  
17 appears too bulky and does not appear to enhance  
18 the existing building in its mass and scale. The  
19 units along Rosewood have been revised since the  
20 Design Review Subcommittee meeting and better  
21 reflect the development pattern of the neighborhood  
22 in its current configuration. However, the  
23 individual residential buildings appear to have a  
24 commercial feel particularly on the ground floor

1 and appear to be repetitive in design. Each  
2 building should be detailed with smaller windows  
3 and more details to appear residential and should  
4 be unique in design to be more reflective of the  
5 neighborhood and more integrated into the overall  
6 WEHO West neighborhood. So while we applaud the  
7 renovation of an existing building, an adaptive  
8 reuse of an older building, we believe the  
9 additions proposed here to 89, 8899 Beverly  
10 Boulevard building result in a building that is too  
11 massive and is not appropriate for the location or  
12 for the neighborhood. And as Emily mentioned, I'm  
13 Stephanie Reich, the City's Urban Designer.

14 Huebner: Thank you Stephanie.

15 Stadnicki: Thank you. The proposed project requires a  
16 demolition permit, a development permit and a  
17 tentative tract as well...tract map, as well as  
18 legislative changes including a Specific Plan, a  
19 General Plan Amendment and a Zone, Zoning Map  
20 Amendment. The Applicant has proposed Specific  
21 Plan language that would consolidate different  
22 parcels and zoning classifications into a single  
23 land use designation that could then deviate from  
24 the existing Development Standards. These are the

1 two subareas of the Specific Plan. The Beverly  
2 Boulevard building subarea one and the Rosewood  
3 piece is subarea two. In looking at a comparison  
4 of the proposed development standards, you can see  
5 that the tower has an FAR of 6.1 where a 2.8 would  
6 otherwise be allowed. With this level of increased  
7 density on the site, staff does not feel that the  
8 Specific Plan conforms to the City's General Plan.  
9 The General Plan was adopted in 2011 after a  
10 lengthy public process. It includes criteria to be  
11 used for increases in permitted FAR and height. In  
12 staff's opinion, the project does not meet the  
13 thresholds for the General Plan Amendment to the  
14 extent required. Peter Noonan from Housing is  
15 going to discuss the project's affordable housing  
16 issues.

17 Noonan: Chair and members of the Planning Commission, my  
18 name is Peter Noonan and I'm the City's Rent  
19 Stabilization and Housing Manager. For the benefit  
20 of the people in the audience, the Housing Division  
21 looks at projects and analyzes them solely on  
22 provision of the affordable housing. So we met  
23 with the developer and the developer team on many  
24 occasions to discuss the affordable housing in this

1 project and housing staff's recommendations and  
2 analysis are summarized in the staff report  
3 beginning on page 10 and they're provided in detail  
4 in Exhibit E. As conditioned, the project would  
5 meet the City's affordable housing requirements and  
6 as conditioned housing staff could support the  
7 affordable housing in this project. Seventeen  
8 affordable rental units would be provided and since  
9 the Commission last saw this project, those units  
10 have been reduced in size to be more compatible to  
11 the size of units in the inclusionary housing  
12 program. Amenities would be shared between the  
13 affordable and the market-rate residents and two of  
14 those amenity areas, a common room and a rooftop  
15 deck would be located in the affordable area.  
16 Agreements would be established to address  
17 maintenance and operation costs shared by the  
18 affordable, the commercial and the market-rate  
19 condo areas in the project and the Applicant would  
20 be providing funds to move a city shuttle transit  
21 stop closer to the western building entrance on  
22 Beverly Boulevard and would offer free parking to  
23 affordable area residents and to support staff.  
24 Consistent with code requirements, the Applicant

1 has proposed a public benefit to allow the  
2 affordable units to be clustered and a public  
3 benefit would include a meeting room available to  
4 community groups and organizations in the City,  
5 coverage of any cost overruns associated with  
6 maintenance and operation of the affordable area, a  
7 \$1 million contribution to the City's affordable  
8 housing trust fund and a nonprofit housing provider  
9 as the operator of the affordable area. Again, as  
10 conditioned, the affordable housing in this project  
11 would be consistent with the City's affordable  
12 housing requirements and inclusionary program and  
13 housing staff would support it. This concludes my  
14 portion of the report.

15 Huebner: Thank you.

16 Stadnicki: Thanks Peter. In summary, the recent shift to  
17 shared amenities better aligns with City policies  
18 and staff is now in support of the affordable  
19 housing portion of the project. However, staff has  
20 determined that this project with the expansion of  
21 a nonconforming building still does not meet the  
22 thresholds for a General Plan Amendment to the  
23 extent required and recommends denial of the  
24 project.

1 Huebner: Thanks Emily. Questions for staff? Donald?

2 DeLuccio: Yeah, I'm, I'm gonna limit my questions because I  
3 do want to hear from the public. I have one  
4 question, when you gave your presentation Emily,  
5 did you mention that it's gonna be an indoor pool  
6 house or...?

7 Stadnicki: No, it's an outdoor pool with a pool house that's  
8 really a changing area. It's 1,125 square feet.

9 DeLuccio: Okay, thank you.

10 Huebner: Mr. Altschul?

11 Altschul: Stephanie, could you sort of give an overall view  
12 as to the...

13 Female: Can't hear you.

14 Altschul: Oh thanks, I'll turn the mic on. Would you give,  
15 would you give an overall view, a brief overall  
16 view as to the extent to which the Applicant  
17 followed the suggestions of the Design Review  
18 Committee on the Rosewood component?

19 Reich: Thank you for the question. On the Rosewood  
20 component, the Applicant has lowered the fences and  
21 hedges for a more open view to the houses and has  
22 set...made the garages less prominent as that was a  
23 concern that the Design Review Subcommittee voiced.

24 Altschul: What about the FAR?



1 Stadnicki: It has been reduced.

2 Altschul: To?

3 Stadnicki: To .675.

4 Altschul: No, that's what they originally proposed.

5 Stadnicki: No, their original proposal was more than that.

6 Altschul: No, I thought the original proposal was .675 and  
7 it's been reduced...

8 Stadnicki: I believe it was .9 before. And now that they  
9 have, they have fewer units and they are not  
10 attached, that's the reduction to .675.

11 Altschul: Well I was under the impression that the original  
12 proposal was between .675 and .7 and that they now  
13 have reduced it to the overall standard for West  
14 Hollywood West to .5, but I would like the  
15 Applicant to address that because there apparently  
16 is some confusion.

17 Huebner: We can have the Applicant do that when they  
18 present. Marc, do you have a question?

19 Yeber: Yes, thank you. Emily, can you kind of separate...I  
20 know there's...you touch on page 19 of 23, you touch  
21 on Government Code Section 65915 regarding the  
22 density bonus to a project that's actually  
23 requesting a Specific Plan. Can you untangle those  
24 two items? Why would someone ask for a density

1 bonus on top of asking for a Specific Plan?  
2 Meaning wouldn't that bonus, you know, basically be  
3 folded into a Specific Plan typically?

4 Stadnicki: Yes, I think that was our, that was our concern  
5 about bringing that issue into it. They can set  
6 the...in a Specific Plan they can set...

7 Yeber: Whatever.

8 Stadnicki: ...whatever standards they want.

9 Yeber: Right.

10 Stadnicki: So our response was that it wasn't necessary.

11 Yeber: To do...okay, that's what I thought. So in terms of  
12 the density bonus, what...they're just asking...the  
13 concession, only concession they're asking for is  
14 just the increase in density? Or FAR?

15 Stadnicki: Well they actually asked for the General Plan  
16 Amendment and the Specific Plan as concessions.

17 Yeber: Gotcha. Is that, is that considered an on-menu or  
18 off-menu as stipulated by 65915?

19 Stadnicki: Off-menu.

20 Yeber: It is an off-menu. And have they provided the  
21 economic rationale for that?

22 Stadnicki: No.

23 Yeber: Okay, thank you.

24 Huebner: Donald?

1 Altschul: Who's cackling?

2 DeLuccio: I just want to ask another question based...I think  
3 it's pretty much what Commissioner Altschul was  
4 alluding to. It's...currently the ARM 1B allows for  
5 a .5 FAR?

6 Stadnicki: That's correct.

7 DeLuccio: And are they proposing for an incentive with the  
8 affordable housing component to bring it up to the  
9 .750?

10 Stadnicki: Yes, I believe that's their rationale.

11 DeLuccio: Okay, thank you.

12 Huebner: No more questions? Disclosures? Donald?

13 DeLuccio: None.

14 Shink: None.

15 Huebner: Mr. Altschul?

16 Altschul: Yes, I've had a couple of meetings with the  
17 Applicant and their representative in which we  
18 discussed the various issues that are being  
19 discussed this evening. I've also had a meeting  
20 with one of the residents of West Hollywood West at  
21 which we discussed the same issues.

22 Huebner: Commissioner Buckner?

23 Buckner: Yes, I had a telephone conversation with Jeff Haber  
24 who's a representative, legal representative for,

1 for the Applicant. And I received a couple of e-  
2 mails, one from Genevieve Morrill, another from  
3 Seth Meier and Lauren Meister. Other than that,  
4 and it was all having to do with item, information  
5 that is contained in the packet, or Mr.

6 Hasting...Mr. Ivers letter to the, the Commission.

7 Huebner: Commissioner Yeber?

8 Yeber: Yes, I too had a conversation with Mr. Haber as  
9 well as a conversation with a community member  
10 regarding the project and also received the various  
11 e-mails, all containing information that's in the  
12 staff report.

13 DeLuccio: If I can backup? I actually...

14 Huebner: Sure.

15 DeLuccio: ...I made my disclosure at the last meeting. That's  
16 why I didn't make them again this evening. But I  
17 did...no, I have no additional.

18 Huebner: Yeah, these are additional. Commissioner Shink?

19 Shink: Actually I did receive the e-mails, the same e-  
20 mails, but there was no correspondence back and  
21 forth. So nothing that wasn't contained.

22 Huebner: Okay. I also met with the Applicant and their  
23 representative and discussed items contained in the  
24 staff report and received the same e-mails from

1                   Lauren Meister and Genevieve Morrill, which also  
2                   dealt with issues in the staff report and there  
3                   were no exchanges. So, now we'll hear from the  
4                   Applicant. We'll open the public hearing and I'll  
5                   give the Applicant 15 minutes.

6   Haber:           So good evening, I'm Jeff Haber from Paul Hastings  
7                   in Los Angeles representing Beverly Boulevard  
8                   Associates. What we'll do tonight is I'll have  
9                   Tyler Siegel, the Principal of Beverly Boulevard  
10                  Associates talk first about the project a little  
11                  bit then we'll have one of the architects Kirsten  
12                  Murray talk about the projects and I'll talk about  
13                  a couple of the issues in the staff report and  
14                  we'll also hopefully have a couple minutes left to  
15                  address the questions the Commissioner Altschul and  
16                  Yeber had. Thanks.

17   Siegel:         Good evening. My name is Tyler Siegel and I live  
18                   in Los Angeles. On behalf of my partner, John  
19                   Irwin and Beverly Boulevard Associates, we'd like  
20                   to thank you for hearing our proposal this evening.  
21                   We'd also like to thank Planning and Housing for  
22                   their hard work over the past year and a half as we  
23                   process this proposal. I'd also like to thank the  
24                   neighbors for their constructive and open dialogue

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that we have shared as we've worked to make this the best project that it can be. As a longtime resident of Los Angeles, we were highly attracted to West Hollywood because it is in our opinion the best example of the self-sustaining urban village in Los Angeles. It is dense, vibrant, innovative, full of historic neighborhoods and has the perfect balance of homes, retail, hotels and nightlife. About two years ago, we were fortunate to acquire the building at 8899 Beverly in the heart of the design district. We studied the General Plan policies and objectives to shape the vision of this project and determined that the adaptive reuse of the building which is nearing the end of its useful life from office to residential is entirely consistent. We also believe that enhancing the nearly 240 feet of retail frontage along one of the best retail streets in West Hollywood, Beverly Boulevard would be overwhelmingly positive. Likewise, on the Rosewood side of the project, we propose placing the commercial surface parking lot underground and stitching together Rosewood Avenue with low density single family homes having the effect of turning a 100% commercial property into

1           100% residential as we believe it should be. And  
2           as you are aware, we have eliminated a tremendous  
3           amount of density such that there are now nine  
4           single family homes along Rosewood. During the  
5           process, the City commissioned a full Environmental  
6           Impact Report that studied every aspect of the  
7           proposed project and found conclusively that the  
8           completed project will have no significant impacts.  
9           In fact, in many respects the conversion to  
10          residential has the effect of de-intensifying the  
11          property including a significant reduction in  
12          traffic. This adaptive reuse project is simple in  
13          vision yet extremely difficult in execution because  
14          of the very challenging and complex integration of  
15          a 50 year old existing structure with modern day  
16          seismic life safety mechanical energy and Building  
17          Code requirements. And while navigating all these  
18          complexities, we believe that we have introduced  
19          refined esthetic and a respectful architectural  
20          reinterpretation. Both John and I have truly  
21          enjoyed moving our business to West Hollywood, in  
22          fact, it's in the building, and becoming part of  
23          the community and working with the many dedicated  
24          people in this room. With your help this project

1 should continue West Hollywood's legacy as a leader  
2 of sustainability, innovation and creativity. And  
3 with that, I'd like to turn it over to Kirsten  
4 Murray of Award Winning Olson Kundig Architects.  
5 Thank you for your consideration.

6 Huebner: Thanks.

7 Murray: Thank you and good evening. My name is Kirsten  
8 Murray and I live in Seattle, Washington. I'm a  
9 Principal Architect at Olson Kundig and I have been  
10 working very closely with my partner Tom Kundig on  
11 the design of the 8899 Beverly Boulevard portion of  
12 this project. I'd like to spend a couple minutes  
13 just providing a brief overview of our design  
14 approach for the project. I guess the most notable  
15 aspect of this project is its adaptive reuse. It's  
16 the type of project that we are focused more and  
17 more on in our office and this along with urban  
18 infill really we believe represents the most  
19 important project type that we participate in. We  
20 are able to help users in communities revitalize  
21 their urban core, bring new life to urban  
22 neighborhoods and provide alternatives to urban  
23 sprawl. As well by harnessing the embodied energy  
24 of the existing buildings, we're able to create a



1 design approach that is ultimately sustainable in  
2 ways that new construction seldom is. We enjoy the  
3 challenges of this type of work and have enjoyed  
4 working in this community. As architects, we have  
5 an appreciation and affection for the existing  
6 structure, its simplicity, the clear expression of  
7 its structure, even the elements like the concrete  
8 balconies that distinguish it as part of a  
9 particular period in architectural history and we  
10 believe that these aspects resonate today and we'd  
11 like to preserve them and help keep them legible in  
12 the building to preserve its memory of place. But  
13 otherwise, we hope to make this a better and more  
14 useful building to bring it up to modern levels of  
15 seismic and energy performance and accessibility.  
16 We believe that the addition of residential uses  
17 and revitalized retail and commercial streetscape  
18 and landscape will bring...by bringing entries to the  
19 street and sidewalk level will greatly activate and  
20 improve the pedestrian experience for the  
21 neighborhood. The overall approach we have to  
22 materiality of the building is to maintain the  
23 sense of the existing building. We're preserving  
24 the Beverly Boulevard facing concrete balconies.

1 The existing...the expressed concrete structure will  
2 be clad in dark bronze metal to assist with its  
3 waterproof and thermal capacities and we'll be  
4 completely renovating and reinstalling windows in  
5 the original portion of the building that will be  
6 high quality and high performance. The bays that  
7 you see added to the side are set back from the  
8 façade and articulated...we're drawing upon the  
9 language of the building with a similar horizontal  
10 alignment of forms, but with a much lighter  
11 expression. With a lighter expression, the use of  
12 bronze, light bronze, champagne and anodized  
13 aluminum finishes, glass railings and in general  
14 trying to preserve the alignment and relationship  
15 to the existing building but with a lighter and  
16 more transparent articulation. At the street  
17 level, we are bringing...we're eliminating the  
18 exterior subterranean portions, building the façade  
19 out to the street level and introducing  
20 architectural materials and articulation to give  
21 the building a stronger relationship to the  
22 pedestrian. The materials that you will encounter  
23 at the façade retail level of the building include  
24 bronze and wood, wood slats and will be activated

1 by the retail users that will ultimately populate  
2 the building. In order to preserve, to unify the  
3 building, we've added a few elements, both in the  
4 old and the new vertical elements as you see. I  
5 don't have a pointer, but vertical slatted elements  
6 that are bronze and vertical expressions of glass  
7 on the side and in the back to help unify and tie  
8 together various elements of the building's  
9 language. Thank you.

