

Hollywood Design Review Committee
Minutes from January 8, 2009, 7pm
Metro Hollywood Apartment Community Room
1672 N Western Ave

Committee Members in Attendance:

Steve Scott	Deluxe/Efilm	ssdi2@me.com
Kevin Oreck	Kevin Oreck Architects	Kevin@kevinoreckarchitect.com
Norman Millar	Woodbury University	Norman.Millar@woodbury.edu
Jackie Ruiz	Alpha Design Partnership	alphadesignpartnership@yahoo.com
Luis Hoyos	Cal Poly Pomona	luishoyos@earthlink.net
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu
Christophe Cornubert	PUSH Architecture	contact@pushla.com
Ryan Spruston	Gensler	spruston@hotmail.com
Christi Van Cleve	Roschen Van Cleve	vancleve@rvca.org

Other in Attendance:

Noel Hyun	Council District 13	Noel.Hyun@lacity.org
Alison Becker	CRA Hollywood	abecker@cra.lacity.org
Doug Haines	EHNC	

Presenters and Representatives in Attendance:

Sheri Bonstelle	JMBM	syb@jmbm.com
Richard Riveire	Rottet	Richard.riveire@rottetstudio.com
Mark Borkowski	Rottet	mark.borkowski@rottetstudio.com
Olivia Lau	Urban Studio	olau@urbanstudio.com
John Kaliski	Urban Studio	jkaliski@urbanstudio.com

Presentation – Hollywood Boulevard Urban Design Plan

Presentation by John Kaliski

John Kaliski, CRA's consultant on the Hollywood Boulevard Urban Design Plan came to engage the DRC on the current effort to devise urban design standards for the project area. John presented several maps and photographs and presented a list of questions to start the conversation. DRC members were asked to participate in this ongoing dialogue at subsequent meetings outside the DRC.

1st Presentation – Security Pacific Bank Building – 6381-85 Hollywood Boulevard

Presentation by project team: Rottet Studio, JMBM, Handelman Consulting

Background:

This is the historic SPBB on the NE corner of Hollywood and Cahuenga. It is a designated City and National monument. It is currently being used as an office building but the ground floor and basement have been vacant for several years. The project includes this building as well as the 2 lots North of this property.

Project Description:

- Rehabilitation and Conversion of the historic building to 78 room, 5 star boutique hotel
- Restoration/rehabilitation of the façade
- Addition of planters on the streetscape
- Removal of existing roof top sign

- Inclusion of new blade sign
- Ground floor – signature restaurant with a day bar
- Basement – high end event space
- 7th floor - spa
- Rooftop – Food and beverages, pool
- 2 lots North – New modern building
 - Primarily a parking structure
 - Ground level retail and some office space on the 2nd floor
 - Purposely a stark contrast between the historic and the modern
 - Terra cotta or limestone material

Committee comments:

The committee members very much liked the plan for the building, though it was appropriate for the neighborhood. There was discussion about the retail storefront treatment for the new building and how the openings would be treated.

For the next presentation:

The committee did not feel the project needed to return for additional feedback.