

Hollywood Design Review Committee
Minutes from February 12, 2009, 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
Kevin Oreck	Kevin Oreck Architects	Kevin@kevinoreckarchitect.com
Jackie Ruiz	Alpha Design Partnership	alphadesignpartnership@yahoo.com
Luis Hoyos	Cal Poly Pomona	luishoyos@earthlink.net
Judith Sheine	Cal Poly Pomona	jesheine@csupomona.edu
Michael Lehrer	Lehrer Architects	Michael@lehrerarchitects.com
Ryan Spruston	Gensler	spruston@hotmail.com

Other in Attendance:

Noel Hyun	Council District 13	Noel.Hyun@lacity.org
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Presenters and Representatives in Attendance:

Scott Campbell	CHNC	aftonneighbor@aol.com
Frank Maskiewica	Robert Green Co.	frank@therobergreencompany.com

Presentation – Hollywood Sign District

Presentation by Blake Kendrick

Blake Kendrick from the Planning Department came to brief the DRC on the current effort to revise the standards for the sign district area. Blake summarized the elements of the sign district and then answered questions from the committee.

2st Presentation – 1800 Argyle

Presentation by Ira Handelman and Christopher Coe

Background:

This project came to the DRC in December 2008, and the committee asked the team to revisit the overall design of the building which they felt was boxy. In addition, the team was asked to re-examine the program on the ground level and return with a design that was more pedestrian friendly.

Community Support

In the time since the December presentation, the project received the support of the Hollywood Dell, Argyle Civic, Hollywood Chamber, Hollywood Arts Council and the Hollywood Beautification team. The team had not yet received the support of the Hollywood United Neighborhood Council, but was scheduled to appear before the committee.

Project Description:

- 3 star business hotel
- 213 hotel rooms
- 2 floors of public space (lobby)
- 3 floors of parking (podium)

The team presented a revised plan in which the curved elegance returned to the mass of the structure, but the committee still had comments about the design on the ground level.

Committee comments:

Concern about the West and East walls and their treatment

More attention needed to the street level programming at Argyle and Yucca.

Revisit possible screening materials for the parking structure