10 Haber: Hello again, Jeff Haber again from Los Angeles. So  
11 I wanted to talk about a couple of issues with  
12 respect to the project. First I also wanted to  
13 reiterate the thanks to the very hard work of staff  
14 on this project, particularly Emily and Peter. I  
15 mean they really have done (INAUDIBLE) work getting  
16 this project put together. I'd like to call your  
17 attention as part of the best part of the staff  
18 report to the Exhibits G through J in the back of  
19 the staff report. Those exhibits which are  
20 resolutions allowing you to approve the project  
21 should you decide to I think are extremely well  
22 thought out and well written and I encourage you to  
23 look at those. Let's talk about what this project  
24 is and let's talk about the benefits of the project

1 compared to its impacts. On the Beverly side,  
2 we're adding new residential uses and adaptive  
3 reuse of a commercial office building. That's  
4 a...that's encouraged by the General Plan which calls  
5 for a broad range of housing, retail and the  
6 commer-, uses in the commercial corridor to make  
7 the experience, the pedestrian experience enhanced,  
8 a variety of commercial and residential uses on  
9 Beverly. Entirely consistent with the goals,  
10 objectives and policies of the City's General Plan.  
11 On the Rosewood side, let's look at what's there  
12 now. You've got a entirely incompatible commercial  
13 use. It's a surface parking lot that has 2,000  
14 cars a week. What are we proposing to do? We're  
15 proposing to turn it into an entirely compatible  
16 residential use. It will be a residential use  
17 where the commercial parking will be undergrounded  
18 and will have no impact contrary to what's there  
19 today on the residents living across the street and  
20 next door on Rosewood. The...as you saw in the, in  
21 the letter that I sent and in the plans that have  
22 been put together, the Rosewood frontage now has  
23 been reduced so that it's nine quasi single family  
24 homes. I say quasi because they're still

1 condominium lots, but they will act for all intents  
2 and purposes for the neighbors across the street as  
3 single family homes. They will be set back 25  
4 feet, I'm sorry they'll be set back 15 feet, be no  
5 more than 25 feet tall and to answer Commissioner  
6 Altschul's questions, the, the FAR of the market-  
7 rate units there will be .5. The confusion about  
8 the .675 is the City is also requiring an  
9 affordable building to be on the Rosewood side and  
10 .5 plus the 35% density bonus, pursuant to SB1818  
11 that I'll get to in a second, takes you to the  
12 .675, but the, but the market-rate units are  
13 exactly in line with what is allowed under the R1B  
14 Zoning. So that's the...that's...in a briefly, the  
15 benefit of the project. What are the impacts of  
16 the project? Well as Emily mentioned in the staff  
17 report, there aren't any. There's not a single  
18 significant long term impact from the project. Not  
19 one. Unlike many projects that the Planning  
20 Commission considers where you have traffic impacts  
21 or parking impacts or esthetic impacts or land use  
22 impacts, there aren't any. The traffic in fact  
23 will be substantially reduced from the conversion  
24 of 100% commercial office building to a mixed use

1 building with residential on the Rosewood side.  
2 Esthetics were studied in the EIR, no impacts.  
3 Shade and shadow were studied, no impacts. The  
4 land use was studied, no impacts. And the reason  
5 for that is that this project is entirely  
6 consistent with the goals and objectives and  
7 policies of the General Plan. Now is it consistent  
8 with the General Plan as written for...with respect  
9 to this particular site? Of course not. That's  
10 why we're asking for a General Plan Amendment. But  
11 let's look at what this project is. It's a  
12 building that is 50 years old with an attached  
13 commercial parking lot that is also essentially 50  
14 years old. So the building and the lot operate as  
15 one unit and they predate not only the General Plan  
16 from 2011, but they predate the City's previous  
17 General Plans and guess what, they predate the  
18 City. So no one considered when this General Plan  
19 was being adopted in 2011 and the years before that  
20 while it was being considered, no one considered  
21 that this building would ever change because it  
22 never had in the 50 years previously. So we do  
23 need a General Plan Amendment for this project and  
24 that's why we're asking for it. With respect to

1 the FAR question that Commissioner Yeber had, the  
2 aggregate FAR as Emily mentioned on the entire  
3 property is 2.8 and the building itself, if you  
4 consider the building only by itself, is obviously  
5 higher, but the, but the aggregate FAR is 2.8. Why  
6 did...where's that 2.8 number come from? Well as  
7 Emily said, it's exactly what would be allowed  
8 under the SB1818 and the City's affordable housing  
9 density bonuses if you add it all up and so what  
10 the incentive that we've requested is in fact an  
11 incentive for the Specific Plan that will specify,  
12 that's what a Specific Plan does, what the maximum  
13 FAR can be on the aggre-, on the whole site. So  
14 the maximum FAR of the whole site could be 2.8. As  
15 I said earlier, the maximum FAR in the Rosewood  
16 side for the market-rate is .5. So just wanted  
17 them to, to talk just a little bit about...Emily  
18 mentioned the four criteria that are contained in  
19 the General Plan itself, four amendments to the  
20 General Plan, and I should also point out that  
21 General Plans are by their very nature general.  
22 The idea that a General Plan can never be amended  
23 is completely contrary to both the City of West  
24 Hollywood's past practice where the General Plan

1 has been amended for a number of...many projects that  
2 you all have considered and recommended for  
3 approval to the City Council and the General Plan  
4 Amendment, and the General Plan is under State law  
5 allowed to be amended four times a year and in  
6 fact, General Plans are only supposed to last 15  
7 years in the aggregate and then be redone entirely,  
8 15 to 20 years, and the housing elements of General  
9 Plans, at least in the City of West Hollywood, tend  
10 to be redone every five to eight years. So General  
11 Plans can be amended. Should they be amended for a  
12 second unit on a, on a house? Probably not.  
13 Should they be amended when you're talking about  
14 taking a building that is really completely  
15 inconsistent with what the General Plan calls for  
16 now, hence the inconsistency? Legal inconsistency  
17 because it predates the building and predates the  
18 City and turn it into something that is for all  
19 intents and purposes completely consistent with the  
20 goals, policies and objectives of the General Plan.  
21 So, I wanted to just mention very briefly a couple  
22 of the other benefits of the project because those  
23 really lead into those four criteria. Remember the  
24 four criteria that Emily flashed up on the screen



1 for allowing an amendment to a General Plan under  
2 the City's own plan is if you can expand an  
3 existing facility, if it introduces new uses, we do  
4 that. You can expand...you can amend the General  
5 Plan if there's a significant benefit to the city.  
6 Well, I would (INAUDIBLE) that 17 affordable  
7 housing units, the most ever that will be built on  
8 the west side of the City, not the most ever...not  
9 the only one that would ever be built there. There  
10 have been others, but...in fact you guys just  
11 approved Melrose Triangle that had 15 units. This  
12 one's 17, a couple more. Seven of those units will  
13 be reserved for very low income households. Never  
14 occurred on the west side of the City before that  
15 units have been reserved for very low income  
16 households. The third criteria is extraordinary  
17 esthetics. We think the project has extraordinary  
18 esthetics and the Design Review Subcommittee said  
19 so and the final one is affordable housing.  
20 Obviously, this, this project provides great  
21 affordable housing. As Peter said, we've agreed to  
22 amenities and access for everybody which is what  
23 the City has required and we are completely fine  
24 with that. So in conclusion, I'm obviously

1 available for questions as are members of the team,  
2 but we would request that you recommend approval of  
3 the project and recommend approval of the  
4 resolutions contained in the exhibits G through J.  
5 Thank you.

6 Huebner: Thank you Jeff. Questions? Commissioner Altschul?

7 Altschul: Yes, I, I have a question of Emily. Emily, do you  
8 concur with Mr. Haber that the nine standalone  
9 market-rate houses on Rosewood actually have a .5  
10 FAR?

11 Stadnicki: Well it's one property, so we were calculating  
12 the...all of the...

13 Altschul: The question is, do you agree that those nine  
14 cookie cutter houses which are condominiums and  
15 have separate tract fence each...

16 Stadnicki: If you exclude the pool house and the affordable  
17 apartments, yes.

18 Altschul: So in other words, if you do extract each of those  
19 nine market-rate houses from the sacred cow  
20 affordables, they are .5 FAR?

21 StadnickI: Yes.

22 Altschul: Thank you.

23 Huebner: Commissioner DeLuccio?

24 DeLuccio: I have a couple of questions. We saw a rendering

1 of the Beverly side of the building. Is there one  
2 for the Rosewood side?

3 Haber: Sure, we actually have a, a couple and we can flip  
4 through them.

5 DeLuccio: I would like to see that 'cause I mean the  
6 presentation focused on the Beverly side.

7 Haber: Sure.

8 DeLuccio: I would like somebody to give us a description of,  
9 of...

10 Haber: We have...we did have them but they may have gone by  
11 too quickly, so Michael, if you could put the  
12 Rosewood ones back up? Can you get there? Or...

13 DeLuccio: And then I have another question in the meantime if  
14 you'd like or do you...

15 Haber: So here's...here it is and we have...they're basically  
16 three renderings.

17 DeLuccio: No, I meant the building itself. I didn't mean  
18 the...

19 Huebner: 8899.

20 Yeber: The north, the north facade.

21 DeLuccio: Yeah, the north side of...

22 Haber: Of the side.

23 DeLuccio: ...of the 8899?

24 Haber: Yeah, I think we...I think that was in Emily's

1 presentation. I don't know if we had it in ours.

2 DeLuccio: Okay, 'cause I did see the...you had the Beverly side  
3 up for 8899.

4 Haber: Yeah, sorry, (TALKING OVER).

5 DeLuccio: The south, facing south.

6 Haber: Yeah. Yes, yes. Go ahead and ask your other  
7 question while she's...oh, there, there we go.

8 DeLuccio: Okay, so are there balconies on that side?

9 Haber: There are terraces and balconies, yes.

10 DeLuccio: They don't...'cause I don't see them on that picture.

11 Haber: Why don't I ask Kirsten to come back up since she's  
12 the architect. She can answer your questions  
13 better.

14 DeLuccio: Yeah. Yeah, she focused on the Beverly side and  
15 never spoke about what was facing on Rosewood.

16 Murray: Thank you, and the model provides additional  
17 information about the design but as you'll see, the  
18 balconies wrap with the exception of the Beverly  
19 facing façade of the existing building, the  
20 balconies wrap almost continuously around all three  
21 sides of the rest of the building with the  
22 exception of what you read as vertical elements,  
23 they're actually bays that come out to the edge, so  
24 they're extensive balconies.

1 DeLuccio: Okay, thank you. And then I have another question  
2 for Jeff. You made a comment about the City  
3 requiring the building on the Rosewood side, the  
4 affordable building, the City required you to put  
5 an affordable building on the Rosewood side?

6 Haber: Yes.

7 DeLuccio: Could maybe staff elaborate on that please?

8 Haber: Well the, the City wanted to have...we asked for the  
9 affordable units to be clustered and the City in  
10 one of our earlier discussions said clustering  
11 might be appropriate if you provide additional  
12 benefits and that million dollars and the community  
13 room and all of those things are part of the  
14 additional benefits. One of the other things that  
15 was important to staff was that the affordable  
16 units be on both sides of the project, not just in  
17 either the Beverly (TALKING OVER).

18 DeLuccio: No, I understand that to be...right, to be spread  
19 out.

20 Haber: So, right, so ultimately the way that got designed  
21 through the architects was by having a building on  
22 Rosewood.

23 DeLuccio: Gotcha, so you guys came up with that at the end,  
24 result...based on input (TALKING OVER).

1 Haber: It's not on the end. I mean that's been there  
2 since the (TALKING OVER).

3 DeLuccio: No, I understand, but based on input from staff,  
4 you came up with that proposal...

5 Haber: Absolutely.

6 DeLuccio: ...is what I'm saying.

7 Haber: Yeah, absolutely.

8 DeLuccio: Okay, thank you.

9 Huebner: Commissioner Yeber?

10 Yeber: I actually have a question for Jeff and a question  
11 for the, the corporate representative or maybe the  
12 owner.

13 Haber: The owner, Tyler, yes.

14 Yeber: Yeah. The first one is, you mentioned, you quoted  
15 something or, or you paraphrased something out of  
16 the General Plan that the General Plan called for a  
17 broad use of housing types as called for in  
18 commercial zones. But specifically in that  
19 particular district, meaning Melrose and Beverly,  
20 it actually talks about a specific housing type.  
21 So...

22 Haber: What it talks about is...and you're talking about the  
23 encouraging to live/work?

24 Yeber: Yes.

1 Haber: Yeah. So there is, there is...

2 Yeber: Art studios, artists, like...

3 Haber: Right.

4 Yeber: So basically the language that was...that I saw.

5 I'll read it to you. Give me a minute. It was...I'm

6 sorry, it escapes me at this moment. I'll find it

7 (TALKING OVER).

8 Haber: Well I can answer the question 'cause I'm familiar

9 with the provisions. It's, it's certainly true

10 that there is a specific provision that talks about

11 encouraging live/work and artist studios on

12 Beverly, but again no one contemplated that this

13 building might be turned into residential and I

14 draw your attention to the policies in the General

15 Plan LU1-1, the 1.1, Policy H-43 that talks about

16 adaptive reuse of existing buildings, Policies LU2,

17 2.3 and H-3.1, and then the affordable housing goal

18 of -H1, so those...none of those are inconsistent or

19 even remotely contrary to what we're trying to do

20 here. Now is it true that this building was

21 considered for artist's lofts? No, nobody thought

22 that artist's lofts...I'm sorry, that live/work

23 housing would go here, but nobody thought housing

24 would go here at all.

1 Yeber: Were you at all those committee meetings to, to  
2 make that kind of statement? I mean I guess that's  
3 the...I'm trying to figure out where...how you make the  
4 leap of the General Plan says you go from a general  
5 statement of broad housing to a very specific to  
6 the Melrose/Beverly district. I mean you're sort  
7 of just ignoring...you're taking the pieces...well, let  
8 me go on. I can discuss (TALKING OVER). The next  
9 item I had was actually for something that your,  
10 your client said and he said that the building was  
11 at the end of its...the end of the building's life  
12 and that that is the reason why you're moving  
13 forward and so we're talking about a 50 year old  
14 concrete steel building. Can you give me more  
15 specifics on what do you mean end of its life?  
16 Besides the seismic issues, obviously and other,  
17 you know, sustainable elements that would normally  
18 be put into a project today.

19 Haber: Right. So...

20 Yeber: And why is this any different than any other older  
21 building that exists in the City?

22 Haber: End of the building's life might be a little  
23 overstating it. Late in the building's life,  
24 towards the end, middle aged building's life might



1 be more appropriate. But it is absolutely true and  
2 critically important to what we're trying to do  
3 here to recognize that the building does not comply  
4 at all with current seismic codes, does not comply  
5 at all with current green building codes, does not  
6 comply at all with what would be allowed or  
7 required for a building right now and...built right  
8 now, and the City's General Plan does call for  
9 adaptive reuse but interestingly enough, the City  
10 of West Hollywood hasn't really done a lot of  
11 adaptive reuses and has done nothing of this size  
12 that's an adaptive reuse, so the city of West  
13 Hollywood hasn't had a lot of experience doing  
14 this. As in contrast, for example, to other cities  
15 like the City of Los Angeles, which has an entire  
16 adaptive reuse code, it offers all sorts of  
17 incentives to folks who come in and try to  
18 adaptively reuse older buildings. Now is it true  
19 that the building's gonna fall down tomorrow? Of  
20 course it's not gonna fall down tomorrow. Is it  
21 true that, that by doing what we're proposing to do  
22 and spending all the money that we're proposing to  
23 spend on seismic upgrades, green building  
24 initiatives, completely retrofitting the electrical

1 HVAC and other systems in the building, that the  
2 building will last decades longer than it would  
3 otherwise last? Yes, that's absolutely true it  
4 will.

5 Yeber: Thank you.

6 Huebner: Commissioner Shink?

7 Shink: You would concede though that when the General Plan  
8 was adopted, which is recently, 2011, the City did  
9 decide to leave the building as a nonconforming  
10 structure rather than up-zoning it. In other  
11 words, they, they did not want to change its  
12 current density and expand it and that was just a  
13 couple years ago, so you concede that point,  
14 correct?

15 Haber: I'm not sure that there's a concession involved. I  
16 mean it's obviously true the City...and not just in  
17 this General Plan, go back and look at the previous  
18 General Plan, look at everything that...

19 Shink: Well let's look at the one that we have before us.

20 Haber: Okay, let me finish with the thought. The, the  
21 City has never considered this building to be  
22 anything other than what it was because the  
23 building's older than the City. As I, as I  
24 mentioned though, we're not asking for an up-

1 zoning. What we're saying is that the building and  
2 the adjacent parking lot should be considered as  
3 one because they've acted as one throughout the  
4 entirety of the City's history and if you consider  
5 them as one, what we're requesting leads to a  
6 zoning of 2.8 which is absolutely permitted under  
7 the City's codes and in fact exists all over the  
8 City and will exist more as other projects that  
9 incorporate affordable housing come to the floor.  
10 Shink: Okay, we have to make that finding. Okay.  
11 Haber: Sure. You do. I mean if you, if you choose to.  
12 You don't have to.  
13 Altschul: A zoning of 2.8 or an FAR of 2.8?  
14 Haber: An FAR. I'm...did I misspeak? An FAR.  
15 Altschul: You said zoning.  
16 Haber: Yeah, sorry. The lights are very bright.  
17 Altschul: Tell me.  
18 Huebner: Okay, thank you, we'll...  
19 Haber: Thanks and I'm available for, you know, rebuttal or  
20 questions later too.  
21 Huebner: So we'll start with public comment. And our first  
22 public speaker is Mary Ann Collins followed by  
23 Elizabeth Solomon. Two minutes.  
24 Collins: Hi.

1 Huebner: Please state your name and city of residence first.

2 Collins: My name is Mary Ann Collins and I live in West  
3 Hollywood. I support this project. I think it's a  
4 beautiful esthetic. I think it's a win-win for  
5 both the Beverly Boulevard side of West Hollywood  
6 and also Rosewood, and anybody approaching the age  
7 of 50 in West Hollywood should consider a facelift.  
8 There you have it. I like the affordable housing  
9 and I think that the, the developers have done a  
10 lot of like conscientious work to concede to all of  
11 the demands of the residents and also the staff.  
12 Thank you.

