



**HISTORIC PRESERVATION COMMISSION
REGULAR MEETING MINUTES
MONDAY, JANUARY 22, 2018 – 7:00 P.M.**

1. **CALL TO ORDER**

Chair Levin called the meeting to order at 7:02 p.m.
2. **ROLL CALL**

PRESENT: Commissioners LaJoie, Winters, Yavari, Blaivas, Ostergren, Vice-Chair Charlie and Chair Levin.

ABSENT: None

STAFF PRESENT: Jennifer Alkire AICP, Sharita Houston Secretary, Consultant Brian Matuk of Chattel, Inc.
3. **APPROVAL OF AGENDA:**

The Historic Preservation Commission (HPC) is requested to approve the meeting agenda.

Action: Approve the meeting agenda of Monday, January 22, 2018 as presented. **Motion by Commissioner Ostergren, second by Vice-Chair Charlie and motion passed by acclamation.**
4. **APPROVAL OF MINUTES:**

The Historic Preservation Commission is requested to approve the minutes of prior Historic Preservation Commission meetings.

Action: Approve the meeting minutes of November 27, 2017 as amended. **Motion by Commissioner Ostergren, second by Vice-Chair Charlie and motion passed by acclamation.**
5. **PUBLIC COMMENT:**

ROY OLDENKAMP, WEST HOLLYWOOD PRESERVATION ALLIANCE/WEST HOLLYWOOD commented about a meeting scheduled for January 23, 2018 regarding a streamline Moderne building due for demolition located on Kings Road and requested information about a residence on Martel Street, possibly in line for demolition designed by Architect, William Kesling.

MICHAEL WOJTKIELEWICZ, RESIDENT WEST HOLLYWOOD commented about preserving the architectural significance of designated resources considered for adaptive reuse projects within the City of West Hollywood.

Chair Levin Closed Item 5.A. Public Comment
6. **CONSENT CALENDAR:**
 - A. **2016-2017 DRAFT CERTIFIED LOCAL GOVERNMENT (CLG) ANNUAL REPORT:** Each year the City of West Hollywood is required to file a report on its Historic Preservation Program with the Office of Historic Preservation (OHP). A draft copy of the CLG report is provided for your review.

Action: Receive and file Motion by Vice-Chair Charlie, second by Commissioner Ostergren and motion passed by acclamation.

7. EXCLUDED CONSENT CALENDAR: None.

8. PUBLIC HEARINGS:

A. 9091 SANTA MONICA BOULEVARD: Request to designate an existing 5,250 square-foot commercial building as a Local Cultural Resource, enter into a Mills Act Contract for Rehabilitation, and Adaptive Reuse building as a new, six-room hotel over restaurant with outdoor dining located at 9091 Santa Monica Boulevard.

HPC LIAISON JENNIFER ALKIRE AND CONSULTANT BRIAN MATUK gave a presentation detailing information as reflected in the January 22, 2018 staff report for 9091 Santa Monica Boulevard.

STAFF, JENNIFER ALKIRE addressed location, scale, previous use, the existing billboard and said the building has been vacant since 1992.

She stated the purpose and design of the applicant's proposal and briefly touched upon the actions required by the HPC concerning the designation criterion (A3 and A5), approval of the Certificate of Appropriateness and rehabilitation incentives which include Mills Act contract, waiver of fourteen off-street parking spaces, continued use of the billboard and an adaptive reuse of the building.

She briefly addressed character defining features of the site, The Secretary of Interior Standards requirements, State historic building codes and the determination/process of approval and recommendations to City Council by the Commission.

Item 8.A. Commissioner Questions:

MEMBERS OF THE COMMISSION, STAFF AND CONSULTANT BRIAN MATUK discussed issues relating to the proposed rehabilitation incentives.

Item 8.A. Public Comment:

APPLICANT TAYLOR MEGDAL AND REPRESENTATIVE KATIE HORAK/ARCHITECTURAL RESOURCES GROUP (ARG)/CITY OF LOS ANGELES spoke in favor of Staff's recommendation.

TAYLOR MEGDAL expressed appreciation for the history and structure of the site, commended Staffs Jennifer Alkire for preparation/presentation of the staff report and gave the remainder of the comment period do representative Katie Horak.

APPLICANT REPRESENTATIVE KATIE HORAK gave a brief presentation concerning the proposed project detailing previous and proposed construction information, property use, and configuration and owner information. She discussed designation status, 2017 Commercial Resources Survey status and said the property is eligible for designation under criterion A-3 and A-5.

