

Hollywood Design Review Committee
Minutes from October 16th, 2008, 7pm
Metro Hollywood Apartment Community Room
1672 N Western Ave

Committee Members in Attendance:

Luis Hoyos	Cal Poly Pomona	luishoyos@earthlink.net
Barry Milofsky	M2A Architects	barry@m2s-architects.com
Kevin Oreck	Kevin Oreck Architects	Kevin@kevinoreckarchitect.com
Teresa Grimes	CAJA	teresa@cajaeir.com
Sami Hayek	Art Center	sami@samihayek.com
Michael Lehrer	Lehrer Architects	Michael@lehrerarchitects.com
Steve Scott	Deluxe/Efilm	ssdi2@me.com
Ryan Spruston	Gensler	ryan_spruston@gensler.com

Other in Attendance:

Noel Hyun	Council District 13	Noel.Hyun@lacity.org
Ricardo Accorsi	Barnsdall Art Park Foundation	Ricardo@accorsiarch.com

Presenters and Representatives in Attendance:

Eleanor Ord	Allen Matkins	eord@allenmatkins.com
Michael Gonzales	Allen Matkins	mgonzales@allenmatkins.com
Victor Israel	Wilshire Pacific	wpp90025@verizon.net

1st Presentation – 4900 Hollywood Blvd between Edgemont and Kenmore

Presentation by Michael Gonzales (Allen Matkins), Eric Olson, Tom Cox, Victor Israel

Project Description:

Approximately 1.6 acre site

172 residential units in an 18-story tower

25K sf retail

152 hotel units – targeted as extended stay for visitors to adjacent hospitals – in a 15-story tower

The project site is where the Guatelinda club currently exists along with a few apartment complexes, a parking lot, and abandoned homes. The existing structures have been studied for historic context and were found not to be contributors. The existing height limit on the property is 50 feet.

The project includes the widening of existing sidewalks to 15 feet, ground level retail on Hollywood and on Edgemont, a total of 6 levels of parking (3 below and 3 above grade), a community courtyard, view opportunities to downtown LA, the Griffith observatory, and the Hollywood sign.

Also, it will be LEED certified with the use of smart glass, a light colored rooftop, solar cells, efficient infrastructure, stormwater and drainage management.

The project would require a number of entitlement requests including a general plan amendment, a specific plan approval, site plan review, a tract map for the subdivision, and conditional use permits for alcohol.

Committee members had the following comments:

- out of scale and too large for the surrounding community

- orientation of building/shadow from Hollywood Blvd is impactful
- extend retail further on Kenmore Ave
- support integration of sustainability and greenery
- reevaluate interaction between this structure with surrounding structures
- reevaluate positioning of the mass – 2 possibilities
 - o switch the location of the podium with the tower
 - o wrap the building around the parking
- need to be more creative with design of the towers, this is not exciting
- look at downtown San Diego for ideas

Additional requests for the next presentation:

- more detailed presentation on pedestrian amenities, plaza, landscape plan
- neighborhood context and perspective views
- information on what outreach that has been conducted