13 Huebner: Thank you. Elizabeth Solomon followed by Karen  
14 Kuo.

15 Solomon: Good evening, Elizabeth Solomon. I am representing  
16 today Mayfair House which is located directly  
17 across the street from the proposed development. I  
18 also serve on the West Hollywood Design District  
19 Board. The Design District Board is completely in  
20 favor of the, of the proposal as is Mayfair House.  
21 We stand to face a lot of the issues that this  
22 development will bring with traffic, with...but we  
23 are prepared to, to go with that because it  
24 provides so much to the City. We look at that

1 building every day. It is sort of an eyesore to  
2 us. We would love to have that building fresh and  
3 looking good and complimenting Madeo's which brings  
4 in so much to this City. We are hoping that this  
5 works and goes forward. We're in full support of  
6 it and we think it'll bring a lot to Beverly  
7 Boulevard, it'll bring a lot in as far as retail  
8 space and new people into this community and we're  
9 excited about it and we hope that you allow it to  
10 go forward.

11 Huebner: Thank you. Karen Kuo followed by Darren Gold.

12 Kuo: Hi, Karen Kuo, resident of Los Angeles. I'm on the  
13 West Hollywood Design District Board and various  
14 other boards in the City. My family owns a  
15 business in the City for over 30 years. As a  
16 business and a member of the West Hollywood Design  
17 District Board, I believe this project will be a  
18 positive contribution to the neighborhood. I  
19 understand that all design is subjective, but I  
20 think the project is an esthetic improvement to  
21 what is existing and that it will be economically  
22 beneficial to the District. Thank you.

23 Huebner: Thank you. Darren Gold followed by Chris Mollica.

24 Gold: Good evening Chair, Commissioners, I'm Darren Gold,

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I am the Chairman of the Board of the West Hollywood Design District where this project resides. I represent 12 colleagues, board members today who are all in the business of design and we unanimously came to the conclusion to support this project when it was presented to our Board last year. As designers, we determined that this building brings an interesting and stylish esthetic to our district. The addition of new retail, residents and consumers to patronize that retail as well as parking will be revitalized what is now a particularly stagnant strip of Beverly. Ask any of our business members there or adjacent to it and they will tell you the energy on Beverly dies in front of the current building. Repurposing this out of date office building will create upscale retail energy and street life that is in line with other parts of the Design District. There's some circumstances where we as a City need to think out of the box. An adaptive reuse, as an adaptive reuse, this project is an anomaly and needs to be treated as one. It will produce a myriad of benefits to our district and I reiterate our support for its approval.

1 Huebner: Thank you. Chris Mollica followed by Joseph  
2 Croissant.

3 Mollica: Hi, my name is Chris Mollica, I'm speaking on  
4 behalf of Seth Meier, a resident of West Hollywood  
5 as he's at the hospital with his wife. Hi, my name  
6 is Seth William Meier, I'm a resident of West  
7 Hollywood, a concerned taxpayer and most  
8 importantly, I am a loving and protective father of  
9 a two and a half year old and a newborn due any  
10 second who lives 60 feet from the proposed  
11 development. Over the past year and a half we have  
12 met with the developer to find a common ground in a  
13 project that would be both beautiful yet compatible  
14 with the neighborhood. I'm afraid to say in the  
15 current application, developers have failed to  
16 achieve this goal. The most recent change to place  
17 a rooftop terrace on the third floor of a seven  
18 unit building on Rosewood goes against everything  
19 that is part of the fabric of this neighborhood and  
20 shows the developers are done caring about what the  
21 neighborhood cares about. As you hear people speak  
22 tonight, it is key this specific project replaced  
23 the word...Specific Plan with the word spot zoning.  
24 This is spot zoning in its core, not consistent

1 with the General Plan. It undermines the  
2 homeowners' and renters' rights who move into an  
3 R1B zoned neighborhood. Why do developers need  
4 concessions on the backs of the cities and  
5 residents to get a density bonus for a building  
6 that is already nonconforming? The neighborhood  
7 should not suffer and the City should not bear the  
8 burden if the developer's overpaid for the property  
9 need a density bonus to pencil out their profit.  
10 They can provide...affordable units without density  
11 is just not profitable. Haber states the project  
12 provides extraordinary public benefit and yet we  
13 the public are seeing none of it. In fact, they  
14 are taking away our green strip that was a  
15 concession given to us in 1962 for overbuilding the  
16 existing building. He is manipulating SB1818 and  
17 the City code while outwardly threatening the City,  
18 a City which can and should deny the project. An  
19 existing case in Orange County is being brought to  
20 the Supreme Court because it abuses SB1818 in a  
21 similar way. I would encourage the Commission to  
22 differentiate the people who have been paid to  
23 speak tonight, those who have been given copy to  
24 read and then pause to listen to the people who are



1 speaking from the heart. I would encourage the  
2 developers to think about why the neighborhood  
3 feels this project is too big and work with the  
4 community while considering scaling down 8899  
5 Beverly. I heard someone say previously that  
6 design is everything. They are wrong. Family is  
7 everything. Community is everything. A City  
8 standing up together for what is right is  
9 everything. The community is saying no to the  
10 current project. I have 1,016 signatures that say  
11 no to the change of zoning. We have a staff that  
12 is recommending to deny the application. I  
13 appreciate the Commission's time in hearing me in  
14 this matter and while recommending the Council to  
15 deny the current application. Thank you.

16 Huebner: Joseph Croissant followed by Noel Weiss. No  
17 Joseph? Noel Weiss?

18 Weiss: Good evening Council people. My name is Noel  
19 Weiss, I live in Marina Del Rey, but I have an  
20 abiding interest in SB1818, arising from my work in  
21 the City of Los Angeles trying to basically make  
22 the law work as intended, not as it is often  
23 perverted as a speculative tool on behalf of  
24 developers that basically want to profit off of the

1 backs of community. I, I noted with interest Mr.  
2 Yeber's question as to whether or not financial  
3 information relative to the project was given. The  
4 answer was no. That kind of defies and goes  
5 against the statements of transparency and openness  
6 the developer's basically proffering. The purpose  
7 of the law is to provide relief from zoning to and  
8 if to the extent necessary so that the affordable  
9 units that are encouraged by the law can be  
10 provided. That's obviously logical. But the  
11 implicit in that and frankly mandatory as far as  
12 I'm concerned in that is that they must demonstrate  
13 why it is that they need whatever concessions  
14 they're asking for in order to provide the 17  
15 rental units, which by the way they're not telling  
16 you what the rentals are going to be, they're not  
17 telling you what the price of the condos are going  
18 to be, there's no record before this body that  
19 indicates in any way, shape or form why they need  
20 any concessions to provide the 17 affordable units  
21 that they say that they're going to provide. I, I  
22 think that that is an important consideration. It  
23 must be a matter of public interest because under  
24 the law the public has the right to basically tell

1 the decision makers and provide alternatives in  
2 terms of how to meet the lawful and appropriate  
3 objective of affordable housing in a way which does  
4 not undermine the community's vested interest in  
5 their rights, which basically derive from the  
6 zoning and the General Plan and the like. I don't  
7 see any reason for example why they need a Specific  
8 Plan at all on this and by the way, what you're  
9 doing here sounds like is gonna be a very important  
10 precedent whichever, you know, particularly if you  
11 go the developer's way. The General plan, why do  
12 they need a General Plan Amendment if they're  
13 basically seeking it sounds like a variance from  
14 the FAR and other zoning considerations. Thank you  
15 for your attention.

16 Altschul: Question. Mr. Weiss?

17 Huebner: Mr. Weiss? Mr. Weiss? Question from Commissioner  
18 Altschul.

19 Weiss: Yes, sir.

20 Altschul: This is voluntary. If you don't wish to answer it,  
21 it's all right.

22 Weiss: Sure.

23 Altschul: What is your occupation?

24 Weiss: My occupation is I practice law and I also advocate

1 for various public interest issues before the L.A.  
2 City Council for...on behalf primarily of tenants.

3 Altschul: Thank you.

4 Huebner: Thank you. Joseph Clapsaddle followed by Joe  
5 Praml.

6 Clapsaddle: Good evening Commissioners, my name is Joseph  
7 Clapsaddle. I'm an 18 year resident of the City of  
8 West Hollywood and I have a small business here.  
9 We are...I'd like to go back to Darren Gold's  
10 comments for a moment 'cause I thought he  
11 summarized my feelings about this particular  
12 project. There is an emotional reaction that I've  
13 had to the architecture and the development of the  
14 project along Beverly Boulevard. Right now it's  
15 kind of like a dead zone where this building is. I  
16 don't think we can overstate the issue about the  
17 seismic problems with an older building like this  
18 for our community. And I think that the benefits  
19 and your ability and our ability to think outside  
20 the box, if I may use that tired phrase, will  
21 basically create a tremendous benefit for the  
22 community if this project is approved. So I am  
23 suggesting that you do not vote in favor of the  
24 staff report but that you vote in favor of having

1 this project move forward. Nothing is easy. Your  
2 decision making and your...I can tell by your  
3 questions this evening that you genuinely have an  
4 interest in this developer's thoughts and plans.  
5 Whether you agree with all of it, I'm not positive  
6 of, but I would urge you to make it happen because  
7 I think it's important to that area of Beverly  
8 Boulevard, it's important to the design aspects of  
9 the community and it's one of these situations  
10 where I think you as individuals have to take all  
11 of the facts and try to come to a decision which  
12 will be I think positive for this particular  
13 proposal. And congratulations to you Mr. Huebner  
14 on your first meeting, you're running it  
15 beautifully and thank you so much for giving me the  
16 opportunity to speak.

17 Huebner: Thank you Joseph. Joe Praml followed by Manny  
18 Rodriguez.

19 Praml: I'm Joe Praml and I'm a longtime resident of West  
20 Hollywood. As you can see by my badge, I'm  
21 speaking for the Coalition for Economics Survival,  
22 the renters' rights organization dedicated to  
23 tenant/landlord issues, which includes our tenants'  
24 rights clinic at Plummer Park where tenants can

1                   come for free legal advice. CES has been active in  
2                   this City through its entire history now and back  
3                   to when CES, the Coalition for Economics Survival,  
4                   helped organize West Hollywood residents to knock  
5                   on doors for petitions among many other things that  
6                   helped lead to the creation of this City. I'm here  
7                   to commend the decision of the Planning Commission  
8                   and its staff for deciding against the application  
9                   for development at 8899 Beverly Boulevard for the  
10                  second time now. There are many reasons for  
11                  rejection but in particular this one, an issue  
12                  especially abhorrent to CES, in staff's own words,  
13                  a project which includes separate and unequal  
14                  amenities for the affordable units which is out of  
15                  compliance with affordable housing provisions and  
16                  contrary to City policy. This couldn't be said any  
17                  better. Allow me to cite just one of the amenities  
18                  available to the market level tenants and condo  
19                  owners but forbidden to the tenants in the  
20                  affordable units and that is access to enjoyment of  
21                  the rather generously size swimming pool, a  
22                  swimming pool some of the affordable tenants would  
23                  be able to see from their units. Now where and  
24                  when have we heard rubbish like this before?

1                   There's a great need for affordable housing in West  
2                   Hollywood, but not where the affordable and low  
3                   income tenants are insulted, the gone upon and  
4                   discriminated against.

5 Huebner:           Thank you. I thought it was my understanding that  
6                   that is no longer the case. And...

7 Stadnicki:         That, that is correct.

8 Altschul:          Mr. Praml, did you hear that?

9 Huebner:           All the amenities are available to everyone.

10 Praml:             That's good.

11 Altschul:          Don't believe everything you read in the  
12                   newspapers.

13 Huebner:           Yeah. I was just as dismayed when I heard that and  
14                   I'm very glad that that is no longer the case.

15 Praml:             (INAUDIBLE).

16 Huebner:           Thank you.

17 Shink:             Can I ask staff a question?

18 Huebner:           Sure.

19 Shink:             Can I?

20 Huebner:           Sure.

21 Shink:             Yeah, given the fact that the access to amenities  
22                   which I think outraged the entire community has  
23                   changed. Does it change staff's recommendation?

24 Stadnicki:         It does not. We are supportive of the affordable

1 housing aspect of the project but overall we still  
2 feel that it fails to meet the threshold for a  
3 General Plan Amendment.

4 Huebner: Okay, thank you. Manny Rodriguez.

5 Rodriguez: Manny Rodriguez, West Hollywood. This  
6 nonconforming building is really being destroyed by  
7 this proposal. It's a lovely building, mid-  
8 Century. The only good part of this design is on  
9 the south facing side which is the part that keeps  
10 the building, a part of the original building, the  
11 beautiful terraces and so on. The north side which  
12 is the side that faces West Hollywood is the  
13 condominium version of our big box house. We've  
14 been battling this now for months, big box houses,  
15 and this is what we're gonna get. I hope not.  
16 Like big box houses, this is inappropriate in size,  
17 it's out of scale, it's aggressive and monumental,  
18 and on purpose it ignores the context of the  
19 neighborhood. That is the impact of this project.  
20 It is not an enhancement to the neighborhood.  
21 Thank you.

22 Huebner: Jim, excuse me, Jim Perkins followed by William  
23 Doeblner. I hope I got that right.

24 Perkins: Jim Perkins, resident of West Hollywood. Thanks



1 for holding the meeting tonight, appreciate it. A  
2 couple things. One, this proposed change to the  
3 existing building is almost doubling the size of  
4 this building. The building is nonconforming. It  
5 would not be allowed to be built now and while I  
6 think something should be done with the building,  
7 it doesn't mean that you just take the first  
8 suggestion that comes along. This is not what our  
9 City needs for the future. The General Plan that  
10 was put into place just three years ago, okay, was  
11 carefully hammered out. There was a lot of public  
12 input. There was a lot of studies. That was what  
13 we wanted. The General Plan represents what the  
14 community wants. Not what outside developers, what  
15 I think of as speculators would prefer. This is  
16 not what our City has asked for and we're asking  
17 that...I'm asking that you uphold the General Plan.  
18 You stand behind it. This is what we asked for.  
19 This is what was enacted. This is what the law is.  
20 Now this idea that we're now beholdng to these  
21 investors because they invested is false. Last  
22 point I wanted to raise is this. As you go and as  
23 a City goes with this development, you are setting  
24 a precedent. You're deciding and announcing if

1 this goes through that the General Plan is up for  
2 negotiation, that it can be thrown out, that this  
3 process that we went through to put this in place  
4 as our community will can be thrown out. Please  
5 adopt the staff plan. Thank you.

6 Huebner: Thank you. William Doebler followed by Michael  
7 Dolan.

8 Doebler: William Doebler, resident of West Hollywood.  
9 Thirty years into our experience as a City we all  
10 are aware, West Hollywood remains littered with  
11 textbook examples of bad planning approved by the  
12 County prior to incorporation and the existing  
13 building at 8899 is certainly one of those and it  
14 introduced a structure that was vastly out of scale  
15 with the neighboring commercial that resulted in  
16 removal of a swath of dwellings in an established  
17 neighborhood and it's new commercial spaces were  
18 not in line with the sidewalk. It remains a  
19 classic example of regrettable planning. But  
20 that's the past. The opportunity and the  
21 responsibility that we have now as a city is to  
22 ensure that those bad planning decisions from  
23 County time are not made worse, and I think that  
24 the Planning Commission and the City Council just

1 as Mr. Perkins just said have already acknowledged  
2 this by not...by having adopted a General Plan and a  
3 Zoning Ordinance that do not provide for a project  
4 of this size and for that reason I'm opposed to the  
5 current proposal and support staff's  
6 recommendation. It is commendable that the  
7 developer's vision for this site includes  
8 reintroduction of housing on Rosewood and  
9 realignment of commercial with the street, with  
10 Beverly Boulevard, but it is wholly unclear why a  
11 project of this overall size with respect to both  
12 the residential and commercial portions is  
13 necessary or would be acceptable. This proposal is  
14 creative and the developer's are certainly within  
15 their rights to request a Specific Plan for this  
16 site, but doing so is also disrespectful of the  
17 many discussions that occurred at the community  
18 level and among decision makers and it resulted  
19 after a long process in our General Plan and Zoning  
20 Ordinance. These documents should speak for  
21 themselves and not require supplemental defense by  
22 us now. Thank you.

23 Huebner: Thank you. Michael Dolan followed by Uzi Avnery.

24 Dolan: Hi, good evening. My name is Michael Dolan and I'm

1 a 28 year resident of the City of West Hollywood.  
2 A year and a half ago I began to receive mailings  
3 and literature and it continued throughout the last  
4 year and a half from the developer. I felt very  
5 included. Up until this past week, I completely  
6 supported the project. I thought even including  
7 the density increases simply because it's part of  
8 the West Hollywood design district and it's on one  
9 of our major thoroughfares, Beverly Boulevard. It  
10 has a number of benefits in terms of the reduction  
11 of traffic and it has done a little bit of  
12 reduction of density in the number of townhouses on  
13 the back side. I was upset over the...what was in  
14 the media, the poor door concept in the  
15 inclusionary housing. Yesterday I was not going to  
16 come to you today and tell you that I would agree  
17 with staff and I would not support this project.  
18 Based on the fact that I've gotten clarification  
19 from Brian Willis and I've also gotten  
20 clarification from Peter Noonan that all amenities  
21 will be included for inclusionary housing. This is  
22 the creative City, this is the inclusionary City  
23 that I love that I moved to. I think that the fact  
24 that this building is 50 years old, that we have to

1 make some concessions to the density of this  
2 building because of its location, not only on  
3 Beverly Boulevard but the West Hollywood Design  
4 District. So I am now in full support of this  
5 building and I would recommend going against  
6 staff's recommendations. Thank you.