She said although some character defining features have been removed, the building maintains sufficient integrity, meets requirements for all rehabilitation incentives, is one of four remaining pre-1925 commercial buildings and introduced Kevin Murray from the projects design team.

APPLICANT REPRESENTATIVES, MEMBERS OF THE COMMISSION, STAFF JENNIFER ALKIRE AND CONSULTANTS BRIAN MATUK discussed detailed information relating to the buildings remaining historic integrity, current debilitated condition of the building, previous and proposed design and rehabilitation incentives of the proposed project.

LYNDIA LOWY CITY OF WEST HOLLYWOOD/WHPA BOARD MEMBER spoke in favor of Staff's recommendation concerning the cultural resource designation not the restaurant knee wall or the parking proposal.

VICTOR OMELCZENKO CITY OF WEST HOLLYWOOD/WHPA spoke in favor of Staff's recommendation based on its sufficient integrity.

JILL COLLINS CITY OF BEVERLY HILLS/BEVERLY HILLS CULTURAL HERITAGE COMMISSION supports the designation but expressed concerns relating to vendor deliveries and parking.

BOBBIE EDRICK CITY OF WEST HOLLYWOOD spoke on behalf of JIM BANKS in favor of Staff's recommendation based on its architectural, 1920 street-car era and history.

WADLEY CITY OF LOS ANGELES spoke in favor of Staff's recommendation.

CYNTHIA BLATT CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and spoke out of order regarding public comment period Item 5.A.

RICHARD GIESBRET CITY OF WEST HOLLYWOOD/WEST HOLLYWOOD WEST ASSOCIATION expressed concerns regarding Staff's recommendation concerning the occupied decks.

WEST HOLLYWOOD RESIDENTS: SUSANA MILLER, JIM BANKS and ROY OLDENKAMP completed citizen position slips, in lieu of speaking in favor of Staff's recommendation.

APPLICANT REPRESENTATIVE DAVID THOMPSON responded to public speaker concerns regarding public awareness meetings, the occupied decks and vendor loading/delivery space relating to the proposed project.

Item 8.A. Commissioner Comments:

COMMISSIONER LA JOIE spoke in favor of Staff's recommendation and requested clarification concerning rehabilitation and/or restoration of the existing billboard.

COMMISSIONER WINTERS said he met with the applicant, toured the site, has minor concerns with rehabilitation issues relating to the billboard being correct to the period and parking. He spoke in favor of the outdoor dining aspect of the proposal and said he supports Staff's recommendation.

COMMISSIONER YAVARI spoke in favor of Staff's recommendation and also requested clarification concerning the property not eligible to be listed in the 2017 Commercial Resources Survey.

VICE-CHAIR CHARLIE spoke in favor of Staff's recommendation, commended members of the public for their attendance and comments. He expressed concerns regarding the rehabilitation incentives, the Mills Act Contract budget and concerns with parking.

He directed members of the public to proper entities regarding issues such as loading zones which are outside the Commissions purview. He said the site merits designation based on sufficient integrity.

COMMISSIONER BLAIVAS spoke in favor of Staff's recommendation. She commended members of the public for their attendance, the applicant for the project and said she has minor concerns with the roof deck and parking but supports the adaptive reuse.

CHAIR LEVIN spoke in favor of Staff's recommendation of the designation under criterion A-3 and A-5. He requested changes from brick wall cladding to brick wall construction, requested the character defining feature be listed with an asterisk concerning the ghost signs.

He commented in support of the adaptive reuse and the parking rehabilitation incentives. He said he does not support the certificate of appropriateness for the elevator access/upper roof deck and the hinged fire escape.

MEMBERS OF THE COMMISSION, STAFF AND THE APPLICANT further discussed issues relating to the rooftop and the Certificate of Appropriateness and Staff Jennifer Alkire recommended the following conditions be added to the resolution:

- Use of the upper rooftop deck as an open space amenity is prohibited. Prior to the issuance of building permits, the applicant shall remove upper rooftop deck from the plans including elevator access to roof.
- Prior to the issuance of the building permits the applicant shall investigate alternate plans for the legal egress consistent with the historic building code.

MEMBERS OF THE COMMISSION AND THE APPLICANT discussed concerns regarding maintaining and/or changes to the existing parapet wall and a recommended use of metal coping.

