

1 **CITY OF WEST HOLLYWOOD PLANNING COMMISSION**

2 **THURSDAY, AUGUST 5, 2010 AT 6:30 PM**

3
4 **CHAIR YEBER:** Good evening. I'm going to start the
5 meeting. Will Sam Borelli come to the podium and lead us
6 in the *Pledge of Allegiance*, please?

7 **SAM BORELLI:** (*Pledge of Allegiance*)

8 **CHAIR YEBER:** Thank you, Sam. David, can we have a
9 roll call, please?

10 **DAVID GILLIG:** Good evening. Commissioner DeLuccio?

11 **COMMISSIONER DELUCCIO:** Here.

12 **DAVID GILLIG:** Commissioner Hamaker?

13 **COMMISSIONER HAMAKER:** Here.

14 **DAVID GILLIG:** Commissioner Buckner?

15 **COMMISSIONER BUCKNER:** Here.

16 **DAVID GILLIG:** Commissioner Bernstein?

17 **COMMISSIONER BERNSTEIN:** Here.

18 **DAVID GILLIG:** Commissioner Altschul?

19 **COMMISSIONER ALTSCHUL:** Here.

20 **DAVID GILLIG:** Vice-Chair Guardarrama?

21 **VICE-CHAIR GUARDARRAMA:** Here.

22 **DAVID GILLIG:** Chair Yeber?

23 **CHAIR YEBER:** Here.

24 **DAVID GILLIG:** And we have a quorum.

25 **CHAIR YEBER:** Thank you. Do I have an approval for

1 the agenda?

2 **COMMISSIONER DELUCCIO:** I'll move the agenda, but is
3 it possible that we could put public hearing A, Sunset
4 Strip Median, on the consent calendar? Is there anybody
5 here to hear that?

6 **COMMISSIONER BERNSTEIN:** Fine with me.

7 **COMMISSIONER ALTSCHUL:** Sounds good.

8 **DAVID GILLIG:** Oh, we have one speaker.

9 **COMMISSIONER DELUCCIO:** We have a speaker on that?

10 **COMMISSIONER DELUCCIO:** Okay, so then we can't move
11 it. Okay. I'll move the agenda.

12 **COMMISSIONER YEBER:** Do I have a second?

13 **COMMISSIONER HAMAKER:** Second.

14 **COMMISSIONER YEBER:** All in favor?

15 **COMMISSIONERS:** Aye.

16 **COMMISSIONER YEBER:** Anybody opposed? It passes.

17 Approval of the minutes.

18 **COMMISSIONER DELUCCIO:** I'll make a motion.

19 **COMMISSIONER BUCKNER:** Second.

20 **COMMISSIONER YEBER:** And second from Commissioner
21 Buckner. Do I have -- all in favor?

22 **COMMISSIONERS:** Aye.

23 **COMMISSIONER YEBER:** Any opposed? Okay, minutes are
24 approved. Public comment. David? I have one speaker,
25 Sam Borelli.

1 **SAM BORELLI:** Good evening. Sam Borelli, member of
2 the City of West Hollywood Public Safety Commission.
3 Actually, I'm chair right now.

4 As you know, I come and visit you from time to time
5 and talk about our public safety education campaign,
6 often vehicle burglary prevention and emergency
7 preparedness on the higher on our agenda.

8 For the summer, we decided to take up two new areas
9 of concern, and the first one is street robbery
10 prevention, and this is, in particular, walking home
11 alone at night or early in the morning by yourself and
12 just being aware of your surroundings, making sure maybe
13 you bring a buddy with you, making sure people know where
14 you're going, staying in well-lit areas.

15 We just did some outreach to the bars and
16 restaurants, nightclubs, for the folks that are getting
17 off work at two or three or four in the morning that
18 might have their Micky's shirt on and might have their
19 tips in their pocket to just take a little more
20 precautions.

21 We are a safe city, but there have been instances of
22 assaults and incidents of armed burglaries, so I'm
23 reminding you of this.

24 The other issue that we took up over the summer is
25 Internet safety and online safety, and there's kind of

1 two components to this.

2 One is just protecting yourself from scams that
3 happen. You might get an e-mail saying that your Uncle
4 Bo passed away 22 years ago and there's some money in the
5 family coffer, so please send us all your information.
6 That's probably a scam.

7 And also with the online sites, the scammers are
8 getting really good at creating a Bank of America logo
9 that looks like your Bank of America logo. So just -- if
10 you bank is asking you to give them all the information,
11 probably not your bank because they have most of your
12 information.

13 So protect yourself from those online -- you know,
14 Facebook. If you post on Facebook, "I'm going out and
15 I'm heading out for the evening," and somebody knows
16 where you live, you're inviting somebody to potentially
17 burglar your house.

18 The other thing is people in West Hollywood are
19 often advertising for a roommate situation or there might
20 be selling of furniture or something and they're bringing
21 people to their house that they don't know, strangers.
22 So be aware of strangers.

23 I'm asking other commissioners to help us remind
24 people in the neighborhood. Unfortunately, there was an
25 incident in the State of Washington where the husband of

1 a family was murdered over a \$1,000 diamond ring that
2 they advertised on Craigslist. So make sure you have
3 somebody with you when you're doing that kind of stuff.

4 And also online dating. If you're online dating,
5 try to meet somebody in public. Again, you might not
6 know this person. Don't bring a stranger into your home
7 right away. Get to know them first in a public location.

8 So I ask you to take these brochures that I left for
9 you and also tell your friends and neighbors and family
10 and just remind you to be safe out there. Thank you.

11 **CHAIR YEBER:** Thank you, Sam.

12 All right, items from Commissioner. Commissioner
13 Buckner?

14 **COMMISSIONER BUCKNER:** Thank you.

15 **CHAIR YEBER:** Commissioner Bernstein?

16 **COMMISSIONER BERNSTEIN:** No, thank you.

17 **CHAIR YEBER:** Commissioner Altschul?

18 **COMMISSIONER ALTSCHUL:** I've been told by several
19 members of the community that there is only one copy of
20 the General Plan, the associated EIR, and the Climate
21 Action Plan available for public perusal, and I think
22 that's a little bit short of what there should be. I
23 don't know if there's anybody here in the room that can
24 do anything about that. John Keho isn't here, and--

25 **FRANCISCO CONTRERAS:** Yes, we can make some more

1 copies available.

2 **COMMISSIONER ALTSCHUL:** Since the general plan
3 process was ballyhooed from day one as being inclusionary
4 and transparent, it would seem to me that it be incumbent
5 upon the city to provide copies to anybody that wants to
6 undertake to read it, which is a huge project, and to
7 allow anybody that has an interest in it the ability to
8 have access to it.

9 And I understand, also, that this one copy that is
10 available is being passed out for sort of library lending
11 for one or two days at a time, which certainly doesn't
12 make any sense because nobody can get through that in one
13 or two days and have a little sleep.

14 So I would suggest that somewhere 15 or 20 copies at
15 least to start with be available for those wonderful
16 citizens that want to participate in giving some input
17 into it and trying to digest it.

18 **FRANCISCO CONTRERAS:** Okay, perfect.

19 **COMMISSIONER ALTSCHUL:** Thank you.

20 **FRANCISCO CONTRERAS:** I would like to remind
21 everybody that we do have the General Plan Draft and the
22 EIR also available online.

23 **COMMISSIONER ALTSCHUL:** I knew you were going to say
24 that.

25 **FRANCISCO CONTRERAS:** Correct.

1 **COMMISSIONER ALTSCHUL:** The problem with that is for
2 some of us that wear glasses with bifocals and perhaps
3 trifocals, reading hundreds of pages online like this is
4 just not doable, and printing it out is certainly not a
5 reasonable solution, especially when you can burden
6 people with all that poundage to carry home and give them
7 the exercise in carrying it upstairs.

8 **FRANCISCO CONTRERAS:** We'll make extra copies
9 available.

10 **COMMISSIONER ALTSCHUL:** Thank you.

11 **CHAIR YEBER:** Thank you, Commissioner Altschul, for
12 those comments.

13 Commissioner Hamaker? Commissioner DeLuccio?

14 **COMMISSIONER DELUCCIO:** If someone wants to borrow
15 my copy, you have my phone number.

16 **CHAIR YEBER:** Commissioner Guardarrama?

17 **VICE-CHAIR GUARDARRAMA:** Oh, I just have one comment
18 on what Mr. Borelli said. He said to avoid meeting
19 people online and then having them come to your house,
20 but one of the brochures he passed out says, "At night,
21 avoid public parks, vacant lots, alleys, and areas with
22 excessive trees and brush." So where are you supposed to
23 meet them, Mr. Borelli?

24 **SAM BORELLI:** In a coffee shop.

25 **VICE-CHAIR GUARDARRAMA:** Thank you.

1 **CHAIR YEBER:** And I have no further -- I have no
2 comments. We have no items on the consent calendar, so
3 we will move to our first public hearing, which is the
4 placement of offsite district identification signs in the
5 Sunset Plaza, and I believe Antonio Castillo is the
6 planner who will give us the staff report.

7 **COMMISSIONER BUCKNER:** Mr. Chair?

8 **CHAIR YEBER:** Yes?

9 **COMMISSIONER BUCKNER:** I'm going to need to recuse
10 myself from this item.

11 **CHAIR YEBER:** So noted, thank you.

12 **ANTONIO CASTILLO:** Good evening, Chairperson Yeber
13 and members of the Commission.

14 The item before you this evening is a city-initiated
15 proposal for the placement of offsite district
16 identification signs on the medians within the Sunset
17 Plaza district. The placement of the signs is part of
18 the Sunset Plaza median and sidewalk improvements for the
19 Sunset Strip Beautification project.

20 The proposal includes illuminated offsite signs
21 within three separate landscaped medians located at the
22 intersections of Sunset Boulevard and Sunset Plaza Drive.
23 The image projected identifies three red dots, and those
24 are the approximate locations of the offsite signs.

25 It is staff's assessment that these signs would be

1 consistent with the design of the onsite identification
2 signs already located throughout the Sunset Plaza.
3 Additionally, the signs, in combination with the new
4 landscape medians, would further promote the goals and
5 objectives of the Sunset-specific plan by enhancing the
6 aesthetic quality of the street.

7 Pursuant to the zoning code, the Planning Commission
8 may allow offsite signs for identified districts in
9 compliance with the Sunset-specific plan and subject to a
10 maintenance agreement. In this instance, the placement
11 of the signs is consistent with the zoning code
12 provisions for signage, and the goals and objectives of
13 the Sunset-specific plan and a maintenance agreement has
14 been approved between the city and Montgomery Management
15 Company. Therefore, it is staff's recommendation that
16 the Planning Commission allow the placement of the
17 offsite district identification signs by adopting a
18 resolution making a finding to that effect.

19 And with that, this concludes my presentation, and
20 staff's available for any questions.

21 **CHAIR YEBER:** Thank you. Do commissioners have
22 questions?

23 Okay. Are there -- let's go through disclosures
24 real quick, just a blanket disclosure. Anyone have any
25 disclosures regarding this item?

1 **UNIDENTIFIED SPEAKER:** No.

2 **UNIDENTIFIED SPEAKER:** No.

3 **CHAIR YEBER:** Okay, we have one speaker, a Joseph
4 Clapsaddle.