7 Huebner: Thank you Michael. Uzi Avnery followed by Sergia  
8 Sanchez.

9 Avnery: Good evening, my name is Uzi Avnery and I'll keep  
10 it short. I'm in support of this project. I think  
11 it's a great example of adaptive reuse. Thank you.

12 Huebner: Thank you. Sergia Sanchez followed by Aaron Luber.

13 Sanchez: Hi, good evening, my name is Sergia Sanchez and I  
14 live on Doheny Drive in West Hollywood. I've been  
15 a homeowner in West Hollywood in several areas over  
16 the last 25 years and I'm here tonight again to  
17 support the Townscape Project and just a little  
18 side note. My first place I bought was on Olive  
19 Drive and Fountain. I don't know if any of  
20 you...well of course you...many of you would know where  
21 that is, but it's right behind the House of Blues  
22 and I bought before the House of Blues was built  
23 and when we found out about that project, we were  
24 freaked out, the whole neighborhood. So, I'm a

1 battle worn veteran of those kind of things but I  
2 am still in favor of this project because I think  
3 it's a beautiful project. I think it's gonna be  
4 great for the community, for that street and for  
5 the City and I fully support it and I hope that  
6 you'll make a positive recommendation. Thank you  
7 and good night.

8 Huebner: Thank you. Aaron Luber followed by Shilly  
9 Coronado.

10 Luber: Hi, good evening. I'm Aaron Luber. Thanks so much  
11 for having me. I'm a resident of Los Angeles. I  
12 work in Beverly Hills very close by. I pass the  
13 building almost every single day. You know, I know  
14 there's a lot of talk about old policies and old  
15 reports that were set and everything, but I want to  
16 talk about a...I want to read a few excerpts from the  
17 City's own 2014 Annual General Plan Implementation  
18 Report and some of the things that were mentioned  
19 in there because I think it's very, very important  
20 to note why I'm in favor of this project and the  
21 things about this project that fit into that  
22 report. So under Housing, continuously protect and  
23 enhance affordable housing and support rent  
24 stabilization laws, recognize the need for

1 preserving our housing stock as well as understand  
2 the need to positively shape new construction to  
3 meet our future housing needs, support diverse  
4 income levels and new housing development. Under  
5 Neighborhood Character, recognize the need to  
6 maintain and enhance the quality of life in our  
7 residential neighborhoods, investigate standards to  
8 ensure buildings enhance the City's electric  
9 neighborhoods, emphasize opportunities to meet  
10 housing needs and economic development, goals along  
11 the commercial boulevards. Under Environment,  
12 support innovative programs and policies for  
13 environmental sustainability and to ensure health  
14 and proactively manage resources, provide  
15 leadership to inspire others outside City limits.  
16 Under Traffic and Parking, recognize that  
17 automobile traffic and parking are key concerns in  
18 our community, strive to reduce our dependencies on  
19 the automobile while increasing other options for  
20 movement such as walking, public transportation,  
21 shuttles and bicycles within our borders and  
22 beyond. In my opinion, this project easily  
23 represents all of those that were stipulated in the  
24 2014 report. There's nothing in here about a

1 swimming pool. I respectfully ask that the  
2 Commission recommend approval tonight. Thank you  
3 so much.

4 Huebner: Thank you. Shilly Coronado followed by Carl  
5 Moebus.

6 Coronado: Hi, good evening, my name is Shilly Coronado. I'm  
7 a 13 year resident of West Hollywood. Thank you  
8 for having us here. I spoke at the last hearing  
9 and I will continue to come and show my support for  
10 this project. As I had stated before, the  
11 (INAUDIBLE) the needs for affordable housing and  
12 it's growing, population in our City is growing.  
13 West Hollywood has always stood for innovation,  
14 growth and inclusion, and as you have seen the  
15 artistic renderings of the proposed new building  
16 echo that same stylish esthetic of our beautiful  
17 city. So I hope that you do recommend the project.  
18 Thank you.

19 Huebner: Thank you. Carl Moebus followed by Spencer  
20 Villasenor.

21 Moebus: Hi, good evening, I'm Carl Moebus and I live in  
22 West Hollywood, and I've lived here before it  
23 became a city and I've seen how it has grown and  
24 developed from esthetically and also in support of



1 its residents and I feel that this project is very  
2 important in terms of esthetics, traffic...whatever  
3 the word is, you know what I mean. Alleviation.  
4 And also esthetically the area of...well I, I go back  
5 to Paris. I lived in Paris and how all the cities  
6 were designed as one thing and now we have a chance  
7 to connect Beverly Hills to the design area and  
8 this design nails the, the transition, much nice,  
9 much more esthetically from place to place. I'm  
10 speaking...I don't know much about the legalities or  
11 the financial aspects of it and I realize that what  
12 I'm hearing tonight there is need of compromise  
13 from either side, so you are listening to both  
14 sides and deciding which...what side needs and the  
15 other side needs and I feel that you...I'm not  
16 accustomed to speaking, obviously. But I feel the  
17 project is important to the need for people to not  
18 stay in their complacency and adapt to change.  
19 Thank you.

20 Huebner: Thank you. Spencer Villasenor followed by Waukena  
21 Cuyjet-Kapsch. Did I get that right?

22 Villasenor: Good evening, Spencer Villasenor, West Hollywood.  
23 My name is Spencer Villasenor, I'm the President of  
24 the 540 North Croft Homeowner's Association.

1 Longtime resident of West Hollywood and a third  
2 generation Angeleno. This city and specifically  
3 this area that we're discussing has forever been  
4 where I call home. Being that this is West  
5 Hollywood, one of the best and most progressive  
6 cities in the world, it's imperative that we have  
7 the highest standards for new developments. We  
8 need to be cautious about adding too much density,  
9 increasing traffic and most importantly cautious  
10 about negatively impacting our local residents.  
11 That being said, we also need to be mindful of the  
12 things our City wants and needs, things like  
13 affordable housing, unique and creative  
14 developments that are environmentally sustainable  
15 and slow, steady improvements on our aging  
16 buildings. I contend that this project is an  
17 admirable one, one that fits in with the  
18 surrounding neighborhoods and offers many positive  
19 improvements to the area. First, the project will  
20 be adding to the volume of affordable housing  
21 available to West Hollywood residents. This  
22 component of any new developments has been a  
23 mandate from the City since its inception and this  
24 project will further the City's goal. Second, as

1 noted in the EIR, this project will actually reduce  
2 traffic once it has been completed. It is widely  
3 known that residential buildings create  
4 substantially less traffic than commercial and/or  
5 office buildings and less traffic as we all know is  
6 always a good thing. Third, through adaptive  
7 reuse, this building is converting an old eyesore  
8 of a building built almost 50 years ago into what  
9 would be a thriving new residential and retail  
10 building with interesting components all while  
11 keeping environmental sustainability in mind.  
12 There is simply no greener way to develop new  
13 properties and through adaptive reuse. Last, it's  
14 a beautifully designed building that takes into  
15 account the neighbors. Beauty is of course in the  
16 eye of the beholder and surely some will claim that  
17 it's not attractive to them, but I think it's hard  
18 to sell that. It's a simple classy and timeless  
19 design. I do my best to be involved in the goings  
20 on of our City and I've seen many projects over the  
21 years that have had decent numbers of pros and  
22 cons. However, in my opinion the positives of this  
23 project far outweigh any of the potential  
24 negatives. I hope you move forward tonight and are

1 in favor of the project. Thank you.

2 Huebner: Thank you. Waukena Cuyjet-Kapsch followed by Kate  
3 Nevels.

4 Cuyjet-Kapsch: Good evening, my name is Waukena Cuyjet-Kapsch and  
5 I am a resident of the City of Hollywood. Thank  
6 you for letting me speak tonight. I just want to  
7 specifically mention that I think the City is a  
8 beautiful city and this project 8899 Beverly  
9 Boulevard makes a beautiful city even more  
10 beautiful. But more importantly, I believe that  
11 the very thing that these...this project presents is  
12 what this Commission advocates, meaning quality  
13 affordable housing, adaptive reuse project, which  
14 would be the first for West Hollywood, the highest  
15 environmental standards and just I honor for what  
16 you do, your work that you do and I hope that, you  
17 know, looking at what you advocate for the City of  
18 Hollywood and what this project is bringing to you  
19 makes it a slam dunk decision for you to approve  
20 the project. And I look forward to the fruition of  
21 this coming to be. Thank you.

22 Huebner: Thank you. Kate Nevels followed by Joel Ring.  
23 Much easier name.

24 Nevels: Good evening, Kate Nevels, I'm a West Hollywood

1 resident and a homeowner. As a Heal the Bay former  
2 staffer for many years, I always have my eye on  
3 projects that are green and environmentally  
4 friendly which is why this project caught my  
5 attention. Often adaptive reuse is something that  
6 we hear often but rarely actually see in practice.  
7 As I know, as far as I know, there are no other  
8 adaptive reuse projects currently in West  
9 Hollywood. People don't often realize that tearing  
10 down buildings in favor of constructing newer and  
11 greener structures is actually more wasteful. A  
12 better alternative would be adaptive reuse. It's  
13 better for our environment and our health to  
14 approve these types of developments rather than  
15 massive projects that require demolition and  
16 pollute the air we breathe. West Hollywood talks a  
17 big game about going green and I hope we practice  
18 what we preach. I approve this. Thank you.

19 Huebner: Joel Ring followed by Sam Borelli.

20 Dobrin: (INAUDIBLE) green.

21 Huebner: Jeanne.

22 Ring: Yes, my name is Joel Ring, resident City of West  
23 Hollywood. I oppose this project. If this  
24 building is built, my house on Rosewood will be in

1 perpetual shade and also I think Mr. Haber's  
2 incorrect. He wasn't here during the General Plan  
3 discussions and I was, and I specifically asked  
4 about this property and whether it could ever be  
5 developed as residential and I was told no. So if  
6 you do this, it undoes everything we did for the  
7 General Plan and Mr. Haber wasn't there, I was.

8 Huebner: Thank you. Sam Borelli followed by Adam Bersin.

9 Borelli: Good evening, Sam Borelli, resident City of West  
10 Hollywood and proud guardian of a 13 week old  
11 French Bulldog named Sadie. First a disclosure,  
12 last year for a couple months I was representing  
13 the neighborhood who were very concerned about the  
14 Rosewood side of the street and how the townhomes  
15 were gonna overwhelm the single family R1 zone.  
16 That was last year. This is this year. I'm no  
17 longer contracted with them. But I do know that  
18 they did collect over 1,000 signatures on a  
19 petition to keep, especially Rosewood an R1 zone  
20 which as many people have pointed out tonight is  
21 part of...was part of our General Plan just a few  
22 years ago. I don't know about you, I don't know  
23 about many of my fellow residents, but this is a  
24 shell game and a baking switch. This started out

1 as commercial and some residential, now it's  
2 residential. On Rosewood it was three story  
3 townhomes, now it's all single family homes. It's  
4 like we're gonna give you this and then we're gonna  
5 take this, but we want this. Now they're gonna  
6 double the size of the building on Beverly. I  
7 think it's absolutely ridiculous. I don't know who  
8 these folks are. This rich door, poor door thing,  
9 it had to have come from somewhere. I know that  
10 that's no longer the case in this situation, but  
11 certainly they clearly had considered it at some  
12 point. I was in favor of the Beverly side until  
13 they decided to double it in size. I'm no longer  
14 in favor of it. Mr. Altschul pointed out at the  
15 Design Review Board last year that they had to take  
16 into consideration what Rosewood looks like now and  
17 it seems like they're going in that direction, but  
18 they're still not there yet. Dangling a \$1 million  
19 carrot for affordable housing is just another way  
20 for developers to try to get around our General  
21 Plan and situations. Yes, we're all for affordable  
22 housing, but it has to be done right and it can't  
23 be done at the expense of our General Plan, which  
24 we all worked very hard for and it's less than

1 three years old. I've known Mr. Haber for many  
2 years. I'm friendly with him. Just because he  
3 says you can do something doesn't mean you have to  
4 do something. I urge you, do not allow a Specific  
5 Plan for this, do not...please keep it our General  
6 Plan. Thank you very much.

7 Huebner: Adam Bersin followed by Nells Rutovich.

8 Bersin: Good evening, my name is Adam Bersin. I spoke at  
9 the last hearing so I'll keep this brief. I think  
10 this is a great project, pure and simple. I  
11 thought it was great in July and I still think it's  
12 great. All the new findings that push back the  
13 hearing in my opinion have only furthered the  
14 project and made it even better. Based on the  
15 evidence that I've heard tonight, I really don't  
16 see any reason that this won't get pushed through  
17 and I hope you guys make that decision. Thank you.

18 Huebner: Thank you. Nells Rutovich followed by Jeb Bonner.

19 No Nells? Jeb Bonner followed by Doug Bernard.

20 Bonner: Good evening, Jeb Bonner, resident of West  
21 Hollywood. Although I've only recently moved to  
22 West Hollywood, decades ago when I moved to  
23 Southern California I noticed this building, which  
24 is really an unfortunate example of English



1 brutalism gone awry, completely out of place in Los  
2 Angeles and especially this design district. I  
3 commend the architect for her rather kind comments  
4 about the existing building, but I don't agree. I  
5 approve this laudable adaptive reuse of this  
6 project as a substantial improvement  
7 architecturally and also for its provision of  
8 affordable housing. Thank you.

9 Huebner: Thank you. Doug Bernard followed by Bonnie Nadell.

10 Bernard: Yes, hello, Doug Bernard, resident of West  
11 Hollywood on Rosewood. We've heard, we've heard  
12 that this building was there before West Hollywood  
13 was a city and, and...but it was a, it was a  
14 nonconforming use then. I've only been in West  
15 Hollywood for about 20 years and so I can say, well  
16 that was then, they made that mistake, but now we  
17 have a chance to, to say no to doubling down on an  
18 error and although that error was not ours, if we  
19 make the error of doubling the size, that's on us.  
20 Thank you.

21 Huebner: Thank you. Bonnie Nadell followed by Kris Kent.

22 Nadell? Nadell?

23 Nadell: Hello, I'm here as a long term tenant in the 8899  
24 building. Several fellow tenants are here tonight

1 as well. We are a group of independent  
2 entertainment companies. We pay business taxes to  
3 the City of West Hollywood, we eat in the local  
4 restaurants and we frequent the local shops. We've  
5 had a great experience in the building and had  
6 hoped to continue as tenants for many years to  
7 come. We come to this meeting to hear the plans  
8 for the building since in the two years since the  
9 developers have owned the building, they have never  
10 communicated directly with its tenants. We  
11 appreciate that the developers have attempted to  
12 accommodate the nearby homeowners who object to the  
13 development, but many of us have been in this  
14 building for almost 20 years and strongly feel we  
15 also deserve the courtesy of transparent  
16 communication as we plan for the future. 8899 may  
17 be old to some of you, but to us it is a vibrant  
18 building filled with active creative people running  
19 small businesses, employing staff and contributing  
20 to the vision of West Hollywood as a creative hub.  
21 Thank you.

22 Huebner: Thank you.

23 Yeber: I have a question for that applicant.

24 Huebner: For that applicant? Yes?

1 Yeber: I have a question. Excuse me, question? 'Cause  
2 you're...if you could come back to the podium? And  
3 I'm calling you just 'cause you're the first  
4 resident or stakeholder that's actually, that's  
5 actually occupying the building. There's been many  
6 comments regarding that area or that section of  
7 Beverly Boulevard being a dead zone. Would you  
8 consider that to be true, a true statement?

9 Nadell: Not at all. I've been in that building for over 10  
10 years. I own a (INAUDIBLE) agency and there are  
11 people eating lunch, there are people going in and  
12 out of the casting office, there are all of us  
13 walking up and down the street, getting coffee,  
14 going to restaurants. There's Madeo's right in  
15 front. I know Madeo's will have to close for a  
16 while, while they develop the building. It's...I'm  
17 there from 10 in the morning 'til at least six at  
18 night. It's never been a dead zone as far as I  
19 could tell.

20 Yeber: Okay, thank you.

21 Nadell: Absolutely.

22 Huebner: Kris Kent followed by Harris Shepard.

23 Kent: Good evening, I'm Kris Kent, resident of 8842  
24 Rosewood. Thank you for the opportunity to address

1 the Planning Commission. I'm not opposed to doing  
2 something on the Beverly...with the Beverly Boulevard  
3 building or building the appropriate homes on  
4 Rosewood. Many are upset with the current  
5 condition of the building. I agree, it needs a  
6 facelift benefitting Beverly Boulevard. What I'm  
7 opposed to is the increased height and expansion.  
8 As expansion does not add to Beverly Boulevard, it  
9 directly and negatively impacts Rosewood Avenue.  
10 As I've been able to understand the code, this  
11 building could not be built today and the suggested  
12 modifications far exceed what's allowed under the  
13 CC1 Zone, yet proposed to modify it beyond its  
14 current state. There are many settling and  
15 hydrology issues that were summarily glossed over  
16 in the EIR. These are too many to detail in this  
17 short time. Let's talk about the huge  
18 possibilities for 8899 without the expansion. 8899  
19 is in a business zone, all four sides of it. Let's  
20 encourage entrepreneurs, small business owners and  
21 where possible provide residences in the building.  
22 We can make 8899 the premier iconic West Hollywood  
23 business address, a goal that many will rally  
24 behind. The expansion, the proposed outdoor

1 terrace, in addition to large balconies will  
2 further exacerbate the probable noise and privacy  
3 concerns. Let's be clear, this addition will  
4 directly affect Rosewood. Many lamented the  
5 concrete wall and parking lot. They completely  
6 missed the unique feature of Rosewood, the large  
7 trees and green space. The parking lot is quiet  
8 from six p.m. 'til eight a.m. in the morning and  
9 very quiet on the weekend. It's directly next to  
10 me, it's very nice to have. The wall, it can be  
11 painted. I'll raise funds to have it painted.  
12 Over 1,000 people signed a petition against the  
13 zoning change. Being thoughtful, we can develop a  
14 plan to meet the many goals of our business and  
15 residential community. Thank you.