ACTION: 1) Approve the application, 2) Adopt Resolution No. HPC 18-127 as amended; a) add Condition 2.2) Use of the upper rooftop deck as an open space amenity is prohibited. Prior to the issuance of building permits, the applicant shall remove upper rooftop deck from the plans including elevator access to roof; add Condition 7.8) Prior to issuance of building permits, the applicant shall investigate alternate methods of emergency egress consistent with the State Historic Building Code. "A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE CITY COUNCIL DESIGNATE THE PROPERTY AS A LOCAL CULTURAL RESOURCE, APPROVE REHABILITATION INCENTIVES INCLUDING: A MILLS ACT CONTRACT

FOR REHABILITATION OF THE SITE, ADAPTIVE REUSE OF THE SITE AS A RESTAURANT WITH OUTDOOR DINING AND A SIX-ROOM HOTEL; WAIVER OF OFF-STREET PARKING; AND CONTINUED MAINTENANCE AND OPERATION OF THE EXISTING BILLBOARD; AND CONDITIONALLY APPROVE A CERTIFICATE OF APPROPRIATENESS FOR A PROPERTY LOCATED AT 9091 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, **Motion by Vice-Chair Charlie, second by Commissioner Ostergren and motion passes unanimously on roll call vote:**

AYES: LaJoie, Winters, Yavari, Blaivas, Ostergren, Vice-Chair Charlie and Chair Levin
NOES: None
RECUSAL: None
ABSENT None

THE COMMISSION TOOK A FIVE-MINUTE BREAK TO RECOMMENCE AT 8:19 P.M.

- B. 645 N. ROBERTSON BOULEVARD:** request to redevelop a commercial site to include a 262,315 square foot 141-room hotel with associated restaurant, retail, spa and fitness uses and four levels of subterranean parking; partial demolition, rehabilitation and relocation of the building located at 661-665 Robertson Boulevard and 648 La Peer Drive (The Factory Building). Project is located at 645-681 Robertson Boulevard and 648-654 La Peer drive (Robertson Lane Project)

STAFF, JENNIFER ALKIRE presented the January 22, 2018 staff report for 645 N. Robertson Boulevard (Robertson Lane Hotel) Project. She said the Commission is asked to make a recommendation regarding the adequacy of the Final EIR and recommendation of approval to City Council for the Certificate of Appropriateness on the treatment of the Factory Building.

She addressed location and current uses of the site and briefly touched upon elements of the proposed redevelopment which include a hotel complex with associated event space, retail, restaurant, nightclub and subterranean parking. She said the development will also include a walk-through between Robertson and La Peer; consistent with the City's General Plan.

She stated the three alternatives for consideration of approval for the Final EIR and the four findings necessary for approval of the Certificate of Appropriateness. She said Staff and the developer will move forward with alternative-three which redesigns the hotel complex to reduce massing near the relocated Factory building; Staff supports the new alternative and redesigned project.

She addressed information concerning the Draft EIR comment period and findings, she said Staff concludes that the findings in the Final EIR are sufficient to support the conclusion and the treatment of the resource conforms to The Secretary Of The Interior Standards for rehabilitation; therefore staff recommends approval.

She said the proposed change to relocate The Factory building will not adversely impact the cultural resource and it retains sufficient significance to remain eligible at local and state level.

Item 8.B. Commission Questions to Staff: None.

Item 8.B. PUBLIC Comment:

APPLICANT JASON ILLOULIAN OF FARING CAPITAL spoke in favor of Staff's recommendation. He commented about the four-year history of the proposed project. He discussed information concerning alternative-three of the Final EIR, mass and scale of the project in relationship to The Factory building and said other elements of the proposed project remain the same.

He discussed previous public awareness/workshops efforts, partnering with entities within the City and said Faring, Inc. has actively involved members of the public, Staff and its Consulting firm.

He said the findings from the Final Environmental Impact Report (EIR) conclude that the proposed project does not significantly impact The Factory Building and meets CEQA guidelines.

APPLICANT REPRESENTATIVE KATIE HORAK/ARCHITECTURAL RESOURCES GROUP (ARG) gave a presentation concerning the proposed project detailing location, designation status, property use, construction date and type, and previous and present owner information.

She commented about the significance of The Factory building based on era and its relationship to the LGBTQ community and said the building retains many of its character defining features.

She discussed potential impacts of the proposal to The Factory building which have been lessened by selection of alternative-three and addressed proposed changes to the slope of the building, restoration materials and restoration of the Robertson Boulevard façade and the La Peer entrance.

SAM BORELLI CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

ROY OLDENKAMP CITY OF WEST HOLLYWOOD/WEST HOLLYWOOD PRESERVATION ALLIANCE addressed a statement previously submitted to the HPC, spoke on behalf of the WHPA in favor of Staff's recommendation and expressed concerns regarding discrimination.

RON HAMMIL CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation, commented about his work history as an employee of the Factory building and provided lighting plans from 1970.