5 **JOSEPH CLAPSADDLE:** Good evening, commissioners,
6 staff. My name is Joseph Clapsaddle. I'm a resident and
7 businessperson in West Hollywood. And while you might
8 think this is redundant because you know I'm a huge fan
9 of signs on Sunset Boulevard, I think that this is an
10 excellent way for us to identify this shopping area in a
11 very tasteful way, and I appreciate the staff's
12 recommendation, of which I am in favor. Thank you.

13 **CHAIR YEBER:** Thank you. All right. Since there's
14 no other speakers, I'll close the public hearing.

15 **COMMISSIONER DELUCCIO:** I'll move the item.

16 **COMMISSIONER ALTSCHUL:** Second.

17 **CHAIR YEBER:** Okay. Is there any discussion?

18 **COMMISSIONER DELUCCIO:** No.

19 **CHAIR YEBER:** Okay, seeing no discussion, all in
20 favor say aye.

21 **COMMISSIONERS:** Aye.

22 **CHAIR YEBER:** Anybody opposed? Okay, the motion
23 carries unanimously.

24 Okay, with that, we are going to move on to the next
25 item, which is Monarch mixed-use project at Santa Monica

1 and La Brea Avenue. And I believe --

2 **COMMISSIONER HAMAKER:** Mr. Chair?

3 **CHAIR YEBER:** Yes.

4 **COMMISSIONER HAMAKER:** I need to recuse myself from
5 both of these public hearings.

6 **CHAIR YEBER:** Okay, thank you. So noted. Okay, on
7 the --

8 **COMMISSIONER BERNSTEIN:** Barbara, I texted Sue to
9 let her know to come back in, but if you see her, can
10 you...?

11 **CHAIR YEBER:** We're just going to wait for our other
12 commissioner.

13 Okay, this project is for 7113-71125 (sic) Santa
14 Monica Boulevard, 112 North Detroit, and 1111 North La
15 Brea Avenue. Francisco, staff report, please?

16 **FRANCISCO CONTRERAS:** Sure. Thank you, Chair, and
17 good evening, commissioners.

18 Now, the proposed Monarch at Santa Monica Boulevard
19 and La Brea project involves the redevelopment of
20 approximately 1.4-acre site located at the northwest
21 corner of La Brea Avenue and Santa Monica Boulevard. Up
22 on the screen, you'll see the existing Carl's Jr.
23 restaurant, retail, commercial, and industrial buildings,
24 and associated surface parking lots that would be
25 replaced with a six-story building.

1 Now, this building will contain 184 residential
2 units, including 37 affordable units and three live/work
3 units facing Detroit Street. These units will help the
4 City meet their local and regional housing needs.

5 There will also be approximately 13,000 square feet
6 of ground-level retail and restaurant uses, approximately
7 25,000 square feet of open space, and plentiful
8 streetscape improvements that will really create a high-
9 quality pedestrian environment along Detroit Street and
10 Santa Monica Boulevard.

11 Now, approval of a tentative map is requested that
12 would permit the subdivision of the commercial tenant
13 spaces on the ground floor and also so that the applicant
14 may retain the possibility to convert the rental units to
15 condos in the future. Now, such a condo conversion would
16 require review and approval by the director and would
17 have to comply with all the condo conversion requirements
18 found in the zoning code.

19 Now, the project does involve a general plan and
20 zoning map amendment for the northwestern-most parcel,
21 what you see on the screen, so that it conforms with the
22 overall zoning of the project site, which is CA for a
23 commercial arterial.

24 Now, with the approval of these map amendments, the
25 project will comply with all applicable development

1 standards for mixed-use projects in the CA zone.

2 Now, because the project provides 37 affordable
3 dwelling units, the project is eligible for a 25% density
4 or FAR bonus and two concessions.

5 The project is seeking one concession to modify the
6 rear yard height requirement for the portion of the
7 project which is adjacent to the residential zoning
8 district, currently used as a parking lot for the
9 McDonald's restaurant.

10 Also, the project is seeking a concession from the
11 private open space requirement for 126 of the proposed
12 rental units. In order to offset the lack of this
13 private open space in these units, the project proposes
14 large, well developed, and high-functioning common open
15 spaces throughout the project in different locations with
16 varied amenities where the residents have the advantage
17 of sharing a space far bigger and more versatile than any
18 private space of their own.

19 Now, the city did conduct an environmental impact
20 analysis that identified temporary construction noise and
21 traffic and circulation impacts that cannot be mitigated
22 to a level that is less than significant. If the city
23 were to approve the project as proposed, the city would
24 have to make a finding that the benefits of the project
25 outweigh the impacts at the time of approval. This is

1 known as a statement of overriding considerations.

2 Now, a statement of overriding considerations is
3 attached to draft resolution PC09938 as attachment B, and
4 that statement finds that the project's benefits outweigh
5 the project's significant impacts to noise and traffic.

6 Among these benefits, the project will implement
7 many of the existing housing mixed-use and east side
8 revitalization general plan goals of the city, as well as
9 an important goal to establish the intersection of Santa
10 Monica Boulevard and La Brea Avenue as a principal
11 activity center and entry to the City of West Hollywood.

12 Now, at their last meeting, the east side PAC
13 enthusiastically and unanimously endorsed the project.
14 Also, the Planning Commission Design Review Subcommittee
15 was supportive of the project's urban design and
16 architecture.

17 Staff recommends approval of the proposed project
18 because it will develop a prominent mixed-use building at
19 the eastern edge of the Santa Monica Boulevard corridor
20 that will enhance the major eastern gateway to the city.

21 Now, the three blocks of La Brea within the City of
22 West Hollywood are a prime location for larger, more
23 urban development that reflects the ready availability of
24 transit at the major bus transfer corner of La Brea of
25 Santa Monica Boulevard, as well as the adjacency to

1 downtown Hollywood to the northeast. In addition, La
2 Brea Avenue has larger parcel sizes than in the norm in
3 West Hollywood, and the ample width of the public right-
4 of-way also makes this an appropriate location for
5 larger-scale projects.

6 As designed, the project will become a new urban
7 landmark that is as a contextual and appropriately scaled
8 solution for the site that will really enhance the
9 quality of life in the east side of the city.

10 Due to these benefits and those outlined in your
11 staff report and resolution, staff recommends that the
12 Commission recommends the City Council certify the final
13 EAR, adopt the mitigation monitoring and reporting
14 program, adopt the statement of overriding
15 considerations, and approve the project.

16 Now, staff would like to mention that we have
17 indicated some revisions to Resolution PC10939.

18 On page six of 30, we revised finding number five,
19 just to clarify, some of those specific findings
20 necessary for our implementation of inclusionary units.

21 Furthermore, the fire department has added some
22 additional conditions to the approval of the tract map,
23 and those revisions are found on page 26 of 30 under
24 heading 15, Fire Department.

25 So with that, staff concludes our presentation. To

1 answer any of your questions, we have our environmental
2 consulting team here from Impact Sciences, our traffic
3 consultant from [Fair & Peers], our city's transportation
4 division, as well, and John Chase, our city's urban
5 designer. So they're all available for questions at this
6 time. Thank you.

7 **CHAIR YEBER:** Okay, does John Chase want to say
8 something about the project before I ask questions of the
9 commission?

10 **JOHN CHASE:** I guess I just wanted to say that this
11 is a project that is a large and important enough use and
12 building with enough attention to detail with the
13 differentiation into different elements so that it's not
14 a monolith but it is designed as a large building at the
15 scale of a large building, so it looks like it should sit
16 at a major metropolitan corner. It has fantastic
17 landscape design.

18 The provision that there be more common open space
19 and less private open space is really merited because of
20 the quality of the design, the location of the common
21 open space, and it has the all-important double row of
22 trees along Santa Monica Boulevard that I think the east
23 side would be very proud of if this project were
24 approved.

25 So I just wanted to say those very general words.

1 **CHAIR YEBER:** Okay, thank you. Commissioners --
2 I'll start with Commissioner Buckner. Do you have
3 questions for staff on this report?

4 **COMMISSIONER BUCKNER:** No.

5 **CHAIR YEBER:** Commissioner Bernstein?

6 **COMMISSIONER BERNSTEIN:** Disclosures now or do you
7 want to--?

8 **COMMISSIONER BUCKNER:** Disclosures?

9 **CHAIR YEBER:** Well, we can. Want to do disclosures?
10 Disclosures, Commissioner Buckner?

11 **COMMISSIONER BUCKNER:** Yes. I had an opportunity to
12 meet with the applicant's representative, Jeff Seymour,
13 this week and review the video that they have at the
14 little office site that they have available for public,
15 as well, and also discussed with him only those issues
16 that were part of the staff report.

17 **CHAIR YEBER:** Thank you. Commissioner Bernstein?

18 **COMMISSIONER BERNSTEIN:** No questions at this time,
19 and similar disclosure to Commissioner Buckner. I met
20 with applicant's representatives and saw the video
21 presentation, as well, and we discussed matters that are
22 contained within the report.

23 **CHAIR YEBER:** Thank you. Why don't we just stick
24 with disclosures, and I'll come back and do questions.
25 Commissioner Altschul?

1 **COMMISSIONER ALTSCHUL:** I met just within the last
2 several weeks with the applicants and saw the video and
3 had -- saw the model and had a brief discussion about the
4 projects. And I had also met with the applicants several
5 years ago to have a general overall discussion about the
6 possibility of a project for the city.

7 **CHAIR YEBER:** Commissioner DeLuccio?

8 **COMMISSIONER DELUCCIO:** Met with the applicants, I
9 viewed the video, and we had a discussion, but everything
10 is contained in the staff report that we discussed.

11 **CHAIR YEBER:** Commissioner Guardarrama?

12 **VICE-CHAIR GUARDARRAMA:** The same as Commissioner
13 DeLuccio.

14 **CHAIR YEBER:** And I, too, met with the applicant and
15 its representatives at their marketing center, where I
16 saw the video and the boards that you see before you, as
17 well as the models.

18 I also took a opportunity to walk the area just to
19 get a better understand from a pedestrian level and
20 understand traffic and some of the mass transit.

21 So with that, I'm going to go with questions, and
22 I'll start with Commissioner Altschul since those two
23 already stated.

24 **COMMISSIONER ALTSCHUL:** Francisco, you stated, I
25 believe, that this project will have 13,000 square feet

1 of retail?

2 **FRANCISCO CONTRERAS:** That's correct, about 13,300
3 or so.

4 **COMMISSIONER ALTSCHUL:** That's inclusive of
5 restaurant? That's both, restaurant and retail?

6 **FRANCISCO CONTRERAS:** Yes, correct, restaurant and
7 retail.

8 **COMMISSIONER ALTSCHUL:** How many square feet of
9 restaurant and retail is this replacing? How many
10 existing square feet exists with respect to the retail
11 component?

12 **FRANCISCO CONTRERAS:** Okay, let me take a look at
13 the plans real quick and I'll get that information for
14 you.

15 **CHAIR YEBER:** Do you have other questions?

16 **COMMISSIONER ALTSCHUL:** No.

17 **CHAIR YEBER:** Okay, Commissioner DeLuccio?

18 **COMMISSIONER DELUCCIO:** I have no questions at this
19 time.

20 **CHAIR YEBER:** Okay, Commissioner Guardarrama?

21 **COMMISSIONER GUARDARRAMA:** No.

22 **CHAIR YEBER:** I do have a couple of questions, and
23 it could be -- the first question could be either
24 answered either by Francisco or John Chase. It refers
25 to, "The project fits within a vision for the east side."

1 Maybe, John, you're more appropriate to help me clarify
2 for the public what that vision might be so that we can
3 determine or help determine if this project -- how this
4 project fits in.