16 Huebner: Thank you. Harris Shepard followed by Genevieve  
17 Morrill.

18 Shepard: Yes, hello, I'm a proud resident of West Hollywood  
19 West and I'd like to invite all of you to come to  
20 my...

21 Dobrin: (INAUDIBLE) your name?

22 Shepard: Harris Shepard. There we are. I am a proud  
23 resident of West Hollywood West and I'd like to  
24 invite you all to come into my living room, look

1 out the window and see how out of proportion that  
2 building would be if it was doubled in size. It's  
3 kind of frightening. You know, let's talk about  
4 quality of life. The green space that was there  
5 when we purchased our homes we love. You know,  
6 it's a gathering place. People walk their dogs on  
7 that place. We all chat. It's a great place to  
8 meet your neighbors. This is completely out of  
9 proportion with the neighborhood. Most of our  
10 homes are about 1,200, 1,300 square feet. To have  
11 a 1,500 square feet in our neighborhood, home in  
12 our neighborhood is considered large. This is a  
13 place where we live. I know that there might have  
14 to be some changes, there might have to be some  
15 building, but this is not acceptable. Also, as far  
16 as noise levels go, I understand today from hearing  
17 the architect speak that there are exten-, she said  
18 there are extensive balconies on Rosewood. We were  
19 told that there would be very small balconies on  
20 Rosewood. That's the first time I've heard  
21 extensive balconies. Also I now understand why we  
22 never, rarely see...I don't think I've ever seen the  
23 Rosewood façade and now I understand why. It is  
24 ugly in my opinion. I also do not...I also just

1 understood there's going to be a 2,000 square foot  
2 roof deck facing Rosewood Avenue for everyone in  
3 the condominium to use. I don't know if that's  
4 correct, maybe I need some clarification. I think  
5 that would be terribly noisy to the people who live  
6 on Rosewood. Also I still want to give my  
7 objection to the pool house that is going to be on  
8 Rosewood with entrance on Rosewood. I think that  
9 development is fine, but not this development in  
10 this way. Thank you.

11 Huebner: Thank you. Genevieve Morrill followed by Gary  
12 Trudell.

13 Morrill: Good evening Commissioners, congratulations  
14 Chairman Huebner, Genevieve Morrill, resident of  
15 Marina Del Rey and CEO of the West Hollywood  
16 Chamber. I really want to talk tonight about this  
17 making sense. There is a building existing, it is  
18 there already. Adaptive use is challenging, it's  
19 limited, as the architect said. The design that  
20 they've created is practical in use. This creates  
21 economic development. General Plans change through  
22 city's evolvement. It's not a shell game. This is  
23 called adaption and evolvement. And sometimes we  
24 have to adapt to it. It has compelling, compelling

1 reasons that were all pointed out, point by point  
2 by that wonderful speaker Spencer. This is a  
3 project that is needed. It has parking and I don't  
4 know why no one is talking about the de-  
5 intensification. Every project that comes before  
6 you they talk about parking and traffic. This  
7 project de-intensifies parking and traffic. Can  
8 you imagine in this City having a project that does  
9 that for us that creates retail? And Commissioner  
10 Yeber, this developer has talked to the businesses  
11 and some of them are dying on the vine in that  
12 building. They are going to redevelop restaurants.  
13 They're gonna redevelop at their expense,  
14 renovating these businesses and have them move back  
15 in that were...at their expense because they're  
16 suffering. You know, with all due respect to this  
17 other business, maybe they missed talking to her or  
18 maybe they missed a meeting, but these businesses  
19 are suffering and this is creating upscale, high  
20 end retail into this area, pedestrian and parking  
21 and all the things that the General Plan asks for  
22 and calls for. So West Hollywood, let's think as  
23 we always do creatively out of the box. Let's get  
24 this project...delay is what causes negative impact.



1 Delay, are we gonna wait two years, another 10  
2 years, another 14 years, another 20 years for  
3 development for this project? Beverly Boulevard  
4 needs this project. We hope you support the  
5 General Plan Amendment. Thank you.

6 Huebner: Thank you. Gary Trudell followed by Ryan Lawrence.

7 Trudell: Good evening Planning Commission, I'm wearing  
8 multiple hats tonight. I occupy the buildings at  
9 8919 and 8921, neighboring business. I sit on the  
10 Board with the West Hollywood Design District as  
11 well as I was on the Streetscape Committee. I'm  
12 here in support of the 8899 project. The  
13 improvement, the retail, the mixed use on the block  
14 would be a huge, huge asset, not only to the block,  
15 I do believe it will help the residents as well.  
16 It is a dead zone. I a number of years ago put a  
17 Beverly crawl together to kind of address the dead  
18 spot that the building creates now. There are  
19 slight improvements with the restaurant upfront  
20 that is doing better than the previous restaurant.  
21 I think with the mixed use and the new retail we're  
22 gonna create a great walking district. Being on  
23 this Streetscape Committee, the walking district  
24 was our goal and I believe this building will help

1 us do it. I do believe the building is gonna be a  
2 huge asset. I do sit here in support of the  
3 project.

4 Huebner: Thank you. Ryan Lawrence followed by Debra Weiss.

5 Lawrence: Good evening, my name is Ryan Lawrence, I work at  
6 Maple and Beverly Boulevard, just a few blocks away  
7 from 8899. I was thankful to the Planning  
8 Commission for allowing us to speak last time  
9 despite the continuance of the item. It makes my  
10 testimony much easier tonight. Since the last  
11 hearing, it's my understanding that the following  
12 changes have been made in response to the  
13 neighborhood and City staff. The swimming pool has  
14 been relocated, more affordable units were added  
15 and townhomes have become single family homes along  
16 Rosewood Avenue. I supported this project before  
17 the concessions are made, it has only improved  
18 since then. And I just want to point out one of  
19 the gentlemen that spoke earlier stated that he and  
20 his friends like to hang out in front of the green  
21 area they have there now. There is no green area.  
22 The area he described is a parking lot, so I just  
23 want to make sure that's clear to everyone. So,  
24 you know, I sincerely hope the Commission does the

1 right thing tonight and approves this project.

2 Thank you everyone.

3 Huebner: Debra Weiss followed by Jeff Gold.

4 Weiss: Hello, my name is Debra Weiss and my...I've lived in  
5 my present apartment in West Hollywood for the past  
6 23 years, so I know something about affordable  
7 housing. I'd just like to say I was the person  
8 here on July 17<sup>th</sup> who said design is everything and  
9 I'd like to reiterate that. I obviously support, I  
10 thought it was a good idea when I was here on July  
11 17<sup>th</sup>, I think it's a better idea now. The addition  
12 of affordable units I think is a fabulous thing  
13 because God knows how anybody is gonna be able to  
14 afford rent in the very near future in West  
15 Hollywood or any other city in this state. I just  
16 urge you to, to approve it. I think the notion  
17 that West Hollywood could stay the same and it  
18 could stay...and that it can't become a vertical city  
19 at some point is really unrealistic because there's  
20 just no room. I mean people flock to this, you  
21 know to Los Angeles every year by the thousands.  
22 Where are you gonna put them? I mean it just  
23 doesn't make sense to keep everything like a two or  
24 three story building and, you know, change is hard,

1 but you know, that's life. So I urge you to  
2 approve it. Okay? Thanks.

3 Huebner: Thank you. Jeff Gold followed by Moris Shpuni.

4 Gold: Hi, Jeff Gold, I came and spoke in support of this  
5 project last month. Since then they've added  
6 affordable housing units and dropped the number of  
7 homes along Rosewood. An already great project  
8 just got that much better and I, I hope you support  
9 this project. Thank you.

10 Huebner: Thank you. Moris Shpuni followed by Bella  
11 Solodkaya. Moris?

12 Shpuni: My name is Moris Shpuni, I am...sorry. I am a  
13 resident of Los Angeles, but many of my friends  
14 live in West Hollywood. I am very impressed with  
15 (INAUDIBLE) about this area innovation.  
16 (INAUDIBLE) will become more beautiful and  
17 comfortable for living. I will (INAUDIBLE) for  
18 this project. Thank you.

19 Huebner: Thank you. Bella Solodkaya followed by Eugene  
20 Levin.

21 Solodkaya: Good evening, my name is Bella Solodkaya, I'm West  
22 Hollywood resident and I am in support of this  
23 project because, mostly because of the affordable  
24 housing it will add to the City and it's needed

1 very much. Thank you.

2 Huebner: Thank you. Eugene Levin followed by Irene. One  
3 name like Cher.

4 Levin: Good evening and thank you for taking (INAUDIBLE).  
5 I completely support this project and it sounds  
6 real good beforehand and especially now after all  
7 these changes. It's good for the City, it's good  
8 for the residents and I guess this opportunity for  
9 low income people to live in this area would be  
10 real good. Thank you very much.

11 Huebner: Thank you.

12 Dobrin: (INAUDIBLE).. did not say where he lives.

13 Huebner: Irene followed by Alexander Freedman. No Irene?  
14 Are you Irene?

15 Irene: Hi, my name Irene (INAUDIBLE), I'm not sure if you  
16 called me. Yes?

17 Huebner: Yes.

18 Irene: I'm a good speaker, but I'm already in West  
19 Hollywood for five years. I like this area. I, I  
20 know where the building...I mean I saw the building  
21 (INAUDIBLE) now and I believe this project going to  
22 convert (INAUDIBLE) building. So I'm...I believe  
23 it's very great project.

24 Huebner: Thank you. Alexander Freedman followed by Richard

1 Giesbret.

2 Freedman: Yes, good evening, Alexander Freedman, resident of  
3 Hollywood, right on the border of West Hollywood.  
4 I lived for 23 years. Now I'd like to speak in  
5 strong support of the project. Frankly I'm  
6 surprised there was a number of people who oppose  
7 it. It seems to me some folks will oppose just for  
8 the sake of opposing. But they gotta realize it's  
9 21<sup>st</sup> Century and right now the building which  
10 is...it's not a dead zone, but it's a dying zone, I,  
11 I put it this way. It's, it's on the 20<sup>th</sup> Century  
12 standards. We have to modernize it and the  
13 proposed design, it really improves it. In a lot  
14 of ways, it's gonna improve the quality of life and  
15 nobody mentioned that anything about the  
16 pedestrian, you know, pedestrian benefits and I  
17 think it's one of the biggest sell point is that.  
18 Right now it's too car oriented, it's very  
19 unpleasant to walk. I personally was in the area  
20 about every two, three weeks and I visit the  
21 building including, including the casting office on  
22 the basement level and it's very unattractive.  
23 It's very unappealing. It's very anti-pedestrian  
24 right now. So I'm really glad that the new

1 development will make it more pedestrian friendly.  
2 It will make it more green and I think it's not out  
3 of scale. If you look at the Beverly Connection,  
4 the buildings on La Cienega south of Beverly, which  
5 is blocks away, they're all high rises and all  
6 those apartment complexes on Doheny, they're also  
7 high rises. So it's totally not out of scale.  
8 It's totally in scale. And I strongly urge the  
9 City, excuse me, sorry, I strongly urge the City to  
10 approve the project. I think it's gonna be a  
11 tremendous benefit to the whole neighborhood. Thank  
12 you.

13 Huebner: Richard Giesbret followed by Robert Goodman.

14 Giesbret: Richard Giesbret, a resident of West Hollywood,  
15 President of West Hollywood West Residents  
16 Association. I am not...I'm speaking about this  
17 project. It has some good aspects and bad aspects  
18 to it. We welcome the correction of the retail  
19 experiment on Beverly Boulevard. We welcome this  
20 (INAUDIBLE) floor plans, elevation design on  
21 Beverly Boulevard. We welcome the improvements  
22 recently proposed on Rosewood with regard to the  
23 single family residents. However, this cannot  
24 overcome some fundamental problems. We oppose the

1 change of zone on Rosewood and that change of zone  
2 facilitates...and the consolidation of the commercial  
3 and residential properties facilitates a massive  
4 tower that faces Rosewood. It looms over the  
5 entire neighborhood and it values the properties on  
6 this entire street. We further oppose the rooftop  
7 deck which could well disturb the neighborhood in a  
8 very extensive way using the building as a sounding  
9 board. So we would encourage you to consider these  
10 issues and deny the project. Thank you.

11 Huebner: Thank you. Robert Goodman followed by Sara  
12 Ghandehari.

13 Goodman: Good evening, my name is Robert Goodman, I live at  
14 8925 Rosewood, directly across from the proposed  
15 project with my wife and two small children. While  
16 I'm certainly in favor of face lifting and renewing  
17 the building and affordable housing in general, I'm  
18 registering my support of the staff recommendation  
19 recommending denying the project as is. The  
20 project is not consistent in my opinion with the  
21 City of West Hollywood's General Plan or Zoning  
22 Ordinance and does not merit a General Plan or Zone  
23 Map Amendment as it does not offer significant  
24 public benefit, in particular and to the contrary,



1 it decreases the green space in the neighborhood,  
2 I...that we've discussed already. I'd encourage you  
3 all to take a walk out through the area to  
4 experience it for yourself. It also will certainly  
5 intensify the human pedestrian traffic as well as  
6 the automobile, vehicular traffic during off peak  
7 hours, so that's the time when my family is at  
8 home. When it's not business time and when most of  
9 the neighbors are out and it expands in both size  
10 and density an already nonconforming building as  
11 mentioned in the staff report. It simply doesn't  
12 make sense to me to enlarge an oversized, already  
13 oversized building that's clearly out of proportion  
14 to the surrounding neighborhood, both commercial  
15 and residential areas. Moreover, the proposed  
16 seven unit apartment building and recreation center  
17 are really inconsistent with the esthetic or feel  
18 of the surrounding neighborhoods which are in  
19 essence single family homes, some of which have  
20 another unit on the property, but while I applaud  
21 the, the sort of appearance of single family homes  
22 on the Rosewood side, really people just gloss over  
23 a seven unit apartment building and a recreation  
24 center right in the middle of what's otherwise

1                   essentially single family homes on that particular  
2                   stretch and block of street. I appreciate the  
3                   opportunity to speak and I would really encourage  
4                   you to support the staff recommendations submitted  
5                   in their report. Thank you very much.

6 Huebner:           Thank you. Sara Ghandehari followed by Elliot  
7                   Sayeed.

8 Ghandehari:        Good evening. My name is Sara Ghandehari. My  
9                   husband's Robert Goodman. You just heard him  
10                  speak. I live directly across from the proposed  
11                  project with my son Evan who is four and my  
12                  daughter Nora who is 20 months. I oppose the  
13                  project as, at its current proposed stage. The  
14                  building is too big as it is. I support updating  
15                  the building, I support its mixed use, but I  
16                  strongly oppose any expansion of the building  
17                  against the General Plan of the City and Zoning  
18                  that applies to the rest of us in residents of the  
19                  West Hollywood. It will overwhelm the Rosewood  
20                  side and turns the building essentially into a  
21                  Rosewood building. I support the single family  
22                  home plans that are suggested on the Rosewood side  
23                  but I strongly oppose anything but that. Pool  
24                  house, multi-family homes are not reflective of

1 what's currently is the, the face of Rosewood that  
2 we live in. Just to be clear, it's not about the  
3 low income family residents that would be housed in  
4 the multi-family unit. My mother would qualify for  
5 such housing and it's just the fact that the street  
6 is composed of single family homes and maybe duplex  
7 but that's it. It would really change the feel of  
8 the street. Lastly construction, I'm a  
9 pulmonologist. My office is directly across on the  
10 Beverly Boulevard in the 8900 block. I understand  
11 Environmental Impact Report has been done but as a  
12 mother and the fact that I know there are 11 other  
13 children that reside on this street, I'm very much  
14 concerned about the health of these developing  
15 lungs. We live about 60 feet from massive  
16 construction, excavating and removing dirt and  
17 exposing the residents to the water level, dust,  
18 fungal organisms, and possibly leading to  
19 irreversible lung conditions is incredibly  
20 concerning to me. Thank you.

21 Huebner: Thank you. Elliot Sayeed followed by Anson Snyder.  
22 Elliot? No Elliot. Anson Snyder followed by  
23 Lauren Meister.

24 Snyder: Planning Commission, Anson Snyder, West Hollywood

1 resident on Vista Street. And I don't know how we  
2 got to this conversation this evening in front of  
3 the Planning Commission with the neighbors that  
4 there sounds to be continued discourse between  
5 what's being proposed and what the City's  
6 objectives are with the General Plan or even staff  
7 in implementing that. General Plan includes  
8 several of the elements, you know them, land use,  
9 transportation, housing element. We have air  
10 quality. We've spent a lot of time on the climate  
11 action plan, our green ordinances. We talk about  
12 mobility plans, pedestrian, mixed use. We've had  
13 Specific Plans that have come forward before,  
14 Movietown Plaza is one. This is a tricky site.  
15 We're talking about adoptive reuse. This is a  
16 building that was built many years ago. We don't  
17 have a lot of office desire in this neighborhood.  
18 People want to go to the Pacific Design Center,  
19 Century City, some of the other areas that have  
20 more office type uses. What's proposed here is the  
21 opportunity to put something...bring this building  
22 back to life, implement green elements to it.  
23 Housing element, we've already discussed. We are  
24 100% built out. We have no sites. We're looking

1 for sites to build on. This is an opportunity for  
2 housing. So in looking at this, this is an  
3 opportunity for the City to tackle a challenged  
4 issue, adaptive reuse. City might be having  
5 problems in figuring out the General Plan  
6 Amendment. This is our opportunity to look at how  
7 we do this because this will come up again in the  
8 City. I oppose the City staff's recommendation. I  
9 support this project and I say bring it forward.  
10 Thank you.

