

Hollywood Design Review Committee
Minutes from December 13, 2007
Lehrer Architects 6:30pm

Committee Members in Attendance:

Michael Lehrer	Lehrer Architects	Michael@lehrerarchitects.com
Barry Milofsky	M2A Architects	barry@m2a-architects.com
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu
Teresa Grimes	CAJA	teresa@cajaeir.com
Steve Scott	Deluxe Lab / Efilm	ssdi@mac.com

Other in Attendance:

Sandra Yamane	Marathon Communications	syamane@marathon-com.com
Mark Cassidy	Molasky Pacific	mcassidy@molaskypacific.com
Scott Campbell	Central Hwd NC	aftonneighbor@aol.com
Lulte Vincent	HSDNC & HCAN	vulint@excite.com
Bob Blue	HSDNC	bob.b.blue@gmail.com
Doug Haines	East Hollywood NC	
Ed Hunt	HSDNC	edvhunt@earthlink.net
Paul Pregza	Sussman/Prejza	ppregza@sussman/prejza.com
Greg Verabin	Johnson Fain	gverabian@johnsonfain.com
Cheaseion Roh	Johnson Fain	croh@johnsonfain.com
Adrian Velicescu	Standard Vision	Adrian@standardsite.com
Scott Johnson	Johnson Fain	sjohnson@johnsonfain.com
Richard Freres	Target	Richard.Freresc@target.com
Eric Padget	Target	Eric.Padget@target.com
Bill Humress	Target	Bill.Humress@target.com
Gary Newhouse	Target	Gary.Newhouse@target.com
Richard Rizika	CBRE	Richard.Rizika@CBRE.com
Emily Young	Target	Emily.Young@target.com
Vasanthi Ramanathan	Greenberg Farrow	vokuma@greenbergfarrow.com
Alicia Khine	Greenberg Farrow	akhine@greenbergfarrow.com
Scott Crosby	Target	scott.crosby@target.com
Lucia Chang	VTBS	lchang@vtbs.com
Robert Curry		
Alison Becker	CRA	abecker@cra.lacity.org
Kelli Bernard	Council District 13	kelli.bernard@lacity.org

3rd Presentation – CBS Studios/Columbia Square
Apollo Molasky

Summary:

Scott Johnson provide an overview of the project followed by presentations from Adrian Velicescu of Standard Vision, media design company, and Mark Rios, the landscape architect.

Committee Comments:

- Design suggestions include:
 - Enhance the connection between the building tower and the vertical top.
- Committee members liked the sign program.
- Committee members liked the well articulated landscape plan and its overall restraint.
- Committee members appreciated the treatment given to the CBS building
- The committee members approved the project and its design.

Project does not need to come back

**2nd Presentation – Target Retail Shopping Center
5520 Sunset Blvd @ Western Ave.
GreenbergFarrow**

Summary:

The proposed project is a 222, 5000 sq ft retail development with two levels of above ground parking. It includes an enclosed off street loading area with rolling doors, an outdoor landscaped plaza, 15 ft sidewalks along Sunset and Western, 12 ft sidewalks along St. Andrews and De Longpre and underground power lines.

Development team provided project overview which included a review of previous DRC suggestions to: activate pedestrian areas, address massing, activate plaza and balconies, address view into parking lot, lower height, provide subterranean parking, redesign loading area, provide green rooftop, activate metal wall panels and provide bus turn out on Western Ave.

Changes since last presentation:

- The building height has been reduced by 12 ft
- The stair tower has been removed

Committee Comments:

- Generally thought project still aesthetically flawed.
- Project design lacked creativity
- Liked the in-line retail
- Felt changes since last presentation were insignificant

**2nd Presentation – McCadden Place Residences
1714 – 1736 McCadden Pl
Wood Partners**

Summary

- The project successfully addressed the concerns from the previous presentation which was about a year ago.
- Terrific project.
- Committee appreciated how the stairs have been pulled back from northern courtyard.
- Committee liked project design and endorsed project. No need for project to return to DRC.

General comment regarding DRC: The committee would like future projects to demonstrate how the project relates to both sides of the street; not just the project's side of the street. Committee is interested in how the project relates to the surrounding neighborhood/block.