5 **JOHN CHASE:** I think the vision for the east side --
6 key to the vision on the east side along with
7 preservation of some of the great housing stock in the
8 neighborhood like the Poinsettia Green Acre neighborhood
9 is making new housing opportunities that are on the
10 boulevard and making a better boulevard. I think that --
11 I hope it's okay to say this as a former resident of the
12 east side that those of us who live or have lived on the
13 east side believe that there can be a better Santa Monica
14 Boulevard, that one-story buildings and surface parking
15 lots are not appropriate on a transit corridor.

16 So this fits into the vision for the east side by
17 putting the greatest housing, the greatest density of
18 housing opportunities at exactly the point where there's
19 the most available transit right now, i.e., the busses,
20 and also at a location where there might one day be other
21 forms of public transportation, like the subway.

22 It provides more housing units right on Santa Monica
23 Boulevard that can have people living in them to
24 patronize more businesses for the people that are already
25 there, and it's a high-quality level of architecture, and

1 it is -- has an impressiveness about it in everything
2 from the double row of trees to the large areas of the
3 building. When you look at the corner, that has that
4 little bit of monumental quality because a band of
5 windows is joined together.

6 So I think it represents the hopes and aspirations
7 where something more, something positive, something urban
8 in a good way but not overwhelming, a very friendly kind
9 of urbanism.

10 So those are the ways I think it fits with the
11 vision that residents on the east side have had over the
12 years, but this is all -- it's a -- at the same time,
13 while it's an impressive building, it's still a friendly
14 building.

15 So that's my shot at that.

16 **CHAIR YEBER:** So I guess my -- the reason why I
17 asked that question is just I didn't know if there was
18 something more concrete for the east side like we have
19 for the Sunset-specific plan or something like that that
20 gives us design guidelines of what -- how we shape the
21 east side, especially at this particular intersection
22 around these two corridors.

23 **JOHN CHASE:** We don't have specific design
24 guidelines in that sense. There is enormous work.
25 There's the general plan. There's all kinds of documents

1 and workshops back in (inaudible) over the years, but we
2 don't have a separate set of guidelines specifically as
3 we would, say, in the Sunset-specific plan.

4 **CHAIR YEBER:** Okay, thank you very much, John.

5 And, Francisco, just for clarification, this
6 particular item, as opposed to the one that follows, will
7 go to Council because of the zone amendment and the zone
8 map, the Zone [text] amendment and the Zone Map
9 Amendment?

10 **FRANCISCO CONTRERAS:** That's correct.

11 **CHAIR YEBER:** So are all our decisions on this one
12 simply a recommendation?

13 **FRANCISCO CONTRERAS:** That's correct.

14 **CHAIR YEBER:** Whereas the next one will be -- we
15 approve or [INAUDIBLE TALK OVER] not a project?

16 **FRANCISCO CONTRERAS:** Correct.

17 **CHAIR YEBER:** Okay, thank you.

18 **FRANCISCO CONTRERAS:** And Commissioner Altschul, I
19 do have an answer for you on what's going to be replaced.
20 There is approximately 10,000 square feet of commercial
21 uses plus an additional 10,000 square feet of storage.
22 So approximately 20 square feet total of replacement.

23 **COMMISSIONER ALTSCHUL:** What kind of storage, public
24 storage?

25 **FRANCISCO CONTRERAS:** It's mostly, I think,

1 industrial storage. It's right there at the corner of
2 Santa Monica and Detroit.

3 **COMMISSIONER ALTSCHUL:** Does that generate any
4 revenue to the city?

5 **FRANCISCO CONTRERAS:** Very little. Just simply
6 storage.

7 **COMMISSIONER ALTSCHUL:** Thank you.

8 **CHAIR YEBER:** Okay, if there are no other questions,
9 we're going to move to the public hearing, and we'll
10 start off with the applicant and the applicant's
11 representatives. I have three -- actually four, but the
12 last one, Mark Steres, will be speaking if necessary in
13 the rebuttal position. I have Jeff Seymour, Rod Stone,
14 and Kevin Newman, and I guess we'll start with Jeff.
15 Collectively, you'll have 10 minutes and then five
16 minutes for rebuttal.

17 **JEFF SEYMOUR:** Thank you, Mr. Chairman. Members of
18 the Commission, my name is Jeff Seymour. I'm with
19 Seymour Consulting Group. I reside in West Lake Village.

20 First and foremost, Mr. Chairman, I would like to
21 thank staff for three, almost four years of assistance.
22 Both Mr. Chase and Mr. Contreras have been wonderful in
23 regard to providing us with input as we move this process
24 forward.

25 Mr. Chairman, I am honored to be here representing

1 the Monarch Group tonight. I have for any number of
2 years come to you with, I believe, rather significant
3 projects that had been based really on the west side and
4 on the middle portion of the City of West Hollywood. And
5 tonight, we have come here to hopefully provide
6 transformational projects for the east side of West
7 Hollywood.

8 Great things, Mr. Chairman -- great things are
9 happening on the east side of West Hollywood. And
10 tonight, the two Monarch projects that you will consider
11 will do the following.

12 One, we believe it's going to bring needed rental
13 housing to West Hollywood's east side. We are going to -
14 - hopefully with your support -- enhance the pedestrian
15 experience, generating opportunities for the existing
16 restaurants and businesses. We're going to assist in
17 generating new restaurants, new businesses on the east
18 side, something that we're very, very proud of.

19 And Mr. Chairman, we will be building affordable
20 units that are totally integrated into these projects and
21 that are built to the same building standards as the
22 market rate.

23 In addition, together, the Monarch Group and the
24 city will activate the Santa Monica and La Brea quarters,
25 we'll upgrade the sidewalks and streetscapes of this

1 area, and enhance the pedestrian experience and east side
2 gateway.

3 We believe -- we are absolutely sure that this
4 project, combined with the others that are coming to the
5 east side of the City of West Hollywood, will indeed have
6 transformational opportunities for the entire city and
7 really for the entire region.

8 I will now introduce Rod Stone, who is a founding
9 partner of the Monarch Group. He would like to provide a
10 few minutes of background on the Monarch Group. We are
11 then going to have Kevin Newman, our architect, speak and
12 show you our animations.

13 Thank you, Mr. Chairman.

14 **ROD STONE:** Thank you, Jeff.

15 My name is Rod Stone. Reside in San Diego,
16 California.

17 As one of the principals of the Monarch Group, we
18 have over 40 years of experience in building high-end
19 rental projects throughout Southern California. We pride
20 ourselves in the extensive research that we do when it
21 comes to actually finding a site, buying the site, and of
22 course, developing the site and managing it, and we are
23 honored to be part of a family here in the excitement of
24 developing these projects in West Hollywood. We think it
25 will be a continued, sustainable, and cutting edge for

1 the community and also for us.

2 We're a hands-on builder. We have built over, say,
3 seven to eight thousand units to date, and we understand
4 the process, and we understand that it's a difficult
5 process, especially in the construction. And you have
6 our word because we understand this process that we'll do
7 everything in our power to diminish the amount of
8 disruption that for sure will take place in the
9 neighborhood. And it's not an empty promise for us
10 because we know what it takes to build a project, our
11 financing is arranged, and if you allow us, we will
12 continue in obtaining our construction plans, getting our
13 permits, and hopefully when we finish with that, then we
14 will have a project finished in the year 2013.

15 We are especially proud of the support that we have
16 received from the wonderful community of West Hollywood,
17 and I would like to thank the people that are here today
18 plus the support that we've had and thank all of you.
19 Thank you.

20 **CHAIR YEBER:** Thank you, Mr. Stone. And Kevin
21 Newman?

22 **KEVIN NEWMAN:** Good evening. First, I'd like to say
23 that we're very proud to be --

24 **CHAIR YEBER:** Kevin, can you state your name and
25 city of residence, please?

1 **KEVIN NEWMAN:** Oh, I'm sorry. Kevin Newman, and I
2 reside in Newport Beach, California.

3 **CHAIR YEBER:** Thank you.

4 **KEVIN NEWMAN:** I'd like to start by saying briefly
5 that we're very proud to be here this evening in front of
6 you and to be able to showcase two very extraordinary
7 projects that over the last two-and-a-half years we've
8 spent a great deal of time working with staff and the
9 east side PAC community and really taking an opportunity
10 to listen to what their concerns and their needs were and
11 how we were able to integrate that into these two
12 projects that you're going to see this evening.

13 Again, the opportunity exists to create two
14 phenomenal great gateway developments that will become
15 the gateway into West Hollywood and particularly on the
16 east side, and with that, I'd like to go ahead and begin
17 the presentation.

18 Our goal and vision has always been to create a
19 truly dynamic, transformational development which will
20 become a significant gateway entrance into what is now
21 West Hollywood.

22 As we approach the site and the main intersection
23 that interfaces with Gateway Center, let's now begin what
24 is truly the transformation of West Hollywood.

25 We took this opportunity to create contextually a

1 building that integrates and interfaces with the
2 intersection, as well as Gateway Center across the street
3 to create a very vibrant pedestrian-oriented development
4 that is conducive for businesses and living residential
5 units.

6 A wide sidewalk area of 25 feet embraced by a double
7 row of trees due to the specific plan engages Santa
8 Monica Boulevard as a pedestrian transcends from Detroit
9 towards La Brea.

10 Integrating outdoor activity areas, i.e. the public
11 space and restaurant area, that creates a dynamic
12 activity center and allows additional businesses to
13 flourish.

14 As we continue our pedestrian walk around La Brea,
15 you can start to see the integration of the pedestrian
16 edge and how we've expanded it to become much wider to
17 integrate into the sidewalk area and to activate the
18 retail.

19 Additional uses of materials which are very unique
20 and significant to the overall design of these
21 developments is called Swiss Pearl, and it allows us an
22 opportunity to create a very unique expression of
23 architecture that is also emboldened by color but yet
24 simple forms.

25 Both of these projects, especially the one we're

1 looking at this evening before you, will create a very
2 unique living experience within the gateway into West
3 Hollywood -- outdoor activity areas, rooftop terraces
4 that engage and embrace the outdoors and transcends into
5 what you see as the jewel box along Santa Monica
6 Boulevard, which will again activate and create a dynamic
7 appearance.

8 And as we pull back, you now start to see how the
9 transformation will begin.

10 And that concludes the presentation. Thank you very
11 much.

12 **CHAIR YEBER:** Thank you. Before I move on to the
13 public, does any commissioner have any questions for the
14 three representatives?

15 **COMMISSIONER ALTSCHUL:** I do. Mr. Seymour?

16 **UNIDENTIFIED SPEAKER:** (Inaudible - multiple
17 speakers)

18 **COMMISSIONER ALTSCHUL:** Thank you.

19 **JEFF SEYMOUR:** Yes, Commissioner?

20 **COMMISSIONER ALTSCHUL:** There is a 7,000-square-foot
21 difference -- differential between the existing
22 commercial footage and the proposed commercial footage,
23 and knowing that commercial footage means a lot to the
24 city in terms of its ongoing revenue, is there any
25 thought being given to perhaps equalizing where the

1 proposed project, what there is there now?

2 **JEFF SEYMOUR:** Well, a part of it also has to do
3 with use. As you probably -- you know better than anyone
4 that I know, we have tried to look and maximize the uses
5 that would be there, but it's -- again, we're three years
6 away from a point where I can tell you the exact uses.

7 We believe that the mix as we have been reviewing
8 and monitoring will be appropriate for what I think
9 you're getting to, Commissioner, which is the revenue
10 that would be coming into the city.