11 Huebner: Thank you. Lauren Meister followed by Marjan  
12 Mirani.

13 Meister: Good evening Chair Huebner, Commissioners, Lauren  
14 Meister, City of West Hollywood. I appreciate all  
15 the comments for and against the project and  
16 understand the need for the building to be updated.  
17 However, what zoning allows and what the applicant  
18 wants are two ends of the spectrum. The 8899  
19 building is nonconforming and already twice the FAR  
20 of what's allowed in a CC1 zone. The applicant  
21 wants to double that to a 6 to 1 FAR and wants to  
22 increase the FAR on Rosewood by 35%. California  
23 Code 65915 specifies that maximum allowable  
24 residential density is based on the General Plan,

1 not a nonconforming building. The City is not  
2 required by state or city law to approve a Specific  
3 Plan so that an applicant can propose an out of  
4 scale project. They can have adaptive reuse  
5 without expansion. The project is inconsistent  
6 with the recently approved General Plan and Zoning  
7 Code and would set a dangerous precedent. When the  
8 8899 Beverly building was built, I suspect there  
9 were two promises to the community. One, that the  
10 building will be tall, narrow and not massive. And  
11 two, that the project would provide a beautiful  
12 landscape buffer and yes, there is a beautiful  
13 landscape buffer. This project would undo both of  
14 those promises. The applicant says that he loves  
15 West Hollywood's urban village and so do we, and  
16 that's what we're passionate to maintain. Someone  
17 said that the project needs a facelift, so give it  
18 a paint job and push the retail out to Beverly.  
19 You know, when a building is empty, that's because  
20 a building is not being maintained and that's a  
21 problem that we've had and we've seen in West  
22 Hollywood many times. The applicant says that  
23 there are no impacts, but when you take a  
24 commercial building that is Monday through Friday,

1 eight to six, and now you have a use that's 24/7,  
2 there will be impacts. My last words is in Weho,  
3 we don't treat our less fortunate like second class  
4 citizens, we don't appreciate being bullied and we  
5 don't want our General Plan to be up for sale.

6 Thank you.

7 Huebner: Thank you. Marjan Mirani followed by Jeanne  
8 Dobrin.

9 Mirani: Thank you. Good evening, my name is Marjan Mirani,  
10 I'm a first time homeowner who bought on Rosewood  
11 Avenue March of 2013. After looking for seven  
12 years, I choose to buy my home in West Hollywood  
13 because I love the feel of the neighborhood and the  
14 individual and single family homes. The proposed  
15 development would change all of that. It would  
16 require changing the single family and low density  
17 zoning of my neighborhood. The West Hollywood  
18 General Plan which was just set a few years ago and  
19 sets a vision for the City until 2035. Designates  
20 my neighborhood for a single family low density two  
21 unit detached housing. Residential development  
22 standards are set to ensure that units do not  
23 overwhelm lot size or the neighborhoods. The  
24 current building at 8899 Beverly was grandfather,

1                   although it does not meet the current zoning or the  
2                   General Plan. It is already 10 story high while  
3                   only three stories are permitted there. It already  
4                   has more than twice the square footage for its lot  
5                   size permitted in the Zoning Code. The proposed  
6                   development will require a new exception to the  
7                   zoning, a new exception to make a lot with a  
8                   building already too big and too dense for the area  
9                   to double its already too large size and increase  
10                  the already too dense use for the area. Allowing  
11                  such a new exception would be the worst example of  
12                  spot zoning, spot zoning that isolates one parcel  
13                  of land instead of considering the bigger picture  
14                  established by zoning requirements. As a resident  
15                  and homeowner in West Hollywood, I hope the Council  
16                  would recognize that this development is contrary  
17                  to the vision for West Hollywood established in the  
18                  General Plan and not engage in spot zoning. Thank  
19                  you.

20 Huebner:           Thank you. Jeanne Dobrin followed by Cole Ethman.

21 Dobrin:            Jeanne Dobrin, resident for 38 years in West  
22                    Hollywood and a community advocate. And I lost my  
23                    reading glasses, so I have to use this. First of  
24                    all, I'm sorry that the people in this room didn't



1 get to read what the Planning Commission read and  
2 that's Lauren Meister's four page document, which  
3 is brilliant and she said everything that the  
4 staff, wonderful staff said and more besides and  
5 what she just said was only a small part of it.  
6 There was a woman named Mrs. Nevels and she said  
7 she was intrigued by this project because she's  
8 intrigued by green. There isn't any green in this  
9 project. They will not be abiding by the green  
10 ordinance. It isn't possible for them. This is  
11 the kind of people. Now I'm gonna say something  
12 that's terrible. I do say things like that  
13 sometimes. I think that a large number of people  
14 who came here today were paid, not in money but in  
15 kind some kind of a way, because I, I could tell  
16 from their manner and what they were, that they  
17 were reading words that they were not capable of  
18 writing and somebody helped them to do that. Now  
19 that isn't a very nice thing to say but I think  
20 they got payment in kind. This building of course  
21 is too high, but aside from that and it doesn't  
22 meet the law or the code or anything, but seven  
23 affordable units, that is...are they kidding? Are  
24 they kidding? Seven, they said they worked

1                   tirelessly to provide seven affordable units.  
2                   That's a bunch of a four letter word that begins  
3                   with C. They worked tirelessly to (INAUDIBLE) a  
4                   bunch of money and Jeff Haber who is one of our  
5                   finest lobbyists is working with them because he's  
6                   got to make a living like other people too. Deny  
7                   it. Go with the staff. The staff knows what  
8                   they're doing. Thank you.

9 Huebner:           Thank you Jeanne. Cole Ethman followed by David  
10                   Stewart.

11 Ettman:            Good evening, Cole Ethman, City of West Hollywood,  
12                   Public Facilities Commissioner. I know there have  
13                   been some amendments and...but from what I was  
14                   reading and hearing about this project before  
15                   getting here tonight, it really disturbs me, and  
16                   I'm not against developing our City. It's  
17                   developing it the right way. I moved here from New  
18                   York over six years ago and I knew things were  
19                   getting bad over there and when I read in the paper  
20                   about these separate entrances being approved in  
21                   New York City into buildings for affordable  
22                   housing, I said wow, New York is bad. But things  
23                   like that won't happen here, not in West Hollywood,  
24                   not in this progressive city that we live in and I

1 want to make sure things like that do not happen  
2 here. You know, of course we want beautiful  
3 buildings. We want beautiful projects in our  
4 neighborhoods. They don't need to be twice the  
5 size that the zoning calls for. They don't need to  
6 overextend. They don't need to make sure that the  
7 developer makes the maximum amount of money  
8 possible on the backs of our residents. West  
9 Hollywood West is working very hard and the City is  
10 working very hard to put in guidelines, design  
11 guidelines because we don't want big box houses one  
12 after the other on top of each other. And the same  
13 reason, we don't want huge scale projects that are  
14 outside of the master plan and this is a master  
15 plan that we literally just approved. So I urge  
16 you to stick with the City's recommendations, staff  
17 recommendations. Thank you.

18 Huebner: Thank you. David Stewart followed by James  
19 Francis.

20 Stewart: Good evening, my name is David Stewart and I'm a  
21 resident of Rosewood Avenue. I would like to state  
22 that I'm not opposed to the upgrades and changes of  
23 8899 Beverly. I actually find the developer as  
24 sort of renderings and styling of this actually

1 really attractive. And optimizing the Beverly  
2 frontage to improve the access and entice sort of  
3 creative businesses, entrepreneurs and restaurants  
4 as welcomed, but a successful development I feel  
5 needs a holistic approach and when considering  
6 businesses design and community application, this  
7 current iteration is not something that I can  
8 support. I feel it's rolling over the rules of  
9 West Hollywood and the Rosewood community. I don't  
10 support it for these reasons. The current building  
11 scale and size is already nonconforming and to  
12 the...nonconforming to the community zoning and the  
13 proposed adaptation of expanding on three sides  
14 really is gonna be cutting out privacy, air and  
15 light for its residents. If zoning compromises are  
16 made in this case, will other R1B West Hollywood  
17 areas be under threat for over-adaptation or  
18 residential encroachment? Another big concern  
19 raised in the EIR which I, which I made a response  
20 to that hasn't been addressed is the area has a  
21 high water table and they sort of glossed over any,  
22 any impacts, sorry, thanks. Any impact of where  
23 this water is gonna go. How is it gonna...is it  
24 gonna erosion for the soil, settlement, the sewer,

1 and being abutting directly to the excavation site.  
2 I really worry about my house falling into a hole.  
3 And lastly, the theory of adapting the building of  
4 this condo de-intensifies the neighborhood. I, I  
5 think that's a paper calculation only Monday  
6 through Friday, six p.m. to eight a.m., it's quiet,  
7 the weekends it's silent. The idea of building in  
8 50 condos, 10 townhomes, multiple apartments cannot  
9 logically de-intensify the area.

10 Huebner: Thank you. James Francis followed by Jimmy  
11 Palmieri.

12 Francis: Good evening, I'm James Francis, I'm a resident in  
13 the City on Sierra Bonita. I have to say that I  
14 fought to live in the City for three years. I've  
15 seen the erosion of affordable apartments being  
16 demolished in place of condos. I found that there  
17 is an exclusivity on the west side rather than the  
18 east side where I live. These homeowners aren't  
19 entitled to live here for 40 years or longer or  
20 live here for decades and think that they have the  
21 right over someone else who deserves to be a  
22 renter. It is unbelievable how people are actually  
23 admonishing the Environmental Impact Report and the  
24 affordability of the housing element. This city

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has not built the affordable housing it should have decades ago and that's why they are making up for lost time. And it's, it's deplorable that you have people saying that people are being paid in order to speak on behalf of this project. I am not a paid spokesperson. I'm not being paid. I'm a resident who says that there is a deficiency in affordable housing that its 120 percentile above the medium average income of West Hollywood residents think that they can live here and that they can increase their property values and then resell them. It's unfortunate that you have owners who basically can sell their properties and make a profit when people are out who cannot afford to remain in this City. I might be out next year because I had homeowners that were private family who sold to a developer and they want to make profit. This developer is doing something good for the City of affording affordable housing, not taking it away and that is what I'm here to stand in support of. These people who are speaking against it are homeowners who say our views will be impacted. Well that's too bad. There needs to be more housing in this City and it's unfortunate

1 about them but I don't care about those single  
2 families or those families coming to buy their  
3 multi-million dollar homes. I deserve to be in the  
4 same community and the same side of this city as  
5 you do and that is it and that is a fact. Thank  
6 you very much.

7 Huebner: Thank you. Jimmy Palmieri, last speaker.

8 Palmieri: Jimmy Palmieri, West Hollywood. Good evening  
9 Commissioners. I'm a Human Services Commissioner  
10 here for the last three and a half years and I was  
11 on the Lesbian Gay Advisory Board for eight years,  
12 but I come to you as a community member. I've been  
13 living here since 1994. I'm not a Planning  
14 Commissioner. I have no clue what all these  
15 initials are and all this stuff going out. I know  
16 Human Services, that's my, that's my forte. I  
17 don't know if this is pretty, I don't know if it  
18 isn't. What I do know is there are 3,000 links on  
19 the Internet today calling us the Poor Door City  
20 because this developer did not go to the community  
21 and find out what we are about. There is no back  
22 of the bus, so unfortunately the Commissioners here  
23 are going to be put in a very hard position,  
24 whether they like this project or not. If they

1 vote for it, they're going to be the poor door  
2 Commissioner. If they vote against it, they're  
3 going to be a Commissioner that does not want  
4 affordable housing. This, this...the developer needs  
5 to hire their own PR, do a spin on it, because  
6 right now from Washington, DC to New York to  
7 Chicago to Indiana, West Hollywood is under watch  
8 as the Poor Door City. So when you make your  
9 decisions, maybe go with staff this time. Let them  
10 handle their PR and come back so that this is not  
11 on your shoulders. Thank you.

12 Huebner: Thank you. Applicant has five minutes for  
13 rebuttal.

14 Haber: Hi, good evening, again Jeff Haber from Los Angeles  
15 representing the applicant. I, I think I'll just  
16 hit a couple of points and then be available for  
17 questions from you. You know, a number of people  
18 and obviously I thank all the folks for coming out  
19 and particularly agree with some of them and  
20 particularly don't agree with others. I will not  
21 talk about the ones I agree with 'cause I assume  
22 you can figure out that I agree. A number of  
23 people talked about environmental impacts from the  
24 project. Somebody talked about his home being in



1 perpetual shade, somebody else talked about the  
2 increase in traffic, somebody talked about problems  
3 with hydrology, somebody talked about...a couple  
4 people talked about commercial impacts being less  
5 than residential impacts. I would urge you to look  
6 at the scientific analysis the City put together.  
7 The EIR, the Environmental Impact Report did a  
8 thorough analysis of this project and concluded as  
9 I said before that it's a de-intensification of use  
10 and there are no significant impacts, permanent  
11 significant impacts of any kind whatsoever.  
12 There's no specific adverse impact from this  
13 project. In fact, there's no impact whatsoever.  
14 So, traffic will go down, there is no shade shadow  
15 impact, there is no problem with hydrology that  
16 can't be fixed as the way anybody fixes a hydrology  
17 problem when you're building a one-story  
18 underground, which is all that's occurring here.  
19 There are no additional impacts from residential  
20 versus commercial the way an EIR analyzes them. In  
21 fact, the impacts from commercial are substantially  
22 greater than the impacts from residential. I, I  
23 wanted to deal with one of the folks who raised the  
24 issue that there are no dollar limits for the

1 affordable housing. There actually are. I mean I  
2 didn't express them but Housing certainly knows  
3 what they are. Seven of the units will be very low  
4 income, 10 of them will be moderate income. We're  
5 also paying an in lieu fee for the other...an in lieu  
6 fee to the City's Affordable Housing Trust Fund of  
7 a million dollars. The rent rates for qualifying  
8 for those units are available publicly and the City  
9 has those and certainly once the building is built,  
10 if it...if you guys approve it and the Council does,  
11 that'll be made very clear to everybody. Somebody  
12 asked why you need the concessions and, and  
13 the...there was some confusion I think about the  
14 concession for the, the...that we're requesting.  
15 What we're requesting is the concession be the  
16 General Plan and Specific Plan Amendments. Those  
17 incorporate by the language in them the 2.8 FAR for  
18 the entirety of the site. That 2.8 FAR as I said  
19 in my initial remarks is not accidental. That's  
20 the FAR that would be allowed for a project like  
21 this in any part of the City that complied with the  
22 bonuses that are allowed including the affordable  
23 housing bonus and including the green building  
24 bonus. This project will be green. It, it's

1 required to be under what we've...the allowances that  
2 the City has for green buildings and as a couple of  
3 you up there know, I'm sure, and as the City, as  
4 the City knows doing an adaptive reuse project is  
5 actually about as green as you can get because what  
6 you're doing is rehabbing an old building, maybe  
7 not, maybe not an old building, Marc, but a middle  
8 aged building and making it more useful for the  
9 future. And that's much greener than building from  
10 scratch. I, I just want to make a couple small  
11 comments as well about the decrease in green space  
12 that folks were talking about, a couple people were  
13 talking about on the, on the buffer on  
14 Rosewood's...the Rosewood side. That buffer is  
15 a...it's a requirement that was imposed because of  
16 the commercial parking lot that was there. If a  
17 commercial parking lot isn't there, you wouldn't  
18 need a required buffer. But guess what? It will  
19 be a buffer, but instead of a buffer that is on a  
20 parking lot, it will be people's front yards. So  
21 none of the houses go further than...closer to the  
22 street than that, it's just gonna be people's front  
23 yards instead of a buffer for a commercial parking  
24 lot. And then I do always want to address Jeanne,

1 Jeanne Dobrin's comments because I always like to  
2 address Jeanne Dobrin, Jeanne's comments because  
3 she always references me. I would just point out  
4 that it's not seven affordable units, Jeanne, it's  
5 17. Again, as I said, that will be more affordable  
6 housing than any project has ever had on the west  
7 side of the City and more very low income units  
8 than any project has ever had on the west side of  
9 the City. And I will tell you that all the  
10 speakers who got up here and spoke in favor of the  
11 project are not paid except for two, the architect  
12 and me. So with that, I'm available to answer any  
13 questions you guys might have. Thanks.

14 Huebner: Thank you. Any questions? No. We'll...I just  
15 wanted to...we received citizen position slips, just  
16 to let you know that there were...I don't...David can  
17 put all these in the record. I don't need to read  
18 everybody's names but there were 32 supporting  
19 staff's recommendation, three against staff's  
20 recommendation and two neutrals. So I'll have  
21 those read into the record. And if there's no  
22 questions, we'll close the public hearing and maybe  
23 (INAUDIBLE). The public testimony part, and you  
24 want to (TALKING OVER).

1 DeLuccio: Public hearing open?

2 Huebner: All right, we'll leave it open. And, and that's  
3 what I was gonna do.

4 *Record:* The following people chose not to speak, but have  
5 their position on the matter in the public record.

