

Hollywood Design Review Committee
Minutes from December 11, 2008, 7pm
Metro Hollywood Apartment Community Room
1672 N Western Ave

Committee Members in Attendance:

Barry Milofsky	M2A Architects	barry@m2s-architects.com
Steve Scott	Deluxe/Efilm	ssdi2@me.com
Norman Millar	Woodbury University	norman.millar@woodbury.edu
Ryan Spruston	Gensler	ryan_spruston@gensler.com

Other in Attendance:

Noel Hyun	Council District 13	Noel.Hyun@lacity.org
Ed Hunt	Melrose Hill Assoc.	edvhunt@earthlink.net
Alison Becker	CRA Hollywood	abecker@cra.lacity.org

Presenters and Representatives in Attendance:

Karnik Shahbazian	Petag	kshahco@aol.com
Vartan Jangozian	Petag	vja2@sbcglobal.net
Christopher Coe	Coe Architecture	coe@coearchitecture.com
Frank Maskiswicz	Robert Green Co	frank@therobertgreencompany.com

Presentation - Planning Department briefing on Station Neighborhood Area Plan

Presentation by Craig Weber, City of Los Angeles Planning Department SNAP planner

Craig came to the committee meeting to brief the committee on the goals and policies of the SNAP, which are to:

- Focus density near transit
- Buffer dense areas with mixed use boulevards
- Conserve surrounding neighborhood pockets

He also listed how design guidelines might help improve projects by utilizing:

- transparency in building materials
- concepts of transitional height
- stepback and terracing at 30 feet
- open space at the ground level

He passed out copies of the SNAP and the presentation was followed with a brief Q and A session.

1st Presentation – 1800 Argyle

Presentation by Ira Handelman and Christopher Coe

A project at 1800 Argyle had previously been presented to the committee. However, the development team re-programmed the site to a mid-level hotel instead of the originally planned condominium building. As a result of the re-programming, the project is back.

Outreach consultant Ira Handelman started off the presentation by explaining the level of community outreach which had already been completed. He stated that the team had already met with the Hollywood Dell, Hollywood Chamber of Commerce, Hollywood Arts Council. In addition, the project had the

support of the Argyle Civic Association and was in the neighborhood council process with Hollywood United. Ira turned the presentation over to architect Christopher Coe.

Project Description:

Mid-level business hotel

213 hotel rooms

2 floors of public space (lobby)

3 floors of parking (podium)

Overall, the new project has a thinner building profile,

Committee members had the following comments:

- it's just a box, needs more horizontality and architectural detail
- concerns about lack of windows on the W/E sides
 - o suggestions to wrap windows around the corners
 - o need to integrate it so it's not just a structure for billboards
- more attention needed at the corner / lobby entrance
- needs interesting features at ground level
- additional detail at parking podium
- integration of the roof with the building
- think more about the pedestrian experience on Argyle
- re-examine and try to integrate an elegant curve (like the previous proposal)

Overall, the committee understood the rationale for re-programming the site for a hotel, but felt that the elegance of the previous proposal was lost due to the interior operational needs of a hotel.

1st Presentation – 5245 Santa Monica Blvd

Presentation by Vartan Jangozian

Project Description:

- approx 30K sf C zone lot
- approx 30K sf R zone lot
- 74 units of eldercare assisted living
- Community space
- Retail along Santa Monica Boulevard
- Residential along Virginia Avenue

Project is very early in the process.

Committee members had the following comments:

- liked the idea of having assisted living facilities for elders
- need to make the park space more integrated into street experience
 - o promenade experience
- attention to street front retail on Santa Monica and making it unique
- concerns with scale of the building
- concerns about what is facing the school
- ideas about varying materiality from Santa Monica to Virginia
- concerns about the W façade facing auto use

Community members were also present who were mainly concerned with the overall scale and mass of the project