11 **COMMISSIONER ALTSCHUL:** Well, when you have 20,000
12 existing square feet of commercial and you're tearing it
13 all down, it isn't difficult to put 20,000 square feet of
14 commercial and then build your residential, also.

15 **JEFF SEYMOUR:** But, again, I think a fair amount --
16 if we're talking dol -- and I'm not trying to be
17 argumentative because, again, we have been looking at
18 this. I don't think there's been any discussion in
19 regard to changing a mix or use.

20 **ROD STONE:** If you don't mind, I'd like to really
21 actually defer to Francisco. Francisco, the actual
22 square footage that exists there now in terms of retail,
23 which is Carl's Jr. and I guess you would count Yummy's,
24 which is not there any longer, is significantly less
25 square footage than what we're building, the amount of

1 structure that's there, which there's lots of structure
2 that's there that is not really retail. It's cabinet
3 makers. So we figured that we're really adding more
4 retail square footage.

5 **COMMISSIONER ALTSCHUL:** No, I understand. The
6 potential of that square footage that's not being used
7 for retail now is, in fact, potentially usable for
8 retail. What you're proposing is not, as I understand
9 it.

10 **ROD STONE:** Again, the retail -- if we're talking
11 about that the retail that is existing now compared to
12 what we're putting in, we're putting in --

13 **COMMISSIONER ALTSCHUL:** No, I'm talking not about
14 the retail that is there now; I'm talking about the
15 retail that is there now plus that square footage that is
16 zoned for retail that may or may not be used for retail
17 at the present time.

18 **ROD STONE:** I understand.

19 **COMMISSIONER ALTSCHUL:** But it could be used for
20 retail tomorrow.

21 **ROD STONE:** Yes, okay, I understand. All right. So
22 the discussion -- in order to make a rental project work
23 today, there's certain dynamics that we need, which is a
24 formula as far as how much retail you're allowed to put
25 on in order to get the parking, the retail, and also the

1 rental units, and it's almost -- as you play with this
2 puzzle, it kind of dictates as to where we end up.

3 In order to make this project work for us, that's
4 what we had to do. We had to create that specific amount
5 of retail, if that makes sense, also and to make the
6 parking work and also the rental work. That's how we
7 came up with those amounts, and it's very difficult for
8 us to make any changes.

9 **COMMISSIONER ALTSCHUL:** Thank you.

10 **CHAIR YEBER:** Commission DeLuccio?

11 **COMMISSIONER DELUCCIO:** I have a question. This has
12 to do with the design of the project, the Swiss Pearl.
13 Do we have a sample border what the Swiss Pearl looks
14 like over there?

15 **KEVIN NEWMAN:** Yes, you do. It's right adjacent to
16 the color material boards to the left. Swiss Pearl is a
17 cementitious panel. It's actually conceived in
18 Switzerland. It's been around for about 15 years or so,
19 but only in the last eight years has it been more
20 conducive to our market here in the United States.

21 We do a lot of work internationally, and we were
22 introduced to Swiss Pearl probably about two years or so
23 ago, and as we started to look at materials that we felt
24 could be a good fit to what we were doing here, we really
25 looked into it, and by far, it's one of the more unique

1 materials that we've come across. It is also one of the
2 most expensive materials we've come across.

3 **COMMISSIONER DELUCCIO:** Okay, and then --

4 **KEVIN NEWMAN:** And, I'm sorry, I was also going to
5 add it is a color-through panel, so it's baked into it
6 all the way through.

7 **COMMISSIONER DELUCCIO:** What about the yellow and
8 blue? Does that have --

9 **KEVIN NEWMAN:** They have custom colors and standard
10 colors, over 175 to choose from, but we can actually give
11 them any paint sample that we would like that's not a
12 part of their standard mix, and they can create any
13 custom color we choose.

14 **COMMISSIONER DELUCCIO:** Of which is the Swiss Pearl
15 finishing.

16 **KEVIN NEWMAN:** Yes.

17 **COMMISSIONER DELUCCIO:** Because the yellow/blue, I'm
18 not -- I wasn't too crazy about the yellow/blue coloring,
19 and I think I've actually mentioned that when I did meet
20 with the applicants, but that's just my opinion.

21 **KEVIN NEWMAN:** Duly noted. Thank you.

22 **CHAIR YEBER:** Commissioner Guardarrama, do you have
23 questions for the applicant?

24 **VICE-CHAIR GUARDARRAMA:** No, I don't at this time.

25 **CHAIR YEBER:** I just have a few questions for the

1 architect, actually.

2 I wanted to start off with more of a -- kind of a
3 philosophical or strategy that you took with the urban
4 street or pedestrian activity beyond just the normal
5 pedestrian activity that occurs on a sidewalk for people
6 to get from one place to another. I mean what was your
7 vision for this particulate site in terms of that
8 activity?

9 **KEVIN NEWMAN:** Well, first thing is obviously to
10 create the activity was important and to be able to
11 expand the width of the sidewalk at the pedestrian level
12 was something that we looked at quite a bit, and I think
13 that has some play into one of the comments that we just
14 made about how can we integrate more retail.

15 We felt that there was a balance that needed to be
16 taken, and so to widen the sidewalks as much as we
17 possibly could to have that public interaction was
18 critical.

19 And, also, again, materials play a big role,
20 especially at the pedestrian level. If it's four, five,
21 six stories up, you don't necessarily get as much of an
22 impact from it, but again, with a building like this and
23 the nature of it, we felt it was truly important to
24 integrate a color and to integrate a material that was
25 unique and different, that really conveyed a certain

1 stylistic approach, and we wanted to do something that
2 was different not only for the sake of creating a very
3 unique blend of architecture and massing and color, but
4 again, it was very important to have that pedestrian
5 level speak differently than what we normally would see.

6 **CHAIR YEBER:** Okay, but if I hear you correctly,
7 you're saying it's the architectural move and the color
8 and materiality that you're using as a strategy to create
9 that activity, that pedestrian activity?

10 **KEVIN NEWMAN:** That's correct. As you look at a lot
11 of the architecture that's being done today, we felt that
12 it was important to branch out and try to really create
13 something that was a little different.

14 The site itself really allowed us an opportunity,
15 frankly. Unlike the other site at La Brea at Fountain,
16 we had a more formal approach to the design because of
17 the site constraints, and we wanted to take advantage of
18 that. And in thus doing so, it allowed us an opportunity
19 to play with the simplistic forms and the formality of
20 the building not only to reduce the height along Santa
21 Monica, where it interfaces with Gateway, but we felt
22 that it was important to play with the color and create
23 some unique opportunities where typically you may not
24 have those opportunities.

25 And I'll explain a little bit further as we get to

1 La Brea and Fountain what those challenges were and how
2 we addressed them so there are two completely different
3 design approaches.

4 **CHAIR YEBER:** What were the top three constraints
5 that you saw on this particular site?

6 **KEVIN NEWMAN:** Trying to put all the retail, the
7 residential, the parking to us was probably the most
8 problematic. Again, we have a very small and limited
9 site. We had some assistance, obviously, in height, but
10 frankly speaking, the constraints of the site were
11 somewhat difficult. And, again, to create a more dynamic
12 building with constrained dimensions was a challenge.

13 **CHAIR YEBER:** Okay. Somewhere in your presentation
14 you talked about or you were just mentioning the width of
15 the sidewalk. I was having trouble because of the size
16 of the plans. What is the width of the sidewalk along La
17 Brea?

18 **KEVIN NEWMAN:** I believe -- and I don't have the
19 drawings in front of me. Francisco, do you have the -- I
20 don't want to speak out of context. It appears that we
21 would be right about 15 feet along La Brea.

22 **CHAIR YEBER:** So you've added approximately about a
23 foot in the current width because the current width is
24 about 14 feet.

25 **KEVIN NEWMAN:** We have 15, and then we've also taken

1 the opportunity in certain areas to bring the building
2 back in and thus expanding, and I believe we're probably
3 right about 17 to 20 feet in the middle.

4 **CHAIR YEBER:** Including what would be private
5 property --

6 **KEVIN NEWMAN:** That's correct.

7 **CHAIR YEBER:** -- in terms of the width?

8 **KEVIN NEWMAN:** That is correct.

9 **CHAIR YEBER:** Okay. Let me ask you a question about
10 the -- you've separated delivery on Detroit and customers
11 and residential on La Brea. Is there a device that
12 prevents someone from using the delivery entry as a way
13 to get to the parking?

14 **KEVIN NEWMAN:** Actually, you can -- it's an exit, so
15 one can exit through out onto Detroit as a resident or as
16 a retail.

17 **CHAIR YEBER:** Okay. And have we looked at that
18 turn? Because it's a full 180-degree turn from the
19 ramps. Does that work?

20 **KEVIN NEWMAN:** Yes, it does.

21 **CHAIR YEBER:** Okay. Is there a specific reason why
22 that was put in that configuration? Was there some sort
23 of constraint that forced you to do it in this kind of --

24 **KEVIN NEWMAN:** Are you referring to the actual drive
25 entrance off of Detroit?

1 **CHAIR YEBER:** No, I'm talking mostly about the
2 delivery.

3 **KEVIN NEWMAN:** Well, first, in talking with staff
4 and traffic, it was believed that it was imperative that
5 we brought delivery in off of Detroit because it was
6 obviously a less trafficked street, and to engage the
7 delivery and to also get access to the rest of the
8 parking field, we needed to work within the constraints
9 that we had. Obviously, you have service, and then you
10 also want to be able to get traffic through out onto
11 Detroit, as well. So those were challenges for us.

12 **CHAIR YEBER:** Okay. If you'll indulge me just one
13 more minute. On page 09, it's illustrating on your roof
14 plan, it's illustrating hip roofs, but I thought in your
15 illustrations it was a flat roof. Is this just a
16 incorrect read?

17 **KEVIN NEWMAN:** Actually, they are sloped gently to
18 get water off those roofs, but they're -- they are flat.

19 **CHAIR YEBER:** So these are just shedding?

20 **KEVIN NEWMAN:** Yes.

21 **CHAIR YEBER:** Okay. And the last question has to do
22 with the water retention planting area. Is this water
23 coming from the building that is being deposited into
24 this retention area that's on the north side of the
25 project?

1 **KEVIN NEWMAN:** Well, that would be yes and also
2 rainwater, storm water.

3 **CHAIR YEBER:** Storm water from -- coming from the
4 north?

5 **KEVIN NEWMAN:** Coming from the north.

6 **CHAIR YEBER:** Okay. And can you give me a little
7 bit more information about -- is that just permeable
8 surface?

9 **KEVIN NEWMAN:** Yes, it is.

10 **CHAIR YEBER:** So basic --

11 **KEVIN NEWMAN:** And I apologize. That is a question
12 that I think gets to be where our landscape architect
13 would be more appropriate to answer, but unfortunately,
14 they're not with us this evening, but we can get you that
15 information.

16 **CHAIR YEBER:** Okay. All right. Thank you very much
17 for indulging me.

18 **KEVIN NEWMAN:** You're welcome.

19 **CHAIR YEBER:** What I'm going to do if there's no
20 further questions of the applicant, I'm going to allow
21 the public -- before we go to the public hearing or the
22 public testimony, allow the public to come up and view
23 the models and material boards and the renderings three
24 to five minutes. Also, commissioners, if you want to
25 take a look. I ask the public not interact with the

1 Commission. Don't ask questions or have comments because
2 we're still in an open public testimony. Thank you.

3 *(Short break)*

4 **CHAIR YEBER:** Okay, if we can resume the meeting.
5 If I could ask the public to take their seats.