6 *Support Staff:* Brad Keistler, Liela Zare, Jay Fatemi, Sepideh  
7 Khalili, Dariush Kash, Susan Omid, Michael Nia,  
8 Sherie Stark, Ricardo A. Forrest, Marjorie Pollack,  
9 Sanford Pollack, Neda Nakhjavani, Giti Zarenia,  
10 Tamara Gurevich, Rod Sprett, Peter Diaz, Rodi  
11 Torchin, Jamal Mohar, Alex Espili, Joubin Radfar,  
12 Jason Frisch, Mojan Sowlaty, Debbie Meister,  
13 Stephanie J. Harker, Cathy Blaivas, Jessie  
14 Graveman, Tara Somrety, Soheila Nuvean-Motomad,  
15 Roxana Sowlaty, Sam Sowlaty, Brian Lehrer, Adam  
16 Bass.

17 *Oppose Staff:* Lauren Walker, Ryan Forber, Jay Fuentes.

18 *Neutral:* George Fearo, Jim Curry.

19 Huebner: We'll take a 10 minute break and reconvene at...

20 Hogin: Mr. Chairman, I just remind you that you're in the  
21 middle of a public hearing and so please don't have  
22 any contact with anyone during the break on this  
23 topic.

24 Huebner: On that topic.

1 Hogin: Yes.

2 -15 Minute Break-

3 Huebner: Does everybody want to take their seats? We'll  
4 reconvene. Okay, we'll call the meeting back to  
5 order at 9:12 and open the...start deliberation.  
6 Donald, do you want to start?

7 DeLuccio: Why do you always call on me?

8 Altschul: I will if nobody else...

9 DeLuccio: I will be...I'll be happy to...it's 'cause...I'll be  
10 happy to start, but I'm just at this...okay, I'll be  
11 happy to start. At this point what I really want  
12 to do is just I want to talk about some of the  
13 positive things of the project and some of my  
14 concerns and then we can just, you know, we can  
15 open it up and have a discussion about it.  
16 I...obviously the adaptive reuse is very attractive.  
17 And what they're gonna do to the streetscape is  
18 attractive also. They are gonna preserve the south  
19 elevation, which I think, besides...and then  
20 obviously the affordable...it's very attractive in  
21 terms of the affordable housing that it'll give to  
22 the City as, as 17 units as well as  
23 putting...contributing a million dollars into the  
24 Affordable Housing Trust Fund. And I think

1 Rosewood actually has come a long way, the Rosewood  
2 side as far as making those now single family  
3 homes. Now looking at the concerns that I have, we  
4 are...it would be going from a 3.1 FAR, the building  
5 itself to a 6.1 FAR, not...I know the applicant is  
6 proposing to do something else to bring it down to  
7 a 2.8 by taking their plan to tie the whole lot  
8 together, but right now the way it stands, the  
9 building is a 3.1 FAR and if they were to proceed,  
10 it would be a 6.1 FAR. And also the north side  
11 elevation, which actually faces Rosewood is  
12 over...it's really overbearing right now with those  
13 balconies.

14 Altschul: With the what?

15 DeLuccio: The balconies, they're very...the way the balconies  
16 wrap around on the north elevation, I find that to  
17 be very imposing on to the residential  
18 neighborhood. The rooftop terrace I guess is where  
19 the pool...the rooftop terrace I guess, imagine is  
20 where the affordable housing building would be. I  
21 would be concerned about some of the activities up  
22 there as well. And I would have preferred Rosewood  
23 actually to be all single family homes. I  
24 understand what the applicant is doing and, and the

1                    compromise that would need to be reached in terms  
2                    of putting the, the...making...I know it's...we only  
3                    wanted a .5 FAR and actually if another project did  
4                    come along only on the Rosewood side and it  
5                    wasn't...single family homes actually, if somebody  
6                    was to develop a single family home, SB1818 my  
7                    understanding would not apply to a single family  
8                    home. However, if the developer had come back and  
9                    just wanted to develop the Rosewood side as, as  
10                    condominiums with multiple single family units,  
11                    they actually could request the, the incentive and  
12                    bring it from a .5 FAR which is the current zoning  
13                    and make it a .675 FAR and actually they can  
14                    actually take some of those stories and go higher  
15                    from two to a third story. So I do want to, you  
16                    know, at least give the, the applicant credit for  
17                    what they are proposing to do on the Rosewood side.  
18                    So, those are my comments for the moment.

19 Huebner:                    Okay. Commissioner Shink?

20 Shink:                    Again, I want to reiterate some of the, the pros  
21                    and cons as well. I think there's a lot to unpack  
22                    here. First of all, I want to thank everyone for  
23                    coming out twice. This is the second hearing, so  
24                    it is...it's great to see the public coming out so



1 robustly two times to talk about this. That's how  
2 important it is. I also just want to comment on  
3 that poor door. I think it's very important that  
4 we in West Hollywood not be known and when I heard  
5 a public comment from Commissioner Palmeiri on  
6 that, it saddens me that that's...I did not know  
7 about that, that many hits out there. That is not  
8 what West Hollywood is all about. We are the city  
9 of inclusion, not exclusion, so the fact that  
10 that's been course corrected is to be commended.  
11 It should never have been on the table to begin  
12 with. In terms of adaptive reuse, that's...it's  
13 great. This should be our mantra in our city and  
14 it's very, very important and in terms of  
15 affordable housing, this is also to be commended.  
16 The fact that the, that the developer is bringing  
17 the retail space down to sidewalk grade, I think  
18 also is a pro, but I think that the thing that is  
19 really before us tonight is whether there is a  
20 compelling and overriding reason for the Planning  
21 Commission to make an amendment to the General  
22 Plan, the Specific Plan and the Zoning Map. That's  
23 a lot and to me there must, must be a compelling  
24 reason for us to do it other than Council and

1 because of that, I haven't seen that. I haven't  
2 seen that unusual merit or the significant, whether  
3 it has to do with design or density. In fact, just  
4 the opposite, the density actually would cause  
5 concern for me in terms of what it does to the  
6 neighborhood and the design again is subjective but  
7 this is where it's discretionary. Also I think  
8 is...does not rise to the level of it being  
9 compelling enough again for this body to, to make  
10 those kind of amendments and because of that, I  
11 think I would be hesitant to, to support it. But I  
12 do thank the public for coming out. This is very  
13 important. We're going to be setting precedent  
14 here if we start to change a General Plan that had  
15 so much community input and was done just a couple  
16 of years ago. I fear for what could happen if we  
17 start going down that slope. Thank you.

18 Huebner: Thank you. Commissioner Altschul?

19 Altschul: Well contrary to what Heidi just said, it's not our  
20 purview to do that. All we're doing here tonight  
21 is making a recommendation to the Council. So we  
22 either make a recommendation that there be a  
23 General Plan Amendment or not. We make a  
24 recommendation that there be a Specific Plan

1 allowed or not. And that's, that's the extent of  
2 what we can do. I agree with everything that  
3 Donald said about the adaptive reuse being  
4 something quite good in this particular instance.  
5 I think if the FAR on Beverly is 6.1, I don't see  
6 anything the matter with that. Beverly is a very  
7 large intense commercial street. You're not  
8 talking about what is presently a residential  
9 street. 6.1 for Rosewood would be absurd. 6.1 for  
10 Detroit and Hermosa would be absurd, but 6.1 solely  
11 for a high rise residential building on Beverly I  
12 think is certainly within, well within reason and  
13 something that should be, should be applauded. I  
14 think when the representative of the Housing staff  
15 said that all Housing looks at is the affordable  
16 component, that's a little surprising because we,  
17 we all recognize that the whole region needs market  
18 rate housing as well as it needs affordable housing  
19 and I think that there, somehow there seems to be  
20 at times a disconnect between what the Planning  
21 staff does and what the Housing staff does with  
22 respect to putting these projects together and  
23 making them work and I...and this may be one of these  
24 instances where there wasn't the kind of

1 cooperation and there wasn't the kind of working  
2 together that perhaps could've taken place to get  
3 this a little further along than it is at this  
4 particular point. My, my take on it is that the  
5 additional density in this project as proposed  
6 really doesn't significantly or even moderately or  
7 minimally impact anybody adversely at all, leaving  
8 construction impacts aside and we all know  
9 construction impacts everybody around it very  
10 adversely, but there's nothing we can do about  
11 that. When all of our residences were constructed,  
12 it adversely impacted those that were there already  
13 and none of us would have had what we're living in  
14 now if it didn't. So that's, that's one of the,  
15 that's one of the exigencies of living in an urban  
16 area. We live with construction and something  
17 that's gonna go up next to us at one point or  
18 another. The, the removal of that, that huge  
19 parking lot I think is a tremendous benefit to the  
20 City and tremendous benefit to the community. I  
21 think the, the disappearance of the circulation  
22 and, and we have a, we have a traffic problem, but  
23 more than a traffic problem we have a circulation  
24 problem and the removal of that circulation from

1                   that residential area is going to show a  
2                   significant improvement in the quality of life of  
3                   the people on Rosewood and those surrounding  
4                   streets. So I think that's a tremendous plus and a  
5                   tremendous benefit to the City. There are other  
6                   benefits to the City should this project go  
7                   through. Three are economic benefits to the City.  
8                   The bump in property taxes over a period of 10 or  
9                   20 years would give a tremendous income benefit to  
10                  the City for the City's economic goodwill and  
11                  that's a big plus for this City. The affordable  
12                  housing benefit would be enormous as has been  
13                  pointed out by nearly everybody. The, the negative  
14                  of the poor door thing, I don't know where that  
15                  came from. It suddenly appeared in the local, the  
16                  local online newspapers. Where the whole thing  
17                  started, I don't have any idea. Whether the  
18                  applicant proposed to that, I don't know. I  
19                  glanced over what, what was printed and I don't  
20                  recall seeing it attributed to the applicant. So I  
21                  think it's a little bit disingenuous on everybody's  
22                  part to attribute it to the applicant if in fact it  
23                  wasn't stated by the applicant that it was the  
24                  applicant's idea. Nevertheless, if we're stuck

1 with it as far as having been there in the past,  
2 we're stuck with it, but let's be adult and make  
3 the world realize that whoever put it out there  
4 took it back and let's give credit to us, to  
5 everybody by telling the world it was, it was a  
6 mistake, whoever made the mistake said no, that's  
7 not the way it's going to be and let's put it  
8 behind us. So what's the real (INAUDIBLE) here,  
9 the General Plan and is the General Plan too new?  
10 No. Mr. Haber told us and I know this and I'm sure  
11 most of my colleagues here know it too, General  
12 Plan can be amended four times a year. Ideally it  
13 should be rewritten every 15 years. It's probably  
14 three years old. That means it's 20% into it's,  
15 into it's desirable lifetime. It can be amended  
16 four times in a year for 15 years and so an  
17 amendment is not only not doable, it's doable at  
18 any time. So my sticking point is the Specific  
19 Plan. In this town the staff has in the past used  
20 the vehicle of a Specific Plan in order to justify  
21 large amounts of affordable housing. A Specific  
22 Plan in my lexicon has always been putting together  
23 large pieces of property owned by different owners,  
24 gathering the pieces of property together and

1 calling them a Specific Plan to make it possible to  
2 develop the property over a period of years, 10  
3 years maybe, maybe a little more, maybe a little  
4 less, and holding in place the standards being  
5 applicable at the time it was put together and  
6 entitled. So, this doesn't happen to be...to fit  
7 that category. Can a Specific Plan be something  
8 like this where all the property is owned by one  
9 individual? It's gonna be supposedly developed at  
10 one particular time immediately when it's entitled?  
11 I guess so because that's what happened at Avalon  
12 Bay, that's what happened...or was proposed for Faith  
13 Plating which never happened because even though we  
14 were told that not only was in escrow, but it had  
15 closed escrow with no contingencies when in fact it  
16 hadn't been in escrow at all. And the purpose of  
17 all that was, there was more affordable housing  
18 offered than was actually required. So these were  
19 some of the mechanisms by which staff had  
20 recommended to applicants that they use and that  
21 they offer and that they put in their applications  
22 so that they can get an entitlement that will allow  
23 them to in effect accomplish something that could,  
24 could perhaps be otherwise defined a spot zoning.

1 And so Specific Plan equals more affordable  
2 housing, equals in some people's lexicons spot  
3 zoning. And it has...it was historically recommended  
4 by staff. Did that happen in this case? I don't  
5 know. But since it has happened in the past and  
6 since this, this particular adaptive reuse I think  
7 can be so attractive, so non-detrimental to really  
8 anybody in the neighborhood and have significant  
9 benefits to the City. I don't really see any  
10 reason why we can't use it here but I would  
11 recommend with caution that it be used very  
12 sparingly if at all in the future.

13 Huebner: Thank you John. Commissioner Buckner?

14 Buckner: Thank you. I don't plan to repeat a lot of things  
15 my fellow Commissioners have said because I, I do  
16 agree pretty much with, with what's been said.  
17 Last time when we were here on July 17<sup>th</sup>, I was the  
18 one that originally brought up the idea to continue  
19 it and the reason I did that was because I was  
20 hoping that the developer would work with staff and  
21 really make an effort to make some significant  
22 changes to deal with some of the negative opinions,  
23 I guess, or the, the parts of this project that  
24 really have...has created a lot of displeasure among



1 the neighbors and, and maybe with staff as well. I  
2 do want to commend the developers for making those  
3 changes with regard to the housing issues and I see  
4 that staff has now decided that it would be  
5 appropriate for them to recommend, at least approve  
6 of that part of the project. But I think that in  
7 our...we all know that we need more housing. I mean  
8 everywhere in California as a matter of fact, not  
9 only in West Hollywood, and...but I don't want to be  
10 hoodwinked or just because we have a million  
11 dollars dangling in front of us for our housing  
12 (INAUDIBLE) for our Affordable Housing Trust Fund  
13 and we've gotten some additional affordable housing  
14 which we know especially on the west side we  
15 desperately need and we have not had much of. I  
16 don't want us to be just looking at that and say  
17 well the project is wonderful because we're getting  
18 all this benefit to the City. And we are getting a  
19 benefit, so I don't want to...really want to  
20 acknowledge that, but my concern has been of the  
21 massing and the size of this building. I think  
22 it's not appropriate. What I was hoping would be  
23 that the developer would cut back on the scale of  
24 the building as well as making those adjustments

1 with that...with regard to housing, and I do think  
2 that we worked...the City worked many years on the  
3 General Plan. We had lots of meetings with  
4 community, we paid huge sums to have the  
5 consultants work with us very tirelessly to create  
6 something that most people were able to come to an  
7 agreement that this is what the City wanted and I  
8 don't feel comfortable at this point in making a  
9 recommendation to City Council to approve the  
10 project and I'm...my, my inclination at this time is  
11 to support the staff's recommendation to...of denial  
12 at this point. I do want to say though that I do  
13 favor the adaptive reuse. I do think that there is  
14 a place to go on this project. I don't think we're  
15 there yet. I would like to see the work done and  
16 have this building renovated and being able to be  
17 more conducive for the walk-ability and to be able  
18 to make it more attractive on the Beverly side as  
19 well as on the, the Rosewood side. So that's where  
20 I'm at. I was really hoping to see something come  
21 back to Commission more than what we have. Thank  
22 you.

