

**Hollywood Design Review Committee**  
**Minutes from January 10<sup>th</sup>, 2008**  
**Triangle Square, Community Room, 1602 N. Ivar Ave., 6:30pm**

Committee Members in Attendance:

Norman Millar	Woodbury University	<a href="mailto:norman.millar@woodbury.edu">norman.millar@woodbury.edu</a>
Barry Milofsky	M2A Architects	<a href="mailto:barry@m2a-architects.com">barry@m2a-architects.com</a>
Jackie Ruiz	Alpha Design Partnership	<a href="mailto:alphadesignpartnership@yahoo.com">alphadesignpartnership@yahoo.com</a>
Pablo Ruiz	Alpha Design Partnership	<a href="mailto:alphadesignpartnership@yahoo.com">alphadesignpartnership@yahoo.com</a>
Steve Scott	Deluxe Lab / Efilm	<a href="mailto:ssdi@mac.com">ssdi@mac.com</a>
Kevin Oreck	Kevin Oreck Architects	<a href="mailto:Kevin.oreck@msn.com">Kevin.oreck@msn.com</a>

Other in Attendance:

Kate Bartolo	Kate Bartolo & Ass	<a href="mailto:kate@katebartolo.com">kate@katebartolo.com</a>
Scott Campbell	Central Hwd NC	<a href="mailto:aftonneighbor@aol.com">aftonneighbor@aol.com</a>
Doug Haines	East Hollywood NC	
Michael Gonzalez	Allen Matkins	<a href="mailto:mgonzalez@allenmatksin.com">mgonzalez@allenmatksin.com</a>
Alison Jefferson	Historic Resource Group	<a href="mailto:Alison@historicla.com">Alison@historicla.com</a>
Eric Kramer	Essex Property Trust	<a href="mailto:EKrammer@essexpropertytrust.com">EKrammer@essexpropertytrust.com</a>
Henry Wang	Essex Property Trust	<a href="mailto:Hwang@essexpropertytrust.com">Hwang@essexpropertytrust.com</a>
Russ Naylor	Naylor and Chu Architects	<a href="mailto:russ@naylorandchu.com">russ@naylorandchu.com</a>
Andrew Voures	Naylor and Chu Architects	
Martin McDermott	Grubb-Ellis	<a href="mailto:martin.mcdermott@grubb.ellis.com">martin.mcdermott@grubb.ellis.com</a>
Jerry Veluhaskis	Hall and Foreman, Inc.	<a href="mailto:Jerry@HRINC.com">Jerry@HRINC.com</a>
Alison Becker	CRA	<a href="mailto:abecker@cra.lacity.org">abecker@cra.lacity.org</a>
Helen Leung	Council District 13	<a href="mailto:helen.leung@lacity.org">helen.leung@lacity.org</a>

**1<sup>st</sup> Presentation - Selma Hotel (6417 Selma Ave.) – 1<sup>st</sup> Presentation**  
**Architects: Killefer Flaming Architects**  
**Developers: Richard Heyman & Grant King**

Summary:

The proposed project will retain the original base of the building; while renovating the upper structure; adapting and reusing the existing parking garage into a 100-room hotel. The nine-level structure would be primarily commercial-use and consist of a total of 72,174 square feet, while incorporating 6800 residential-units.

In addition, the project would contain a rooftop pool/ garden, a restaurant, and outdoor bar/ lounge. Accessibility from the street and alley would enhance neighborhood friendly pedestrian experience and European-style of architect.

Committee Comments:

- The committee members reached a consensus that the base of the building was too overpowering (visually), and that the base's design should be toned down.
  - Some questioned the decision to keep the original building on site, which does not have a historic value.
- Design suggestions include:
  - Minimize the anchor nature of the parking structure through light or shadow
  - Pull back the glass structure at the base of the building
  - Enhance the connection between the two structures, as well as with adjacent buildings
- Committee members liked the rooftop element.
- Committee members glad to hear that there would not be any off-site advertising on site.

Project will come back for second presentation next meeting.

## **2<sup>nd</sup> Presentation - Nickelodeon Studio Site Project (5230 Sunset Blvd)**

**Architects: Essex Property Trust, Inc.**

**Developers: Eric Kramer and Henry Wang**

### Summary:

The proposed mixed used project is located on the Nickelodeon Studio site in Hollywood. The project is expected to consist of 223 multi-family residential units. The structure will reuse approximately 23,000 square feet and add 8,800 square feet for commercial use. The project's "FAR" is proposed to be approximately 2:6:1. The projects design would be axis with Hollywood sign.

One of the objectives is to retain a design that compliments vintage Hollywood architecture. Furthermore, the project's developers have indicated that they would like to retain the existing Nickelodeon Site and incorporate into their designs. 409 parking spaces will be provided in one subterranean level structure, plus two parking garages.

### Changes since last presentation:

- The project team has attempted to incorporate more of vintage Hollywood design into the architect.
- The design of the outdoor facilities is more fluent.
- Plans include details of floor and rooftop plans.
- Leland Way side of project includes a deeper setback and pedestrian friendly designs.
- Entitlements include a zone change to remove D limitation and change to C zone w/ Height District 2; tentative tract, and site plan review

### Committee Comments:

- Overall, committee members felt that current plans were quite improved from the last presentation, especially in its fusion of incorporating a new structure around an existing building.
- Concerns
  - Rooftop – committee members favored this element, but neighborhood representatives expressed concern on noise impacts into the surrounding residential community
  - One committee members felt that the open-air space at the front of the building does not fit within the Hollywood landscape.
  - Overall design of the structure looks more commercial, like an office complex, rather than residential or mixed use
  - Double loaded corridors
- Design suggestions
  - Front structure needs to be simplified
  - Proportion of the windows need more work
  - Screen or “curtain wall” in front of the building needs better placement, color choice, and design OR possible removed from project
  - Pool and courtyard area could use more vibrancy in design and connection to Argyle
  - Although focus on minimize parking structure element on Leland is greatly appreciated, there needs to be more than just a green screen
- Requests for next presentation
  - A better sense of future plans for the vacant theatre space
  - More details on rooftop programming

**Little Country Church** – committee members made a motion advocated that any proposed project on this site will reference the historic and culture history of the site with a focus on open space.