

Hollywood Design Review Committee
Minutes from September 18th, 2008

Committee Members in Attendance:

Barry Milofsky	M2A Architects	barry@m2s-architects.com
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu
Michael Lehrer	Lehrer Architects	Michael@lehrerarchitects.com
Norman Millar	Woodbury University	Norman.Millar@woodbury.edu

Other in Attendance:

Noel Hyun	Council District 13	Noel.Hyun@lacity.org
Helen Leung	Council District 13	helen.leung@lacity.org

Presenters and Representatives in Attendance:

Lisa Pendleton	GMP Architects-LA	lpendleton@gmparchitects-LA.com
Donald Getman	GMP Architects-LA	dgetman@gmparchitects-LA.com
Jessica Beroukhim	Craig Lawson and Co.	Jessica@craiglawson.com
Duane Border	Melendrez	bdorder@melendrez.com
Kevin Albaugh	MBH Architects	Kevin@mbharch.com
Kevin Batchelor	The Hanover Company	kbatchelor@hanoverco.com
Eric Padget	Target	eric.padget@target.com

Final Presentation – Hollywood/Gower (6100 Hollywood Blvd)

Developer: 6104 Hollywood, LLC (c/o Hanover Company - Kevin Batchelor)
Presentation by architects: GMP - Don Getman and Lisa Pendleton

NOTE: this project had been before the committee in April 2008 and again in July 2008.

In July, the committee members had the following comments and suggestions:

- Need to better connect the podium with the tower
- Need to resolve the 3 different styles
- Consider modifying the blade sign
- Better incorporation of the corner advertisement to the structure
- Consider consolidation of Gower motor court to make it more walkable

Since that meeting, the project team took into consideration these concerns and also made a formal application to the Planning Department.

The project team presented the revised design, and the committee members had the following comments:

- Felt that design and location of the infrastructure was improved (in the rear of the project with a retail –like frontage.
- Wrapping of retail around to Gower was an improvement
- Liked the consolidation of the Gower motor court to 1 driveway entrance/exit
- Still had some remaining questions regarding the murals/signs and their treatment

Overall, the committee members felt that this final product was much improved since the 1st presentation.

Final Presentation – Target – (Sunset/Western)

Presentation by Eric Padget

This project has been before the committee twice before. The concerns at that time included:

- lack of articulation
- integration with the community
- availability of open space

The project team presented the revised design, which included an extended horizontal canopy along Sunset Boulevard, revised treatment of street level retail, and improved transparency into the store.

Overall the committee members liked the revisions that were incorporated and suggested additional improvements:

- extension of horizontal canopy along Western Ave (like on Sunset Blvd)
- consideration of a modified escalator orientation
- modification of height/orientation of landscaped boxes in the plaza area to create an enhance buffer from traffic/noise
- strong support for additional greening of the project and the inclusion of skylights into the store