6 Okay, I have quite a few speakers here tonight. I'm
7 going to allow everyone two minutes per speaker. I ask
8 that you come up to the podium, state your name and city
9 of residence clearly into the microphone. We do have
10 some hearing-impaired residents, so we need to make sure
11 everyone speaks into the microphone.

12 There's no carryover of minutes, meaning you can't
13 speak, take someone else's unused minutes. It'll be two
14 minutes per speaker.

15 And with that, I'll start with Ruth Williams,
16 followed by Yola Dore, to be followed by Genevieve
17 Morrill.

18 **RUTH WILLIAMS:** Good evening. Ruth Williams, PAC
19 member and east side resident since 1949, and when you
20 talk about change, trust me, I have seen it.

21 Since cityhood and the first general plan meetings,
22 the east side was always referred to as the east end or
23 the industrialized end. As some of you, as well as John
24 Chase, may remember, I fought so hard to have us referred
25 to as the east side to change the perception of the image

1 of being the downtown area.

2 Slowly but surely, we're coming into our own, and
3 this project really blows us away. This is the catalyst
4 to ensure it. Monarch has been to the PAC a few times,
5 three that I know of. They've heard our requests. They
6 listened to us. They knew our feelings about open space.
7 They followed through with the changes. They integrated
8 the affordable housing throughout the project and not
9 isolated or cubby-holed people that couldn't pay market
10 rate.

11 The project will upgrade Santa Monica Boulevard and
12 La Brea with new sidewalks -- we love the double rows of
13 trees; increase the property values on the east side; new
14 shops and restaurants will encourage more pedestrian
15 traffic and support the existing businesses at the
16 Gateway, and I believe that with the existing retail
17 that's there on Santa Monica Boulevard now from La Brea
18 west to Detroit, what Monarch is going to be bringing in
19 is going to give us more retail. There may be retail
20 establishments, but they're either up for sale -- I mean
21 Carl's Jr. is probably the only one that it's really
22 operating openly as a retail business.

23 I would like to, hopefully, urge you to support both
24 9B and 9C, and the PAC did unanimously support this.
25 Thank you very much.

1 **CHAIR YEBER:** Thank you.

2 Yola Dore, followed by Genevieve, to be followed by
3 Joseph Clapsaddle.

4 **YOLA DORE:** Good evening. Yola Dore, West
5 Hollywood, also a member of the PAC.

6 Commissioners, this evening, you have the esteemed
7 opportunity to embrace a European-inspired work of art
8 where east meets west.

9 As you look at this structure, you can see the sun
10 rising through the Silver Pearl. You can enjoy the six-
11 story building with 37 inclusionary units dispersed
12 throughout.

13 As we look downstairs, we see an open-air café where
14 maybe one day you and I could meet for coffee. We can
15 people watch and enjoy the new gateway to our city.

16 It brings us into another century as people may now
17 park their cars and enjoy the pedestrian walkway with its
18 tree-inspired and gorgeous landscape view.

19 As we look across the street, we see a gorgeous
20 structure that shows nothing but rainbows as the sun sets
21 and gorgeous different dimensions, a place we can shop,
22 live, enjoy, and be proud of.

23 We embrace our diversity, our creativity, and our
24 willingness to go one step further. I hope tonight you
25 will remember that and accept this into our new city

1 structure. Thank you.

2 **CHAIR YEBER:** Thank you, Ms. Dore.

3 Genevieve, followed by Joseph, followed by Joan
4 Henehan.

5 **GENEVIEVE MORRILL:** Thank you, Mr. Chairman and
6 fellow commissioners. I'm here today -- Genevieve
7 Morrill, Los Angeles. I'm here today representing the
8 Chamber of Commerce and the business community.

9 This is an incredibly important project to the east
10 side. This will again help to, as the Gateway did, start
11 to bring in more vitality into the east end and raise the
12 bar in accommodating some great retail and residential
13 and some open space.

14 This project -- I liked Jeff Seymour's comment on
15 transformational. I think that's where we're headed with
16 the east end, and this project does that. It assists in
17 creating an environment that's more walkable and
18 bikeable, and I'm probably going to repeat a lot of
19 things that people have already said because those are
20 the attributes of this project.

21 It ties into the general plan in looking at less
22 emissions in the city, getting people out on foot and on
23 bike. It adds open space and landscaping that is
24 aesthetically pleasing but also very important.

25 I heard a great architect say once, "Open space is

1 one of the most important parts -- components of an
2 architectural project."

3 And the landscaping is brilliant, creating almost a
4 promenade, and the enlarged sidewalks, again ensuring the
5 walkability.

6 This type of project creates an opportunity to
7 thrive, work, play, and live in West Hollywood and will
8 generate more jobs and spending into the economy for our
9 business community.

10 And the developer has created a project that
11 complements the Gateway and has been cognizant of the
12 city's objectives in its 25-year plan.

13 It goes without saying that the architect is world-
14 class, the lighting is world-class, as well, and we hope
15 you will support -- will recommend to support the
16 project.

17 **CHAIR YEBER:** Thank you.

18 Joseph Clapsaddle, followed by Joan Henehan, to be
19 followed by Norm Chramoff.

20 **JOSEPH CLAPSADDLE:** Good evening, Chair Yeber and
21 fellow commissioners and staff. My name is Joseph
22 Clapsaddle. I'm a resident and a businessperson here in
23 West Hollywood, and I come before you quite often, and
24 tonight I'm not going to repeat what everyone else has
25 said before me. I must say you should be a poet, young

1 lady, you know.

2 What I liked especially about this project, Donald,
3 Commissioner DeLuccio, is the color. I love that blue
4 and yellow. I love the dimensions and the juxtaposition
5 between this corner and what is the gateway. I love the
6 double trees, which create a promenade. You know, it's
7 really a promenade, and that's what will bring people to
8 this area.

9 I think it will also attract a very high-end or
10 higher-end -- and I don't necessarily mean more expensive
11 by that. I mean more unique, which is what we're known
12 for here in West Hollywood -- retail tenants.

13 Commissioner Altschul, I certainly do understand
14 your sense of responsibility of protecting the revenues
15 coming to the City of West Hollywood, and I think we
16 should explore this as much as we can.

17 I would say that there could be another answer to
18 this if we maybe give the developer another floor for
19 residents just to make it worth his while. That's one
20 possibility, and I certainly don't pretend to be an
21 expert in this area.

22 The last thing I want to say is to the residents on
23 the east side. I have just come through the Sunset
24 Boulevard redo, if you'll call it that, and it was --
25 it's been very trying in a lot of ways, but I'm so proud

1 of it now that we've come to the end of that. Yes, there
2 was dust. Yes, there was noise. Yes, there were
3 inconveniences. But I think they did a good job, and I
4 think we just have to embrace that sense of what will
5 happen as we progress.

6 And, gentlemen, I hope you'll approve this, and I
7 thank you.

8 **CHAIR YEBER:** Thank you.

9 Ms. Henehan, followed by Norm Chramoff, followed by
10 Rob Bergstein.

11 **JOAN HENEHAN:** Good evening, Commissioners and
12 Chair. I'm Joan Henehan. I'm a resident of Toluca Lake.
13 I'm here this evening to speak in favor of staff's
14 recommendation of the project in my capacity as the chair
15 of the West Hollywood Chamber of Commerce.

16 To put it plainly, this project has the support of
17 the residents of the area, the east side PAC, of our able
18 staff, and a foremost developer. It provides affordable
19 housing and replaces some of the aging housing stock that
20 we have here in West Hollywood that is an ongoing
21 concern.

22 Everyone loves the open space even if they don't
23 love the colors. That's a very emotional, personal
24 thing, and I could go with anything except maybe puce, I
25 think, on that.

1 But it relieves a lot of the current sort of
2 industrial blight in the area, provides jobs and
3 vibrancy, and supports the street life that we love in
4 West Hollywood and that people who live here embrace and
5 visitors embrace.

6 So with that, folks, I hope that you will support
7 staff recommendation. Thank you so much.

8 **CHAIR YEBER:** Thank you.

9 Norman, followed by Rob.

10 **NORMAN CHRAMOFF:** I'm Norman Chramoff, resident of
11 West Hollywood. I support this. I don't have a lot to
12 say because Yola stole my speech and she was magnificent.

13 You know, this is really long overdue. It's the
14 right project in the right place, and particularly with
15 the PAC having voted overwhelmingly -- the people on the
16 east side live in a way with a lot less than we do, and
17 it's about time we paid some real decent attention to it.
18 Thank you.

19 **CHAIR YEBER:** Thank you.

20 Rob, followed by Mr. Wall, Scott, or -- I'm sorry,
21 I'm having trouble reading the first name.

22 **ROB BERGSTEIN:** Scottman.

23 **CHAIR YEBER:** Scottman? Scottman Wall? Okay.
24 Followed by Scottman Wall to be followed by Orrin Karp.

25 **ROB BERGSTEIN:** Good evening, Commissioners. My

1 name is Rob Bergstein. I'm a resident of West Hollywood.
2 I am a member of the PAC, but I'm speaking for myself and
3 not the entire PAC this evening.

4 I think it's a beautiful project. They totally
5 listened to our comments in the planning stages. We
6 asked for no stucco. We got a beautiful exterior. The
7 wide sidewalks, the double row of trees. This building,
8 particularly striking at night when it's lit up, the
9 corner of the building.

10 And the housing -- I was somewhat skeptical of
11 bringing in more upscale housing, but I've since found
12 that the project across the DJA rented out in six months.
13 Those of you know that my home, the property next door,
14 is undergoing renovations, 600 square feet, \$2,500.
15 They're renting as fast as they can finish building
16 those, so there appears to be a pent-up demand for a
17 little bit nicer housing both from people already living
18 in West Hollywood and those that would like to come to
19 West Hollywood.

20 So I'm going to say also ditto my comments on the
21 next agenda item so I will not be up here a second time.
22 I hope you approve the project. Thank you.

23 **CHAIR YEBER:** Thank you.

24 Scottman Wall, followed by Joel Mark.

25 **SCOTTMAN WALL:** Good evening, esteemed members of

1 the Planning Commission. Scottman Wall, resident of City
2 of West Hollywood, also the chair of the east side PAC.

3 Opportunity versus economic obsolescence. The sites
4 before you tonight are economically obsolete. This is
5 the future for the sites. This is the future of the east
6 side.

7 I think it's an incredible opportunity. They're
8 premier buildings. They fulfill our affordable housing
9 component, which is very important in our future vision
10 for that part of town. It's pedestrian friendly. You
11 have a builder with a track record, a long track record,
12 of performing and delivering quality products. You get
13 an economic base, not only residential but financial from
14 the commercial, which is beneficial to the community. It
15 also puts residents where we need them, which is there,
16 and it feeds the commercial that's already there along
17 that corridor.

18 And in so doing, I humbly close that I request that
19 you approve these projects. I think they're incredible
20 jewels and they flag the east side and connect us to the
21 west side. Thank you.

22 **CHAIR YEBER:** Thank you.

23 Actually, the next speaker -- Joel, if you'll hold
24 on a minute -- it was Orrin. The reason why we got
25 confused is there's two slips here for you.

1 **ORRIN KARP:** I think there's four, actually.

2 **CHAIR YEBER:** Did someone else fill them out?
3 Because they're different writings and everything.