TONY MELIA CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and his history as the insurance agent to the building previously known as Studio One Night Club.

TRACI PATTIN CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

BOBBIE EDRICK CITY OF WEST HOLLYWOOD/PRESIDENT NORMA TRIANGLE NEIGHBORHOOD WATCH spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

JOE CLAPSADDLE CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

ELLE FARMER CITY OF LOS ANGELES expressed concerns against Staff's recommendation of approval for the certification of the Final EIR and the Certificate of Appropriateness.

TOM DOHERTY RESIDENT/BUSINESS OWNER CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

AMANDA GOODWIN CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

MATT DUBIN CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Staff, the Developer and the Commission on their public awareness.

ADRIAN FINE/LOS ANGELES CONSERVANCY spoke in favor of Staff's recommendation and commended both Staff and Faring Capital, Inc. on the proposal.

He said the building retains eligibility for designation as a local resource, reduces impacts to a less than significant impact and supports alternative-three in the Final EIR.

GARY STEINBERG CITY OF LOS ANGELES spoke in favor of Staff's recommendation and spoke about the history of former owners of the now Factory Building.

RICHARD GIESBRET CITY OF WEST HOLLYWOOD/PRESIDENT WEST HOLLYWOOD WEST ASSOCIATION spoke in favor of Staff's recommendation and also expressed concerns concerning recesses at Robertson Boulevard, at the La Peer entrance, at the park entrance and signage.

TOD CARSON RESIDENT CITY OF LOS ANGELES/BUSINESS OWNER CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal.

CHRISTINA MORRIS DIRECTOR OF THE OFFICE OF LOS ANGELES NATIONAL TRUST FOR HISTORIC PRESERVATION spoke in favor of Staff's recommendation.

She said in June 2015, The Factory Building was listed as one of eleven most endangered places in America and commended Faring Capital, Inc. on the proposal. She said the National Trust suggests that the HPC recommend The Factory as an individual cultural resource designation upon approval of the proposal.

She said the National Trust supports the project under alternative-three, requests that the Final EIR be certified, adopt the Mitigation Monitoring and Reporting Program and recommends that the City Council approve the Certificate of Appropriateness.

KEITH KAPLAN CHAIRMAN OF THE CHAMBER OF COMMERCE/RESIDENT WEST HOLLYWOOD spoke in favor of Staff's recommendation and commended Faring Capital, Inc. on the proposal and for maintaining the history of the building.

WES JOE CITY OF LOS ANGELES expressed concerns against Staff's recommendation regarding the discriminatory admission policies of the formerly known Studio One Night Club.

KAREN KUO BUSINESS OWNER DESIGN DISTRICT CITY OF WEST HOLLYWOOD/RESIDENT CITY OF LOS ANGELES spoke in favor of Staff's recommendation.

LYNN RUSSEL CITY OF WEST HOLLYWOOD spoke in favor of Staff's recommendation commended Faring Capital, Inc. on the proposal and maintaining the history of the building.

CHARLES STEWART CITY OF CULVER CITY spoke in favor of Staff's recommendation but also expressed concerns regarding the discriminatory admission policies of the formerly known Studio One Night Club.

WEST HOLLYWOOD RESIDENTS: LYNDIA LOWY, VICTOR OMELCZENKO, MANNY RODRIGUEZ, VIRGINIA GILICK JIM BANKS, SUSANA MILLER AND KEVIN BURTON completed citizen position slips, in lieu of speaking in favor of Staff's recommendation.

Item 8.B. Commissioner Comments:

VICE-CHAIR CHARLIE commented in favor of Staff's recommendation, commended Faring Capital, Inc. for the proposal and commended members of the public for their input, attendance and comments. He said he fully supports the proposed project as it is written.

COMMISSIONER YAVARI commented in favor of Staff's recommendation commended Faring Capital, Inc. on the proposal, commended members of the public for their input, attendance and comments and thanked the WHPA for their input and support as well.

COMMISSIONER BLAIVAS said although alternative-three of the Final EIR, was an improvement to the previous proposal, she did not support Staff's recommendation, she commended Faring Capital, Inc. for improvements to the proposal, Staff for their input, Krisy Gosney and Kate Eggert on their efforts of notifying the community of the lack of support towards the developers previous proposals of the Robertson Lane Hotel Project.

She expressed concerns about approving the Mitigation Monitoring and Reporting Program and regarding the physical retention of the Studio One Night Club not being sufficient, she said the rehabilitation component of the Certificate of Appropriateness and relocation/reorientation of The Factory building did not meet the Secretary of The Interior's Standards.

