

**Hollywood Design Review Committee
Draft Minutes from October 11, 2007
Meeting at Hollywood City Hall, 6:30pm**

Committee Members in Attendance

Sami Hayek	Art Center College of Design	sami@samihayek.com
Luis Hoyos	Cal Poly Pomona	luishoyos@earthlink.net
Norman Millar	Woodbury University	norman.millar@woodbury.edu
Barry Milofsky	M2A Architects	barry@m2a-architects.com
Jackie Ruiz	Alpha Design Partnership	alpha-d@pacbell.net
Pablo Ruiz	Alpha Design Partnership	alpha-d@pacbell.net
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu

Others in Attendance

Dana Arnold	Pacifica Ventures	dana@pacificaventures.com
Jane Berner	Council District 13	jane.berner@lacity.org
Bob Blue	Hollywood Studio District NC	bob.b.blue@gmail.com
Michael Buettner	Target	Michael.buettner@target.com
Scott Campbell	Central Hollywood NC	aftonneighbor@aol.com
Richard Freres	Target, Store Planning	richard.freres@target.com
David Fridlund	Gensler	dave.fridlund@gensler.com
Ed Hunt	Hollywood Studio District NC	edvhunt@earthlink.net
Bill Huntress	Target	william.huntress@target.com
Alicia Khine	GreenbergFarrow	akhine@greenbergfarrow.com
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Martin McDermott	Hollywood Chamber	martin.mcdermott@grubb-ellis.com
Gary Newhouse	Target, Design Project Manager	gary.newhouse@target.com
Eric Padget	Target, Development Manager	eric.padget@target.com
Vasanthi Ramanathan	GreenbergFarrow	vokuma@greenbergfarrow.com
Kip Rudd	CRA/LA	crudd@cra.lacity.org
Craig Weber	LA Department of City Planning	craig.weber@lacity.org
Suji Woo	DRC, Inc.	swoo@drc-losangeles.com

Presentation 1: Target Retail Shopping Center, 5520 W Sunset Blvd

Architect: Target

Development Consultant: GreenbergFarrow

First Presentation

Summary

- This project is for a 3.8 acre site, which will become roughly 3.6 acres with anticipated street widening
- The site is within the Vermont/Western Station Neighborhood Area Plan (SNAP)

- The project contemplates construction of a new, 3 story building with partial basement that will house a Target store and have additional retail space fronting Sunset and Western
- The existing buildings on the site would be demolished
- The new building would be 194,000 sqft, with the Target store being 163,000 sqft
- There would be approximately 150 parking spaces built on the mezzanine level and 326 spaces on the 1st floor, at a rate of 2.34 parking spaces per 1,000 sqft
- Escalators would lead from the ground level up to the balcony level and up again to the Target store on the 3rd level
- A loading dock will be located at the rear (DeLongpre side) of the parcel
- The Target store would have office/lounge/admin space with windows on the Sunset-facing side of the building, in order to activate this side of the building
- There is an outdoor plaza area on the corner of Sunset & Western, covered by an overhang, with views to the Hollywood Sign
- Entitlement information: The project requires several exceptions from the SNAP specific plan that governs this area. One exception will be for a height limit of 75 feet. The specific plan regulations limit height to 35 feet for commercial-only projects. Other exceptions are for 2.34 per 1,000 parking ratio instead of 2 per 1,000 (the SNAP has a maximum parking requirement), and required step-backs (one should occur at 15 feet but this project is proposing step-backs at 18 feet, 30 feet, and 57 feet in height).
- The project design incorporates a polycarbonate honeycomb materials along the top of the building

Committee Comments

- The committee expressed concerns about the layout of the truck loading/unloading arrangement
 - The committee discouraged backing out onto DeLongpre and possibly blocking St. Andrews, as this could be dangerous and have a negative impact on traffic
 - The committee discussed several possible solutions, including creating a turnaround or having trucks enter from St. Andrews and leave through DeLongpre
 - The committee also had concerns about the screening of the loading area, because of the adjacency of the Assistance League, and encouraged abundant landscaping or moving vehicles inside the building
- Several committee members commented that there should be more articulation in the building
 - The screens on the side of the building help to break up the façade but this also could be accomplished through articulation
 - The massing should be broken up more
 - There are more creative ways to break up the façade
 - Lighting could be a tool employed to break up and animate the façade
 - Creating more of a street presence will make the project feel more urban