4 **ORRIN KARP:** I'm sorry.

5 **CHAIR YEBER:** Okay.

6 **ORRIN KARP:** Good evening, Commissioners. My name
7 is Orrin Karp. I'm a resident of Oak Park, California,
8 and I'm a native Californian. I'm here tonight on behalf
9 of Faith Plating, who's next door to the proposed project
10 and hopefully one day will be in this same room proposing
11 a site as amazing as this project.

12 I'd like to say that in addressing the retail
13 concern, I've been in -- I'm a commercial real estate
14 broker, I have my own firm, and I've been in retail many
15 years, and the retail that you're replacing right now is
16 really only Carl's Jr., and the City of West Hollywood is
17 unique. They're not unique because of Carl's Jr.
18 They're unique because of the million-dollar milkshake.
19 I mean that's West Hollywood. So to get rid of Carl's
20 Jr. and put the kind of project here is just going to
21 benefit the city, everyone around it.

22 This project contains all the important features of
23 a project. It has retail housing, low-income housing,
24 open space, and it's amazingly aesthetically pleasing.
25 So on behalf of Faith Plating, we support both projects

1 being proposed tonight. Thank you.

2 **CHAIR YEBER:** Thank you.

3 So Joel Mark, followed by Steve Levin, followed by
4 Alexander Freedman.

5 **JOEL MARK:** Good evening. My name is Joel Mark.
6 I'm a resident of the east side of West Hollywood and a
7 member of the PAC. I am speaking for myself tonight.

8 These developers came into the PAC, and they
9 listened to us, but I think it's been said already, but
10 the other thing that has impressed me about this project
11 is -- and we've had several developers come in and
12 propose some very nice projects and the economy has
13 tanked them. These people are self-financed. This
14 project will go through. It is quality project, and we
15 don't have to worry about somebody not finding -- or
16 their finances falling through at the very last minute.
17 I think that's very important to consider, as well.

18 It is a quality project, both this and the one at
19 Fountain and La Brea, as well. Thank you.

20 **CHAIR YEBER:** Thank you.

21 Steve Levin, followed by Alexander Freedman.

22 **STEVE LEVIN:** Thanks. Steve Levin, resident of West
23 Hollywood. I live on Formosa. I'm also on the PAC.

24 Mr. Chairman, you asked what the vision of the east
25 side was, and I can honestly say, speaking for myself,

1 that in my wildest dreams, I didn't picture these two
2 projects.

3 While [Movie Temp Plaza] provides a catalyst for
4 redevelopment, I think what Monarch is proposing -- and I
5 hate to say the word again -- but what Monarch is
6 proposing, it's a city-defining project that will
7 transform the entry, our main entry, into the City of
8 West Hollywood.

9 When they first came to us, we were not impressed.
10 We had a lot of concerns. We were not very excited about
11 these projects at all because we thought that these
12 needed to be amazing projects that just shouted West
13 Hollywood.

14 These developers went back. They did so much work.
15 They listened to everything that we had to say, and this
16 is the sign of a developer with integrity, that they
17 listened to everything we said. I mean a visitor center
18 -- I'm just so amazed by that that they have opened up a
19 place that you can come see these things. The entire
20 neighborhood can come see them, and we're all very
21 excited about it.

22 They're great. They're going to replace just an
23 awful intersection right now, and we really desperately
24 need it, and we're very fortunate to have this developer
25 come in and do this. Thank you.

1 **CHAIR YEBER:** Thank you.

2 Alexander Freedman, followed by Sofia Gelman.

3 **ALEXANDER FREEDMAN:** Yes, I'm Alexander Freedman, a
4 resident of Hollywood for almost 20 years. Also, I'm a
5 transit advocate and a bicycle advocate and pedestrian
6 advocate, you name it. And I'm a fan of urban
7 development.

8 So, first of all, I want to salute Monarch Group for
9 suggesting such a beautiful project, and it should be a
10 good message to the Commission about that everybody we're
11 pretty much in support of this project, and I totally
12 embrace it, support it, love it.

13 Right now, the area, probably the entire La Brea
14 Avenue is ugly. You see a lot of homeless people, crime,
15 graffiti every now and then. It's like it's really
16 unattractive. This will completely transpose the entire
17 area, and so once again, it's great. I totally 200%
18 support it.

19 A couple requests, though, to the Commission. If
20 you can do something about the current safety because
21 right now you see even lately homeless encampments and
22 you can see people harassed there on the Carl's Jr.
23 parking lot. You can see even there's prostitution.
24 It's like it's really a mess. So if you can do something
25 it, that would be great.

1 To the Monarch Group, when you build the sidewalks
2 for this new project, please do not use concrete or
3 cement. Please do something like a brick pavement, like
4 do the sidewalks like they do in city of Portland because
5 it really enhances the pedestrian environment.

6 Also, please provide bicycle parking if possible,
7 like bike corrals or poles, something where we can park
8 our bikes.

9 And, also, another message to West Hollywood
10 Planning Commission. If you can also do something about
11 cleaning up -- I don't know if it's a part your area,
12 south of Santa Monica Boulevard, but La Brea and Romaine,
13 there's this old vacant building which is an old factory.
14 That also needs to be torn down and do something about
15 it.

16 So anyway, once again, I totally support the
17 project. Thank you, Monarch Group. And please endorse.
18 Thank you.

19 **CHAIR YEBER:** Thank you.

20 Sofia Gelman, followed by Steve Martin.

21 **SOFIA GELMAN:** Sofia Gelman, Senior Advisory Board
22 member. I represent the east side of West Hollywood, and
23 we are very, very excited about this project. We love it
24 very much.

25 The building on La Brea looks very festive,

1 majestic, and different. It is improving the appearance
2 of our city.

3 I think that there won't be any obstacles to approve
4 this project, but we have to think about the quality of
5 these buildings.

6 Now we have big problems with garbage and waste. In
7 regular apartment buildings, we are learned how to
8 separate it, but in big buildings, there is a need for
9 innovative [truths] segregated by class of material for
10 easier recycling. It is very, very important -- excuse
11 me for such my language because I am now interested in
12 this problem -- it is very important for our environment.
13 Good luck to all of you. Thank you.

14 **CHAIR YEBER:** Thank you.

15 Steve Martin, followed by John Berberian.

16 **STEVE MARTIN:** Steve Martin, West Hollywood.

17 Actually, this is what we envisioned when we adopted
18 the redevelopment plan for West Hollywood. This is a
19 severely blighted corner that's being completely
20 transformed into something that's I mean really
21 incredible and something I think we can all be proud of.

22 What I think is really important is that staff said
23 this could not be done. Every other project comes in and
24 says, "We have to have 10 stories, we have to have luxury
25 condos. We can't do anything that you want," and that's

1 not what this developer said.

2 This developer is committed to human scale
3 development. This is only six stories. In the proposed
4 general plan, this site is a nine-story, 90-foot site,
5 which you would get another 10 feet for affordable
6 housing that would put it up to 10 stories. They're only
7 building six. And I think that really shows that these
8 people are really concerned about how we live in this
9 city.

10 We're getting 37 affordable units which are going to
11 be not segregated but throughout the building, which I
12 think is really, really wonderful. It's built -- it is a
13 big building, but it's built on a major intersection
14 where there is the ability to have most of the traffic
15 and circulation avoid a lot of the residential streets.
16 So you're not going to have the same kind of impacts as
17 you see at Casden.

18 To address Commissioner Altschul's concerns, I
19 think we need to be -- numbers, when it comes to retail
20 square footage, can sometimes just be numbers. Right
21 now, Carl's is the only thing -- which may be 4,000
22 square feet -- that's the only thing that's generating
23 any revenue for the city. I think at 13,000 square feet,
24 this is going to generate a lot. I don't think 20's
25 going to make much difference. And the problem that we

1 have is very often we over-develop retail so we wind up
2 having a lot of empty space, so I think this is a good
3 balance.

4 When all is said and done, when this is finished,
5 people are going to drive by Casden and say, "Why didn't
6 you make Casden like this?" Thank you.

7 **CHAIR YEBER:** Thank you, Steve.

8 John Berberian, followed by Eugene Levin.

9 **JOHN BERBERIAN:** Good evening, everybody. My name
10 is John Berberian. My business is in West Hollywood. I
11 think everybody said everything that was supposed to be
12 said. I don't want to repeat the same things, but
13 definitely I will appreciate it if you support these two
14 projects. I'm definitely supportive on both projects.
15 Thank you.

16 **CHAIR YEBER:** Thank you.

17 Eugene Levin, followed by Naum [Turetskiy]. I'm
18 sorry if I mispronounced that name.

19 **EUGENE LEVIN:** Eugene Levin, resides in Los Angeles,
20 representing West Hollywood Russian Community Center.

21 I guess both of this project is very important. It
22 create jobs, new jobs at the time when companies leaving
23 California. It carries additional revenue to the City of
24 West Hollywood, and there is affordable housing issue
25 with the result a certain degree.

1 And regarding colors, yellow and blue, just since I
2 am originally from Kiev, this is a national flag of
3 Ukraine, so somebody did it purposely.

4 Thank you. I hope you support it.

5 **CHAIR YEBER:** Touché.

6 Naum, followed by MaryAnn.

7 **NAUM TURETSKIY:** Yes. My name is Naum Turetskiy.
8 I'm resident of City of West Hollywood. I really support
9 this project because it will be --

10 **CHAIR YEBER:** Could you speak into the microphone a
11 little more?

12 **NAUM TURETSKIY:** -- it will be additional job
13 creation, and as a secondary, it will be additional tax
14 revenue to the city and very important since it's
15 affordable housing for the low income. And I think we
16 all will be proud after this project will be done. Thank
17 you.

18 **CHAIR YEBER:** Thank you.

19 MaryAnn, followed by Valerie Sacks.

20 **MARYANN SHISKOWSKI:** Good evening. My name is
21 MaryAnn. I reside in West Hollywood. I am the
22 neighborhood watch captain for Detroit, Lexington, and
23 Formosa. I'm also the PAC member, and I'm a member of
24 the Women's Advisory Board.

25 Good evening, and I just want to put my support in

1 for this project. They have listened to us. They've
2 listened to me specifically. Of course, one of the
3 biggest issues for us is parking, and they really
4 listened to my concerns and the concerns that the
5 neighbors had told me that they have in terms of parking.
6 So they listened to me, they listened to us, they have a
7 visitor center, which is really great.

8 And one really, really great thing about the Gateway
9 is the sense of community that we have now. I walk my
10 dog. I know the people that work in the Gateway, say
11 hello to everybody. I walk with my neighbors that I've
12 gotten to know a lot better because we all walk over
13 there. And I think this is just going to add a greater
14 sense of community for all of us. We shop there. We
15 live where we shop. We get to walk there all the time.
16 I mean I'm there almost every day either getting coffee,
17 of course going to Target, which is a good and bad thing
18 for all of us.

19 But we really, really do support this project, and I
20 hope that you will, too. So thank you so much.

21 **CHAIR YEBER:** Thank you.

22 Valerie Sacks, followed by Jeanne Dobrin.

23 **VALERIE SACKS:** Hi. My name is Valerie Sacks. I'm
24 here on behalf of HMMY Property Management and Sycamore
25 LLC. They're the -- I'm sorry, I guess I'm taller than

1 the previous speaker -- they are a family owned and
2 operated company, and they own a variety of apartment
3 buildings, including a 68-unit apartment building
4 directly behind the La Brea Fountain project and about a
5 block-and-a-half up from this one.