COMMISSIONER WINTERS disclosed that he met with the applicant and toured the site. He commented in favor of Staff's recommendation, commended Faring Capital, Inc. on revisions to the proposal and alternative-

three within the Final EIR. He also commended the developer on adhering to previous recommendations of the Commission.

He requests that the restricted door polices of the Studio One Night Club addressed by previous public speakers be included in the Mitigation Monitoring and Reporting Program and supports the proposal as written.

COMMISSIONER LA JOIE commented in favor of Staff's recommendation and commended Faring Capital, Inc. on revisions to the proposal and restoring the building to its original form. He requested clarification of the metal panels on page A-3.00 of the proposed plans.

COMMISSIONER OSTERGREN said alternative-three of the Final EIR was superior to the previous version, commended Faring Capital on their community awareness efforts and the Mitigation Monitoring and Reporting Program but voted against Staff's recommendation.

She expressed concerns regarding the removal of approximately 50% of The Factory building, its orientation on the site having a less than significant impact and how the proposed changes would comply with The Secretary of the Interior's Standards.

She also expressed concerns with the potential negative impact of designating the building in the future as a local cultural resource after the alterations have been made to the building.

CHAIR LEVIN thanked members of the public for their attendance and input and said he supports a number of concerns expressed by Commissioner Ostergren. He said although alternative-three was far superior to the previous proposal and votes against Staff's recommendation.

He spoke against proposed changes to the relocation, reorientation, and setting of The Factory under the National Register Criteria; he said the proposal could render the site ineligible for listing in the California Register and said he did not support the Certificate of Appropriateness.

ACTION: ACTION: 1) Approve the Application as written; and 2) Adopt Resolution No. HPC 18-126: "A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE CITY COUNCIL CERTIFY THE FINAL ENVIRONMENTAL IMPACT REPORT, ADOPT A MITIGATION MONITORING AND REPORTING PROGRAM, AND APPROVE A CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE PROPOSED HOTEL DEVELOPMENT LOCATED AT 645-681 ROBERTSON BOULEVARD AND 648-654 LA PEER DRIVE, WEST HOLLYWOOD (ROBERTSON LANE)." **Motion by Vice-Chair Charlie, seconded by Commissioner Winters and motion passes on roll call vote:**

AYES: LaJoie, Winters, Yavari and Vice-Chair Charlie
NOES: Blaivas, Ostergren and Chair Levin
RECUSAL: None
ABSENT None

9. **NEW BUSINESS:** None

10. **UNFINISHED BUSINESS:** None.

11. **ITEMS FROM STAFF:**

A. HPC LIAISON JENNIFER ALKIRE provided information concerning the following items from Staff:

- May 2018 HPC Annual Celebration – Week of Memorial Day
- Future Agenda Items – Certificate of Appropriateness on Hampton Ave
- Mills Act Properties
- Future Updates and Training

B. RESCHEDULE MARCH 26, 2018 CANCELLED MEETING: March 2018 regular meeting to be scheduled as special meeting by HPC Secretary via email.

Commissioner Winters Requests that the February 2018 Regular meeting be a special meeting to begin at 6:30pm due to a previously scheduled engagement.

12. **PUBLIC COMMENTS:** None.

13. **HISTORIC PRESERVATION COMMISSIONER COMMENTS:**

COMMISSIONER WINTERS commented about potential cultural resource designation(s) in the near future, 2018 goals for the annual CLG report and grant applications.

COMMISSIONER BLAIVAS requested a progress update for The Lotus and the El Palacio and thanked Staff for their support.

VICE-CHAIR CHARLIE requested status of previous update by Commissioner Ostergren regarding Irvs Burger Stand; currently under major construction.

CHAIR LEVIN also requests an update regarding Irvs and timelier distribution of agenda packets of this size and content.

COMMISSIONER OSTERGREN requests sections of the cultural resource proposed EIR's be included in agenda packets going forward.

VICE-CHAIR CHARLIE requests training on understanding project plans as a future agenda item.

ADJOURNMENT: *The Historic Preservation Commission adjourned at 9:58 pm to a special meeting of the Historic Preservation Commission on **February 26, 2018, 6:30PM** at Plummer Park – 7377 Santa Monica Boulevard, West Hollywood, California.*

APPROVED BY A MOTION OF THE HISTORIC PRESERVATION COMMISSION
ON THIS 28th DAY OF MARCH 2018.



CHAIR EDWARD S. LEVIN

ATTEST:



HISTORIC PRESERVATION COMMISSION
SECRETARY SHARITA HOUSTON

NOTE: A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request. *(Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore the recordings are not of commercial quality.)*