23 Huebner: Commissioner Yeber?

24 Yeber: Yes, thank you. I too wanted to thank the

1 audience, the public coming out and speaking on  
2 this issue, not only once or twice but all the  
3 times that the community has been involved in this  
4 project which is going on more than a year now. So  
5 I really appreciate the input. I'm also conflicted  
6 by this project. On one hand, you know, I could  
7 see that this property could use a facelift, if you  
8 will, or some rehabilitation to breathe new life  
9 into its internal systems, electrical, plumbing,  
10 seismic, structural and so forth. But I'm not  
11 quite sure how this project gets there. So let me  
12 talk about what, what I thought was interesting.  
13 The notion that obviously that they, they want to  
14 do something with this building in an adaptive  
15 reuse strategy. Also that they would add  
16 affordable housing on the site. There is  
17 affordable housing on the west side, but we could  
18 always use more. So I appreciate that. What I'm  
19 having trouble with is there were a lot...there was a  
20 lot of hyperbole tonight regarding, you know, the  
21 building being an eyesore. I'm not sure I agree  
22 with that assessment. I actually had a studio on  
23 Beverly Boulevard just down the street from this  
24 building about five years ago. We were there for

1 about three years and I don't recall this building  
2 being an eyesore. I don't recall the area being a  
3 dead zone. Yes, the relationship of the retail to  
4 the sidewalk to the street was a little quirky but  
5 I thought it was interesting, and so I'm not really  
6 sure where all that's coming from. It's all very  
7 subjective but in terms of functioning as a vital  
8 component in the district, I, I think it's still a  
9 vital component. Maybe it needs a little bit of  
10 attention, maybe it needs some updating, but so I  
11 appreciate at least looking at that. What I'm  
12 having trouble with is that the project as is, is  
13 significantly out of scale and has significant  
14 increased density which is not adequately  
15 outweighed by the proposed public benefit. And so,  
16 I would've wished...it would've been an interesting  
17 visual exercise to see the current building  
18 elevation superimposed on the proposed to give us a  
19 better perspective of how much bigger this building  
20 would become under this proposal. So that troubles  
21 me. The second thing is it doesn't really address  
22 the letter or the spirit of the Government Code  
23 65915 or also known as SB1818. I did bring up the  
24 issue of on-menu, off-menu items because there are

1 specific guidelines in that law that speak to off-  
2 menu concessions and basically that material or  
3 information was not provided to staff or to  
4 Commission and so therefore I, I can't address...I  
5 can't, I can't make the nexus between the request  
6 and the need to move forward. The proposal's  
7 strategy, the Beverly side versus the Rosewood  
8 side, I think from very early on I was concerned  
9 about there seemed to be...the overall strategy was  
10 not clear and there was even a disconnect that does  
11 not take a holistic approach towards achieving that  
12 community's overall goals and so I, I was...I could  
13 not reconcile that. And then lastly, well sort of  
14 lastly is going back to the General Plan and, and I  
15 appreciate that the General Plan can be amended  
16 four times a year, up to four times a year, but  
17 it's not something...it's, it's, it's something we  
18 use in a very careful manner. It's not something  
19 that we say oh, well we can change it four times a  
20 year, let's at least change it four times a year.  
21 We've gone through years where there's only been  
22 one or two amendments, if any at all, and that's  
23 how it's approached in a case by case basis, but it  
24 has to be closely tied with a significant public

1 benefit. And what concerns me is, is specifically  
2 in the General Plan and I'll read you verbatim,  
3 Land Use 11.1, "Encourage a variety of retail,  
4 creative space, creative office, commercial and  
5 residential uses to support the vision in the  
6 area." And if you go to C., it says "Allow limited  
7 housing on Beverly Boulevard. These opportunities  
8 should be focused on artist live/work housing."  
9 So, you...just you can't disregard that. I mean I  
10 understand the overall vision of housing for the  
11 City in a holistic approach, the entire City, but  
12 we're talking about this specific area and it's  
13 very clear in the General Plan what the community  
14 wanted. Then, then I went to D., which I thought  
15 was interesting because this could be...this could've  
16 been an alternative for adaptive reuse, "Enhance  
17 the area's role as a visitor destination by  
18 encouraging boutique hotels on Melrose Triangle  
19 area." It's like wow, we don't even have...there's  
20 not a hotel in that area. Why hasn't someone  
21 considered that as a boutique hotel, would be a  
22 great adaptive reuse and then still have the  
23 residential component as proposed on the  
24 residential side. So there are other options that

1 I think might be better suited. I don't know what  
2 all those options are. I just, you know, read  
3 strictly from the General Plan. I just find that  
4 this project does not rise to the level to warrant  
5 a General Plan Amendment, a Zoning Map Amendment  
6 and a Specific Plan. That's asking a lot and with  
7 not a lot in return and I thought Commissioner  
8 Altschul's analogy of the fly in the ointment...I'll  
9 take it the other way around and it's like I  
10 thought in terms of the public benefit, there's a  
11 lot of icing and not a lot of cake and so I too  
12 feel that there is not enough here for the City to  
13 hang its hat on and therefore could not support  
14 this project as proposed at this time.

15 Huebner: Thank you. I, I guess I, you know, I see the, the  
16 pros and the cons and, and I'm somewhat conflicted  
17 too as far as...I mean as Commissioner Shink said,  
18 there's a lot to unpack as far as the General Plan  
19 and a Specific Plan and just all the, all the  
20 moving parts. I mean I rarely disagree with our  
21 Urban Planner, but I kind of think this is a rather  
22 spectacular piece of architecture and that's kind  
23 of how we felt about it. When it went through  
24 Design Review, it really...you know, the building is

1                   there.  Yes, I mean it could not be built today but  
2                   it's there.  It's been there for a long, long time  
3                   and I think it's really...adaptive reuse is great.  
4                   L.A. has their own, you know, they have their zones  
5                   downtown and it is for housing and it's for hotels  
6                   and they have zoning and incentives all around that  
7                   and I, I...in my mind, this piece of property  
8                   provides a unique opportunity, that the City has  
9                   just been sitting there and waiting for somebody to  
10                  do something spectacular and inventive with it.  It  
11                  looks...I think it models...always kind of looked  
12                  bigger than they truly are.  I mean I run through  
13                  that neighborhood in the morning and I think I run  
14                  two streets over and don't even see that building.  
15                  I don't...I think it's hard to notice unless you're  
16                  really on Rosewood which I understand is, you know,  
17                  is one of the concerns.  I think we've seen the  
18                  developer work kind of tirelessly on adjusting the  
19                  Rosewood development when it was townhouses and  
20                  then it was...I forget how many houses and now it's  
21                  single family houses and then we'll make sure that  
22                  it's, that it's zoned properly.  I mean I, I do  
23                  think it's kind of a little bit of a dead zone on  
24                  Beverly and that this will certainly activate the



1 street. I think we look at the same thing when we  
2 look at utilization on the, the west end of Sunset  
3 Boulevard. It just all of a sudden, pedestrian  
4 traffic just dies and people...you know, it's Los  
5 Angeles, people aren't gonna walk one block through  
6 a dead block to get to an active one. It just, it  
7 just doesn't happen and so I, I think that's a  
8 positive. I do want to thank staff. I mean Emily  
9 that was an amazing, that was an amazing report.  
10 It was a lot to read and a lot to digest and I  
11 thank everybody for coming out and expressing their  
12 views tonight and I mean the one thing I did  
13 when...about the General Plan, I was part of the  
14 General Plan Task Force Committee and going to  
15 those meeting after meeting after meeting, and I  
16 was, I was...I thought I was paying a lot of  
17 attention and I would think I was rather surprised  
18 when the final zoning map came out and saw what the  
19 height densities were around transit nodes. I  
20 think they're like 12 stories or something like  
21 that. I mean it's rather remarkable that around La  
22 Cienega and Santa Monica and Fairfax and Santa...you  
23 know, all these transit nodes. Development can be  
24 amazingly tall, amazingly tall and we were all

1                   there, we were all participating, we were all  
2                   supposedly paying attention and we somehow let that  
3                   get through. I mean, so you know, that's, that  
4                   zoning is in there. It's...and it's in the General  
5                   Plan and I, I looked up the definition of General  
6                   and it said, not specific, doesn't consider...it  
7                   looks at universal aspects and without  
8                   consideration of all the details, and I think this  
9                   is a detail. I think it's a detail in the City.  
10                  And it's an opportunity that the developer was, you  
11                  know, willing to take on and has worked, you know,  
12                  I think rather admirably with the community, with  
13                  staff in order to get it to where it is, so you  
14                  know, I kind of applaud them for that and I  
15                  wouldn't...I don't think I'd have a problem moving it  
16                  forward. Like Commissioner Altschul said, it's...all  
17                  we're doing is recommending to Council. The final  
18                  decision is theirs. It's, it's not ours, we're not  
19                  a decision making body, we're a recommending body,  
20                  so...

21 Altschul:

                  And I would like to also add that I think the  
22                   building now is a white elephant and it's painted  
23                   white and I think it's, its desirability and its  
24                   viability as an office building has diminished and

1 is further diminishing as we, as we go along. And  
2 I think converting it to housing along a very at  
3 some points viable and at some points not viable  
4 commercial street would enhance the nature of that  
5 street and enhance the nature of housing on the  
6 west side of Beverly Boulevard, which is something  
7 I think that we should be desirous of. When we  
8 were trying to adopt the mixed use ordinance, the  
9 purpose was to get dense housing off the side  
10 streets and on to the commercial streets. This is  
11 in fact does that and it does it really at nobody's  
12 expense. So, I think it's worth a try and the  
13 mechanism of it is left to the Council to decide  
14 and I agree with Roy that perhaps we should send  
15 the Council a list of things that we all agree on,  
16 which is the housing element that I think we all  
17 agree on. The other things that Donald listed that  
18 I think we all agree on. The things that maybe two  
19 or three of us agree on and make...you know, just  
20 sort of send them a partial list and let them  
21 construct or deconstruct or not construct as they  
22 wish because the ultimate, the ultimate crafting or  
23 not crafting is theirs.

24 Huebner: So do we have a motion?

1 Altschul: I, you know, I wouldn't move to recommend to the  
2 Council - A, that the Commission agrees in total  
3 six, six to nothing because Commissioner Aghaei  
4 isn't here, that the, that the staff's  
5 recommendation with respect to housing is...what  
6 should I say? Is...

7 DeLuccio: Acceptable. (TALKING OVER).

8 Altschul: Concurs with.

9 Yeber: I'm not so convinced that housing is the best  
10 option here, so...

11 Altschul: No, no, the affordable housing I meant.

12 Yeber: Oh, of course.

13 Altschul: Yeah, that I (TALKING OVER). Excuse me,  
14 (INAUDIBLE). That the affordable housing component  
15 that the staff, that the staff, as the staff report  
16 and the Commission concurs with.

17 DeLuccio: And also the adaptive reuse.

18 Altschul: And that the adaptive reuse is...the Commission  
19 concurs with. Is that correct?

20 Yeber: Is that adaptive reuse of some fashion or as what  
21 is being proposed here? I mean that...we're going  
22 down a slippery slope here and I think...if I recall  
23 last time we did this with Council, Council was not  
24 pleased because we did not give them clear

1 direction. They, they admonished us for not being  
2 specific enough whether or not we agreed with staff  
3 or not. And so I'm...

4 Shink: And it's ambiguous to me (TALKING OVER).

5 Yeber: It's very ambiguous. And so I prefer to either  
6 have an up or down vote and then we can have, you  
7 know, on, on the, on staff recommendation and then  
8 we can have additional points that are added to it.

9 Altschul: Okay, so on the adaptive reuse for housing...

10 Yeber: No, no.

11 Shink: Why don't we make a motion to, to, to support  
12 staff's recommendation and then we could then make  
13 another motion if...

14 Huebner: Yeah.

15 Shink: Oh, you're ready, oh I'm sorry.

16 Huebner: Who moved?

17 Shink: Okay. Wait, is that...can you just restate it for  
18 the record?

19 Buckner: I would like to make a motion...I move that we adapt  
20 the staff's recommendation...

21 Altschul: Adopt.

22 Huebner: Adopt.

23 Buckner: Adopt, excuse me, staff's recommendation and...

24 Yeber: To deny the project.

1 Buckner: ...to deny the project as it exists.

2 DeLuccio: Go ahead and just read what it says in the, in what  
3 staff is proposing in the resolution.

4 Buckner: Okay.

5 DeLuccio: For the record, you want to...

6 Buckner: Go ahead.

7 DeLuccio: I'm, I'm not saying that's why I'm voting, but it's  
8 a resolution to the Planning Commission of the City  
9 of West Hollywood recommending the City Council  
10 deny a demolition (INAUDIBLE) development permit  
11 General Plan Amendment, Zoning Map Amendment,  
12 vesting tentative tract map, Specific Plan which  
13 constitutes the application to designate the site  
14 8899 Beverly, Specific Plan SP8999, and propose an  
15 approximately 211,395 gross square foot mixed use  
16 development for the property located at 8899  
17 Beverly Boulevard, West Hollywood, California and  
18 8846-8908 Rosewood Avenue, West Hollywood,  
19 California.

20 Buckner: Thank you.

21 DeLuccio: That's your motion?

22 Buckner: That is my motion.

23 Yeber: And the project I was referring to was the Sunset  
24 Record site which was a big problem for Council

1 because we were very ambiguous.

2 Altschul: Tower Records?

3 Yeber: Tower Records. I'm sorry, Tower Records. (TALKING  
4 OVER). It was very ambiguous, we were very  
5 ambiguous on that.

6 Altschul: Yeah, well I didn't (TALKING OVER).

7 DeLuccio: May I say something?

8 Huebner: I didn't either. I

9 DeLuccio: May I say something?

10 Huebner: Yes.

11 Buckner: (TALKING OVER) to the motion.

12 DeLuccio: Yes, I'm gonna speak to the motion. I actually...I  
13 know where this, I know where the votes are going  
14 here. I know how it's gonna, it's gonna play out.  
15 So I...just to move this along, I am gonna support  
16 the motion this evening. However, I'm not...I'm...I  
17 don't want to dictate...I personally don't want to  
18 dictate to the applicant what they should do with  
19 this building. I mean I really don't have a  
20 problem if they want to build luxury housing in  
21 this building. That's my opinion. My, my  
22 concern...and I'm...I restate adaptive reuse is great,  
23 I'm all for that. I'm not a proponent actually,  
24 never have been really a proponent of tall

1 buildings in the City of West Hollywood. I  
2 actually voted no in the Movietown Plaza 'cause I  
3 do not...I am not for tall buildings generally. So  
4 that, that's my con-, that's...the tall building's  
5 here, there's nothing we can do about it, it's  
6 nonconforming, but on top of the building being  
7 nonconforming and it's 10, 10 stories, they want to  
8 double the size, so that, that becomes, that  
9 becomes my concern. I mean I don't know why they  
10 can't do adaptive reuse, keep the...keep it the way  
11 it is, the same number of stories and if they want  
12 to add a little more density to it, why does it  
13 have to be double? Why does it have to go up 10,  
14 10 stories on either side? I can understand if  
15 they came and said oh, let's go up three stories on  
16 either side, that's a lot different than 10  
17 stories. So I just...

18 Shink: That's not what we're voting on though.

19 DeLuccio: No, I just want to state and just give why I'm  
20 supporting this motion this evening. I just want  
21 to, you know, feel like I want to give some  
22 direction and give my concerns and I want to, you  
23 know, just show both sides of it.

24 Altschul: You did.



1 DeLuccio: Thank you.

2 Huebner: Yeah.

3 Yeber: Yeah, and I'm also fine if, if we add a caveat  
4 saying that, you know, we are in favor of adaptive  
5 reuse for this particular project, we're in favor  
6 of affordable housing and some of the other  
7 benefits, but the bottom line is, you know, have  
8 the motion. Squarely we cannot approve this  
9 particular project.

10 DeLuccio: We have the motion that we...

11 Hogin: Do you want to add now to motion just to...along with  
12 adopting the resolution to convey to the Council  
13 that the Commission finds that this...with...agrees  
14 with the...concurs with the staff that the affordable  
15 housing proposal is acceptable and endorses the  
16 concept of adaptive reuse of the project...of the  
17 building?

18 Yeber: Yes. Yes.

19 Huebner: That's fine. So, we'll vote on the item.

20 DeLuccio: Are we ready to vote on it?

21 Huebner: It's already (TALKING OVER). It's up.

22 **Action:** **Motion passes.**

23 **Record:** **Ayes: Buckner, DeLuccio, Shink, Yeber.**

24 **Record:** **Noes: Altschul, Huebner.**

1 **Record:** **Absent: Aghaei.**

2 Hogin: So, so the motion carries. It's a recommendation  
3 to the City Council so it, it will be heard by the  
4 City Council at a future date to be noticed and it  
5 includes both the recommendation in the resolution  
6 and the conveying to the Council both that you  
7 agree with the staff on the affordable housing  
8 being acceptable as proposed and endorse the idea  
9 of, of adaptive reuse of that building. Right.

10 Huebner: Thank you. All right, we'll move on to Item 11,  
11 New Business. There is none. Item 12, Unfinished  
12 Business. The Planning Commission Subcommittee  
13 appointments. Can we all take conversations  
14 outside please? And I looked at the appointments  
15 for all the Subcommittees and conveyed them to all  
16 the other Commissioners and...yeah? Can we take it  
17 outside? One meeting. Well? Isn't that what I'm  
18 supposed to do? It's like come on.

19 **Action:** ***So we're going to leave all the appointments to the***  
20 ***Subcommittees as they stand until June 30<sup>th</sup>, 2015.***

21 Huebner: Item 13, Excluded Consent Calendar. There is none.  
22 Items, Item 14, Items from Staff, Planning  
23 Manager's Update.

24 DeGrazia: The only update is that the August 21<sup>st</sup> meeting is

1 canceled.

2 Huebner: That's the update?

3 DeGrazia: That's it.

4 Altschul: And the August 14<sup>th</sup> Design Review Committee is also  
5 canceled, correct?

6 Huebner: Right.

7 DeLuccio: Do we know when Long Range Planning is gonna meet,  
8 going to meet again?

9 DeGrazia: I'm sorry, when the...?

10 DeLuccio: When the long Plan, when they're going to meet  
11 again, the Long Range Planning?

12 DeGrazia: The Subcommittee?

13 DeLuccio: I was just reappointed to it, so I'm like  
14 interested in knowing that.

15 DeGrazia: Yeah, we probably will have the Subcommittee meet  
16 September 4<sup>th</sup>.

17 DeLuccio: Okay, thank you.

18 Huebner: Thank you. Public Comment, we have none.

19 Gillig: None.

20 Huebner: Thank you. Items from Commission again?

21 DeLuccio: None.

22 Altschul: None.

23 Yeber: None.

24 Shink: None.

1 Huebner: All right. So we are adjourned until our next  
2 meeting which will be in this room on Thursday,  
3 September 4<sup>th</sup>, 2014. Thanks everybody.

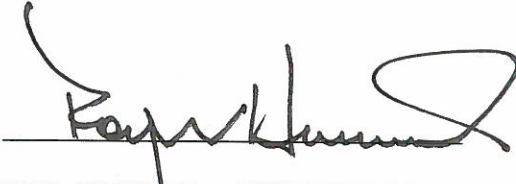
4 WCI:rg

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6 APPROVED BY A MOTION OF THE PLANNING COMMISSION OF THE CITY OF  
7 WEST HOLLYWOOD ON THIS 4<sup>TH</sup> DAY OF SEPTEMBER, 2014.

8

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ROY HUEBNER, CHAIRPERSON

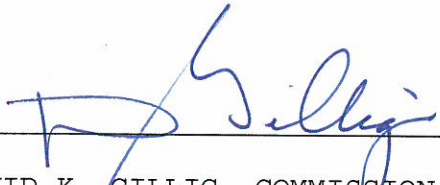
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12 ATTEST:

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16 DAVID K. GILLIG, COMMISSION SECRETARY

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