6 They have a variety of concerns. They do recognize
7 that there are a lot of positive aspects of this project,
8 but they do continue to believe that it's severely
9 underparked. There are 116 fewer parking spaces required
10 for just the residential portion of the project than
11 would be required for market rate even though only 20% of
12 the units are affordable, which is the minimum permitted
13 for a project of this size.

14 It's going to have massive, massive traffic
15 problems, particularly because the two projects together
16 will be built at the same time and they're going to come
17 online at the same time, and we believe La Brea's going
18 to be basically impenetrable.

19 The noise impacts are going to be very considerable.
20 At the last minute, they changed the way in which they
21 plan to mitigate the noise. We don't have any opinion as
22 to the infeasibility of the other way of mitigating it,
23 as Monarch said, but there's insufficient analysis of how
24 the proposed sound wall is going to mitigate noise, and
25 also, it's not going to come in until after the

1 demolition's been completed.

2 There's also some issues having to do with the way
3 the notification of -- they only want to provide an
4 approximate construction schedule. They only want to
5 muffle the gasoline or diesel engines. They only want to
6 respond to construction complaints if it's required or
7 it's practical. We believe the previous conditions
8 should be put back in place.

9 Finally, the density bonus incentives, they
10 essentially got height, density, parking, and private
11 open space, and -- okay. The private --

12 **CHAIR YEBER:** You'll have to wrap it up.

13 **VALERIE SACKS:** I'm sorry?

14 **CHAIR YEBER:** You'll have to wrap it up.

15 **VALERIE SACKS:** For the private open space,
16 basically they got a 65% reduction in the minimum open
17 space required. It should've been --

18 **CHAIR YEBER:** (Inaudible) Sacks, your two minutes
19 are up. I'm sorry.

20 **VALERIE SACKS:** Okay.

21 **COMMISSIONER ALTSCHUL:** Ms. Sacks, I have a
22 question.

23 **VALERIE SACKS:** Um-hmm?

24 **COMMISSIONER ALTSCHUL:** When did you become
25 associated with this project? When did you take on this

1 client?

2 **VALERIE SACKS:** About a year ago.

3 **COMMISSIONER ALTSCHUL:** And your written comments
4 were only forwarded to staff this morning?

5 **VALERIE SACKS:** No, we replied to the scoping
6 comments. We replied --

7 **COMMISSIONER ALTSCHUL:** But the letter that you
8 wished us to consider was forwarded this morning?

9 **VALERIE SACKS:** The --

10 **COMMISSIONER ALTSCHUL:** The letter that you wished
11 us to consider was forwarded this morning?

12 **VALERIE SACKS:** Yes, the staff report came out late
13 last week along with a final Environmental Impact Report.
14 So those two documents --

15 **COMMISSIONER ALTSCHUL:** But you -- I assume that you
16 were aware of the issues you were going to bring so that
17 -- you could've, couldn't you not, have gotten a letter
18 in so that it would've gone in the packet?

19 My point being, Ms. Sacks, is that it's kind of
20 burdensome when for me, for instance, when I go around
21 all day reading things on a Blackberry because I'm not at
22 my office to try to read 13 pages of small-typed print
23 today.

24 **VALERIE SACKS:** And if I had another minute -- I'm
25 sorry?

1 **COMMISSIONER ALTSCHUL:** And if you had gotten it in
2 to the packet, wouldn't it have been better for those
3 that you're trying to address and for your client?

4 **VALERIE SACKS:** Yes, I was actually --

5 **COMMISSIONER ALTSCHUL:** Thank you very much. You've
6 answered my question.

7 **CHAIR YEBER:** Thank you.

8 Jeanne Dobrin, followed by [Abby Hecht].

9 **JEANNE DOBRIN:** I'm Jeanne Dobrin, a long-time
10 resident of West Hollywood.

11 First of all, the Commission asked some very, very
12 good questions tonight, and I appreciate that. And I
13 agree with Mr. Altschul that this lawyer evidently
14 doesn't know that they would get these things sooner.
15 That's the first thing.

16 The parking here is totally inadequate. A one-
17 bedroom unit requires by the zoning law 1.5 parking
18 spaces, but they're only providing one.

19 Another question is are these parking spaces going
20 to be tandem, or are they going to be standalone? The
21 lawsuit that I won last year was trying to have separate
22 units have parking in tandem. That doesn't go. I'd like
23 to have that question asked about it. Are they also
24 going to be standard size? That's another question.

25 I also have found out that although they are asking

1 for apartments, they are reserving the right to turn them
2 into condominiums, and I don't think people know that.
3 And the person who would make a decision about that is
4 the community development director. I don't believe if
5 that's so that should go before the Planning Commission.

6 The loss will be -- no loss, of course of Carl's
7 market at all.

8 Now, I want to tell you about water. The State of
9 California has a water program that would serve 18
10 million people, but right now, it's serving 37 million
11 people. There is not enough water for this state and
12 especially Los Angeles County.

13 Also, the traffic and circulation is hideous in this
14 city, and there's going to be more.

15 Now, I did want to say this is a beautiful product -
16 - project. I like the architecture very much. But
17 another thing I want to know is are they going to have
18 [degreements] if they have to come back every two years
19 if they don't start it, or is this going to be one of the
20 development agreements which I consider a bribe which
21 gives them a long term before they start the project? I
22 would like the Commission to address that with the staff.

23 Thank you very much.

24 **CHAIR YEBER:** Thank you, Ms. Dobrin. [Abby] Hecht,
25 followed by Eric Hecht.

1 **ERIC HECHT:** Hi. My name is Eric Hecht. Abe Hecht
2 will actually go next.

3 **CHAIR YEBER:** Okay.

4 **ERIC HECHT:** I actually represent HMMY Property
5 Management Corporation, and I wanted to just address that
6 as a developer, I do appreciate this project, but as a
7 property manager, from the get-go, I've had many concerns
8 in terms of noise, traffic, in terms of parking.

9 Then I've had several meetings where I sat with
10 Monarch Group and I said, "Listen, we have a 68-unit
11 building. I need you guys to work with us on this,"
12 because clearly as a business owner, I'm going to be
13 losing a lot of money, and clearly my tenants are going
14 to be hit real hard with noise and whatnot, and we have a
15 lot of tenants out there that have been staying with us
16 for the last 20 years with our management company who are
17 enjoying a quiet street, enjoyed not having to deal with
18 a hard parking situation, and now they have to -- a lot
19 of them are going to be forced to move out because they
20 can't deal with the noise during the construction and
21 after the construction because it's going to be a very
22 busy area.

23 Now, as I've said, I have met with Monarch Group to
24 address my issues many times, and they've kept saying
25 they'll work with me on it, they'll work with me on it,

1 but all I heard during all our entire meetings was that
2 they're pretty much can't say anything until things come
3 out, they have to keep waiting till more information
4 comes, and they wouldn't work with us.

5 And I apologize Valerie Sacks did not get the letter
6 out sooner. It came out last week, and we had to comment
7 on it, and we worked on it really hard, but like I said,
8 we're awaiting a response from them. We never really got
9 worked with anything. And now my concerns are a lot
10 stronger considering they said would work with us on it
11 and they have done nothing really to work with us on it.
12 So I just wanted to put that out there.

13 Thank you very much.

14 **CHAIR YEBER:** I think there's a question for you
15 from a commissioner.

16 **COMMISSIONER ALTSCHUL:** Mr. Hecht?

17 **ERIC HECHT:** Please.

18 **COMMISSIONER ALTSCHUL:** Just briefly, in what way
19 did you desire that they work with you that they didn't?

20 **ERIC HECHT:** In what way?

21 **COMMISSIONER ALTSCHUL:** Yes.

22 **ERIC HECHT:** I suggested they either helped
23 financially cover the problems with our tenants because
24 they're going to be covering our walls or anything.
25 That's what I suggested. I suggested -- and at a

1 meeting, I suggested to them that I can even come in as a
2 partner, which he actually got very excited about, and
3 then when I proposed it again, they completely denied it.
4 And I felt like if I had an interest in the property,
5 maybe I could help mitigate the problems.

6 **COMMISSIONER ALTSCHUL:** In other words, what you're
7 saying is that your definition of asking them to work
8 with you is inserting yourself into their financial
9 interests and they didn't do that, correct?

10 **ERIC HECHT:** That's correct. They didn't do that.

11 **COMMISSIONER ALTSCHUL:** Thank you. Thank you.

12 **CHAIR YEGER:** Commissioner Bernstein?

13 **COMMISSIONER BERNSTEIN:** Mr. Hecht, I have another
14 question. Just to clarify something, your property is at
15 Fountain and Sycamore?

16 **ERIC HECHT:** Yes.

17 **COMMISSIONER BERNSTEIN:** So we're considering two
18 items. Right now, we're considering the item at Santa
19 Monica and La Brea, and then we'll be considering a
20 separate item from the applicant nearer to your property.
21 Are you specifically alleging that all these impacts from
22 Santa Monica and La Brea would impact your apartment
23 building at Fountain and Sycamore?

24 **ERIC HECHT:** Absolutely, considering we're Los
25 Angeles and West Hollywood's on the other side, I mean

1 West Hollywood's benefiting a lot, but Los Angeles is
2 really being cut off with these benefits. We're actually
3 being hit with a lot of problems in terms of parking and
4 the traffic between the two projects. I mean what we're
5 dealing with already is a complete big problem in terms
6 of traffic and whatnot, and now we're just being hit
7 harder with this project.

8 And it's a big concern of mine, and I definitely --
9 as a developer I support the project, but I wanted them
10 to work with me a little bit more on this, which I have
11 not seen, and it seems to me that they've been getting --
12 everything they've done in terms of density bonus or
13 housing bonus or parking bonus, they've just done the
14 minimum required and they haven't really sat and
15 communicated to me how they'll work with me. So it
16 doesn't seem to me they'll work with us in the future.

17 **COMMISSIONER ALTSCHUL:** (Inaudible), may I have a
18 follow-up question? I'm sorry.

19 **COMMISSIONER BERNSTEIN:** Go ahead, please.

20 **COMMISSIONER ALTSCHUL:** Other than they're not
21 giving you a piece of the action, did you throw a figure
22 at them as to what you would take?

23 **ERIC HECHT:** I threw a figure at them what I'm
24 losing. I said, "Please work with me to help mitigate
25 these problems." I did not throw anything. I threw an

1 idea to --

2 **COMMISSIONER ALTSCHUL:** But did you make an offer to
3 them to settle this thing that they didn't accept?

4 **ERIC HECHT:** I didn't make any offers. I put
5 considerations out there that they can review and work
6 with me on. Nothing was ever offered.

7 **COMMISSIONER ALTSCHUL:** Nothing was -- nothing was
8 offered?

9 **ERIC HECHT:** Nothing. I communicated to them --

10 **COMMISSIONER ALTSCHUL:** The fact that nothing was
11 ever offered gives rise to your statement that they
12 didn't work with you?

13 **ERIC HECHT:** They didn't work with me to mitigate
14 these problems that I've been having in terms of --

15 **COMMISSIONER ALTSCHUL:** Because of the fact that
16 nothing was ever offered?

17 **ERIC HECHT:** I'm sorry?

18 **COMMISSIONER ALTSCHUL:** I said your statement that
19 they didn't work with you is --

20 **ERIC HECHT:** Nothing came as an offer from them to
21 work with me. That's what I'm saying.

22 **COMMISSIONER ALTSCHUL:** Which leads you to say that
23 they didn't work with you?

