

**Hollywood Design Review Committee
Minutes from September 20, 2007
Meeting at Lehrer Architects, 6:30pm**

Committee Members in Attendance

Teresa Grimes	CAJA	teresa@cajaeir.com
Michael B. Lehrer	Lehrer Architects	michael@lehrerarchitects.com
Norman Millar	Woodbury University	norman.millar@woodbury.edu
Barry Milofsky	M2A Architects	barry@m2a-architects.com
Steve Scott	Deluxe Lab / Efilm	ssdi@mac.com
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu

Others in Attendance

Alison Becker	CRA/LA	abecker@cra.lacity.org
Hagy Belzberg	Belzberg Architects	hb@belzbergarchitects.com
Jane Berner	Council District 13	jane.berner@lacity.org
Benjamin Fiss	Psomas	bfiss@psomas.com
David Gottlieb	BCP	dgottlieb@bcpmgt.com
Helen Leung	Council District 13	helen.leung@lacity.org
Martin McDermott	Hollywood Chamber	martin.mcdermott@grubb-ellis.com
Robert Nudelman	Hollywood Heritage	preservation@hollywoodheritage.com

Presentation 1: Selma Office Condominiums, 6516 W Selma

Architect: Belzberg Architects
Developer: Brentwood Capital Partners
Second & Final Presentation

Summary

- This is an office condominium project that will feature 50 creative office condos roughly 1200sqft to 1500sqft in size, minimum.
- Entitlement information: The project requires a tract map for the condominium subdivision and a height district change to go from FAR 2:1 to 4:1. The project is also going through environmental review and the City's Site Plan Review.
- Since the last presentation, the project team discovered that the reduction in floor area that resulted from the "cut" in the building (which was made to give the adjacent residential building more space) had made the project not pencil out. So, to add more floor area for office use, the project team decided to put all of the parking underground (before, two levels were above ground and two levels were below ground; now all 4 levels are subterranean).
- The project is slightly taller now (92 feet compared to 88 feet) but the number of stories has been reduced (7 stories instead of 8), resulting in higher ceilings on each level.
- The massing of the project is essentially the same as it was in the last presentation, except instead of a cut, the building now twists away from the

residential building. The “cut,” now “twist,” is at the same angle as it was before, and the setback is actually a little larger now.

- The initial concept for the building was a series of tubes, to create a quilt of identities and allowing the opportunity for different colors or translucency in each tube.
- The cubes are an architectural reveal or expression, they are not literally prefabricated tubes.
- The courtyards in the project have been emphasized and now connect to the Citizen News building next door (this building is also owned by this developer).
- The driving court that was presented last time has been modified into more of a courtyard itself; it is no longer for vehicular traffic. Instead, because the parking is now all underground, the driveway ramps down immediately and leaves an open space for pedestrian activity where the circular driveway used to be.
- There is a translucent screen on the ground floor of the building, comprised of steel tubes. It is a screen with clear glass behind it, so people can see through it but not clearly. The idea was this screen is a smaller scale of what is happening on the building above. The project team is also allowing for an additional 5 feet of sidewalk by cutting into the building at street level and having the upper levels of the building hang over the walkway.
- The project is not proposing any signage.
- The office tenants the project team hopes to attract are “old Hollywood” types of companies such as pre- and post-production facilities.
- The elevator stops on every-other floor of the building, maximizing the number of units and circulation.
- The west elevation does not have much fenestration, but the project team is open to increasing the fenestration.

Committee Comments

- The committee recommended increasing the fenestration on the west side of the building.
 - The views to the Santa Monica mountains are beautiful and a solid volume without fenestration is not really something to be encouraged from an urbanistic perspective.
 - The committee recommended the project team use the east elevation treatment as a model for the west elevation.
 - The committee also recommended having “cut outs” all the way through the building, through units so that one could see all the way through the building.
- The committee suggested pulling back the one tube on the 2nd floor near the entrance to the driveway, to give the driveway area and people walking around there a little more space.
- The committee had a number of questions and comments concerning the ground level and the tubing screen being used.
 - One committee member felt it important to be able to see what’s going on inside and to have some clear openings in addition to the more translucent openings.

- One committee member commented that horizontal moves will help on the ground level
- One committee member recommended opening up some of the tubes to have one or two big openings in the front; this brings the scale of the building down. The committee agreed that these large openings could also be brought down to the ground floor.
- One committee member recommended looking at doing something more with tile on the building. This could be a contemporary interpretation of the exquisite tile that is on the Citizen News building.
- One committee member commented that having a landscape zone at street level seemed inappropriate on this stretch of Selma, and that a wider sidewalk with street trees would be preferred to having a planted parkway.
 - Another suggestion was to do something decorative on the sidewalk in the 7 feet where the building is pulled back.
- One committee member recommended cutting portions of the tubes where there are green openings to enable people to be able to look up into the building, and this would reduce the feeling that the tubes are sitting on a platform.
- One committee member thought it would be nicer to have the driveway as a shared pedestrian and car environment.
- Several committee members mentioned being excited about this project, more so than other projects the committee has recently reviewed. This project will be architecturally significant.
- One committee member commented that this is a very organic project, very articulated, exciting, interesting, and even inspiring.
- The committee appreciated that the project does not have a signage component.
- The committee endorsed this project and agreed this should be the final presentation.

Community Member Comments

- Robert Nudelman of Hollywood Heritage suggested making sure that lighting is incorporated under the overhand of the building. He also recommended having the developer record a covenant saying there will be no signage on the building. Another suggestion was doing a terra cotta tile mural at the ground level, but this would not allow people to see into the building.