- The committee felt that the project team should re-think the height of the project, reduce the mass of the project and maybe go one level subterranean for the parking.
- One committee member commented that the elevations coming around the corner of Sunset & Western could have a better rhythm, maybe by adjusting the position of the columns or by removing the shade structure so it does not come out as far and by establishing a more vertical street presence.
 - The West Hollywood store courtyard has more of this vertical street design and small boutique feel on Santa Monica Blvd.
 - The corner elevation could be more handsome and the Western elevation feels interrupted and needs more programming
- One committee member suggested that the project team think about the roof. It is close to a 4 acre site so the roof should be screened or greened as much as possible.
- One suggestion was to incorporate a bus bay on Western Avenue into the project.
- One committee member suggested adding housing to the project or a park on the roof to mitigate its impact on adjacent residential uses.
- One committee member suggested moving the parking ramp so that it is on the interior of the space rather than on the edge of the building, so that more articulation can be achieved.
- The signage could be lightened up, the Target logo could float
- More windows were encouraged
- The committee wanted to see more development of landscaping and materials, particularly in the transitional space between the parking and the retail on the ground level.
- For the next presentation, the committee requested more information on landscaping and materials, and a context model to see the block surrounding the project, especially the intersection at Sunset & Western

Presentation 2: 1601 N Vine Street

Architect: Gensler

Developer: Pacifica Ventures, 1601 N Vine Street LLC

First & Final Presentation

Summary

- The proposal is for an 8 story office building at the corner of Vine and Selma
- The project team is aiming for LEED Silver certification
- The office plates will be approximately 13,000sqft, with 11,000sqft on the top floor and deck.
- A restaurant use is proposed for the ground floor
- The lobby will be located on the corner of Selma & Vine
- The façade will be comprised of metal panels and glass

- The building is setback at ground level about 7 to 8 feet to create a deeper sidewalk and the opportunity for sidewalk dining, and the second floor and rest of the building overhang the ground level.
- The transformer, generator, trash area and other equipment are located in the northwest corner of the building on the ground floor
- On the top level, there is a roof garden facing Selma, and also a helipad and mechanical area.
- The project team will be using BRE glass, which has low reflectivity, with a blue tinting on the Selma elevation, with a very light skin
- The Vine Street elevation has more clear glass in a grey tone
- A Stainless steel ceiling will be featured at the ground level and run inside and outside the building, and LED lighting will be placed inside the ceiling to light it
- The lobby and elevators will be all white and a special stone will be used on the back side to set off the front glass
- The project team is attempting to pick up the datum line on the Montalban Theatre, just north of the project site
- There is a 5 foot setback on the Montalban Theatre side and bicycle facilities will be placed in this space
- The project proposes leasing approximately 215 spaces at the Vine Street garage and providing no parking on-site. They may create an entrance from the back side of the garage to this building.
- Entitlements: The project will be seeking 6:1 FAR (currently allowed: 3:1) through Zone Change, have an EIR and a Conditional Use for a major development
- No signage is proposed

Committee Comments

- Many committee members commented favorably about the design of the project
 - It feels elegant and resolved, well crafted, with good facades
 - It is a quiet, understated building
 - The datum lines are strong
 - The types of design improvements that the committee usually suggests have already been accomplished in this project
- The committee inquired about the vertical elements in the “L” at the corner of the building at Selma and Vine. The project team responded that a 15 foot by 15 foot dedication is required at the corner, and there is a metal panel with vertical movements being proposed for this section of the building. The committee suggested that maybe this area could be made to look more different from the rest of the building or modified in some way as the current approach isn’t quite working.
- The committee encouraged the project team to look at using operable windows to help activate the street and also help reduce energy costs and improve ventilation
- One committee member suggested stepping back the corner of the building at the Montalban theatre to help with articulation

- One committee member commented that it would be nice to step up from the street to the lobby to separate the activity in the building from the activity on the street. The project team agreed with this but commented that there would be issues with ADA accessibility. The special stone being used in the lobby should help demarcate the inside from the outside activity.
- Concern was expressed by several committee members about the impact of the rail and grade separation from the street DOWN to the outdoor dining. Both the visual impact and the nature of the depressed dining.
- The committee suggested much attention be paid to landscaping. Doing something special with lighting, and having the lighting inside spill out onto the sidewalk was one suggestion.
- The committee endorsed the project and requested the project team return if a signage component is added to the project.