24 **ERIC HECHT:** Yes.

25 **COMMISSIONER ALTSCHUL:** Thank you.

1 **ERIC HECHT:** Thank you.

2 **CHAIR YEBER:** Abe Hecht followed by Uzi -- again, I
3 apologize Avnery. Mr. Hecht?

4 **ABE HECHT:** Yes, my name is Abe Hecht. I bought
5 this building in 1994 during the earthquake. We invested
6 a lot of money into this building to make it right and to
7 clean it up and to make it very good for the area.

8 When we talked to them, we told them that, "I worked
9 very hard and I would like you to, when you do your
10 construction, to help us because we're going to lose a
11 lot, we're going to have noise factors, we're going to
12 lose a lot of tenants. What can you propose to help us?"
13 They said they would. They never came up with anything
14 to tell us what they would do to help us. I feel that
15 this will be devastating to my business. I will lose a
16 lot of money during the vacancies that I'll have. With
17 the hard times it is right now, we already have a lot of
18 vacancies as it is. This will create more problems to
19 myself and to my family. We hope we don't lose our
20 business because of this.

21 They promised they'll talk to us and they kept
22 promising and they kept delaying time and time and time
23 until we got to the point where they said they're not
24 going to be able to do anything for us.

25 And this will definitely hurt me, and I need you to

1 somehow communicate with them so they can sit down with
2 us and tell us how they can cause us not to lose so much
3 money that I feel we will lose during this time.

4 Thank you.

5 **CHAIR YEBER:** Mr. Hecht, I have a question. You and
6 Eric Hecht talked about a projected loss of revenue, loss
7 of tenants. Do you know what that projection is, and how
8 did you come to that projection?

9 **ABE HECHT:** I have about 20 apartments facing their
10 side. With the project being built and the views taken
11 away, I will lose a lot of tenants. A lot of old tenants
12 that's been there will not tolerate the noise factor that
13 will be created there.

14 I know from experience having another property in
15 the Kodak area, and I know the devastation that I lost
16 there. I lost a lot of people, residents in that area,
17 and it created a lot of problem for me there, and I'm
18 experienced. This problem is going to happen here, too.

19 My experience shows that, the construction. Now,
20 the other project -- and Kodak did work with us to help
21 us solve -- not to lose so much, which was nice.

22 They're proposing absolutely nothing but problems to
23 us and a lot of vacancies, and that's going to hurt my
24 business a lot. Again, I work very hard for this
25 business to keep it going. I work with my tenants very

1 well, and I feel this is going to cause me a lot of lot
2 of losses.

3 **CHAIR YEBER:** But is it your assumption just because
4 they haven't contacted you about mitigation measures that
5 they're not going to work with you in making sure that --

6 **ABE HECHT:** Well, they haven't up till now. What
7 would happen in the future? I don't hear anything from
8 them saying that they'll sit down and really talk -- how
9 they can help me curb my losses. I just don't see that
10 at this point.

11 **CHAIR YEBER:** Okay.

12 **ABE HECHT:** And I'm scared. I'm really scared.

13 **CHAIR YEBER:** All right. Commissioner Altschul?

14 **COMMISSIONER ALTSCHUL:** I --

15 **ABE HECHT:** And you have to understand that very
16 well. I am very scared.

17 **COMMISSIONER ALTSCHUL:** I understand your concern,
18 Mr. Hecht, but is it your assumption that in our city's
19 zoning code or in our laws that there is a provision for
20 vacancy protection for neighbors or view protection for
21 neighbors?

22 **ABE HECHT:** Am I familiar with this?

23 **COMMISSIONER ALTSCHUL:** No, is that your assumption?
24 Because there isn't. We don't have any --

25 **ABE HECHT:** But this will create a lot of --

1 **COMMISSIONER ALTSCHUL:** May I finish? We don't have
2 view protection for neighbors, and we don't have vacancy
3 protection for landlords when buildings go up in the
4 general vicinity. I don't think they do in the city of
5 Los Angeles either, where your properties seem to be
6 located.

7 So I would suspect that as good neighbors, they will
8 be very considerate during construction in trying to make
9 sure that they do everything they can to make sure that
10 your tenants are not inconvenienced.

11 **ABE HECHT:** I'm worried they won't be because so far
12 during our negotiations, they haven't said anything what
13 they will do to help us. So what would they go forward?
14 Would they do that? I doubt it, too. We have been
15 trying to negotiate and talk with them, and they have not
16 been in favor of helping us.

17 **COMMISSIONER ALTSCHUL:** Thank you.

18 **CHAIR YEBER:** Thank you. Commissioner DeLuccio?

19 **COMMISSIONER DELUCCIO:** Yes, I'm sitting over here.
20 Sir, I have a question, if you want to come back, please.

21 You articulated some concerns. Have your tenants
22 articulated those concerns to you, or are you projecting
23 what will happen?

24 **ABE HECHT:** Some of my tenants have talked to me
25 about that, and they're worried about it.

1 **COMMISSIONER DELUCCIO:** Are they here this evening,
2 any of those tenants?

3 **ABE HECHT:** No, they are not.

4 **COMMISSIONER DELUCCIO:** They're not here this
5 evening?

6 **ABE HECHT:** No, they're not.

7 **COMMISSIONER DELUCCIO:** Have you actually read the
8 documentation that's been presented to us this evening?
9 There is a resolution that is before us with some
10 conditions in it, conditions that would potentially --
11 the conditions -- if I was to approve something this
12 evening, there need to be conditions which are in a
13 resolution that would mitigate the impacts that you are
14 describing. Have you read the resolution?

15 **ABE HECHT:** I'm afraid I did not, sir.

16 **COMMISSIONER DELUCCIO:** Okay, thank you.

17 **CHAIR YEBER:** Thank you very much.

18 Victor Omelczenko, followed by Shawn Saeed, who will
19 be our last speaker. Oh, I'm sorry, wait a minute. I
20 lost your slip. Do you want to speak after?

21 **UZI AVNERY:** Good evening. My name is Uzi Avnery.
22 I'm a resident of the City of West Hollywood, and I own
23 commercial property very close to this site right here.

24 I couldn't ask for a better neighbor than these. I
25 just want them to build this building. It's a beautiful

1 building, beautiful design. Just love it and love those
2 colors, the yellow and blue. Thank you.

3 **CHAIR YEBER:** Thank you. Victor, sorry about that,
4 and thank you, followed by Shawn Saeed, who will be our
5 last speaker.

6 **VICTOR OMELCZENKO:** I'm Victor Omelczenko, a
7 resident of West Hollywood, and here it is, the
8 continuing revitalization of our eastern gateway to the
9 city, and I generally like this project, but I do have
10 some concerns.

11 You know, folks, as we look into our new general
12 plan, where do we want to be 25 years from now, I look
13 and I know this is an emotional issue with people, but
14 when I look at the architecture, I'm less -- I'm not
15 overwhelmed by it. I'm not overwhelmed by the
16 rectangularness of it, the boxiness of it.

17 If you look at the building that's sort of towards
18 the up -- down Santa Monica closer to Detroit Street, it
19 looks kind of stark. The corner looks good, but the
20 starkness. Like I wonder, couldn't there be other shapes
21 like Vs or upside down Vs or a porthole or windows on the
22 sides, sort of like the art modern windows?

23 I'm just wondering whether 25 years from now as
24 people come from the east into the city whether they will
25 find this the kind of stellar exemplary architecture that

1 we like to approve here, but I haven't really heard those
2 words, that it's stellar and exemplary.

3 And yet when -- I know things are a compromise, and
4 so when you look at this project, we are getting the
5 affordable units, the 149 new residential apartments, and
6 the 38 affordable units, and there's more open space,
7 it's pedestrian friendly, it is replacing a blighted area
8 now. So, overall, I think this project is a go. I just
9 wish it had a little bit more distinction in its
10 architectural rendering. Will we be wowed by this 25
11 years from now?

12 And following up on Mr. Levin's comment, I'm of
13 Ukrainian background. I like the yellow and blue.
14 (Speaking foreign language). Thank you.

15 **CHAIR YEBER:** Thank you, Mr. Omelczenko.

16 Shawn Saeed is our final speaker on this item.
17 Shawn? Well, seeing none, I guess, Victor, you were our
18 last speaker.

19 So Mr. Seymour and company, you have five minutes to
20 rebut any discussion points that were brought up tonight
21 and --

22 **JEFF SEYMOUR:** Thank you, Mr. Chairman.

23 **CHAIR YEBER:** -- and maybe even speak to some of the
24 issues or the questions that the commissioners brought up
25 with some of the speakers.

1 **JEFF SEYMOUR:** Mr. Steres, our counsel, will be
2 speaking on rebuttal.

3 **CHAIR YEBER:** Great. Thank you.

4 **MARK STERES:** Good evening. I'm Mark Steres. I
5 reside in Calabasas, and I am the attorney for the
6 applicant. I'm going to keep my remarks fairly short and
7 respond mostly to the comments you've heard tonight from
8 Valerie Sacks, who represents the Hechts, and the Hechts
9 are the HMMY entity that has the building that's behind
10 our project that's at La Brea and Fountain. It's not
11 this project, and I think your questions were well suited
12 of why they have the concerns with this project impacting
13 their tenants, especially the 20 units they were saying
14 that face La Brea. They're not going to see this
15 project. They're not going to hear this project.
16 They're not going to be impacted by this project.

17 Ms. Sacks made comments both tonight and then
18 submitted letters to you today. She also made on behalf
19 of HMMY extensive comments to the draft EIR. And her
20 comments in the letter today and her comments tonight are
21 essentially a rehash of her previous comments to the
22 draft EIR, and the final EIR provides proper responses to
23 those comments all in compliance with [SEQUA].

24 Your EIR consultant and your transportation staff
25 are here. They're fully prepared to respond to any

1 specific claims that were raised by Valerie Sacks if you
2 have any questions in that regard.

3 But note that the potential traffic impacts, the
4 parking impacts, the noise impacts have been thoroughly
5 and reasonably analyzed and discussed, and the mitigation
6 measures, where appropriate and feasible, have been
7 imposed through this process. The impacts that have been
8 found have been found to short-term construction noise,
9 and there are been some impacts to a few intersections --
10 been identified in the EIR.

11 This is all well and good and expected in a highly
12 urbanized environment, and there are overriding benefits
13 that are self-evident with this project. You've heard
14 the overwhelming enthusiasm from the east side to the
15 benefits of this project.

16 In the long term, this project is exactly what the
17 city envisioned and planned for. It will be an asset to
18 the city once it's built.

19 I did want to just briefly comment on this
20 questioner about retail. If you look at the site plan of
21 this project, all the retail is completely maxed out
22 facing Santa Monica and La Brea, and so I think this
23 project has done a good job in bringing retail where it
24 belongs, which is facing Santa Monica and La Brea.

25 The existing site has a few buildings that face

1 Santa Monica and has Carl's Jr. The rest of that square
2 footage is accessed through Detroit and would never be
3 utilized as effective retail. It's behind other
4 buildings.

5 We urge you to support this project, and we urge you
6 to adopt the resolutions that have been presented.

7 Thank you.

8 **CHAIR YEBER:** Thank you. Are there any questions of
9 the applicant, any final questions?

10 Okay, so if there's no opposition, I'm going to
11 close the public hearing and open discussion among the
12 Commission. I'll start with on this side --

13 **UNIDENTIFIED SPEAKER:** (Inaudible).

14 **CHAIR YEBER:** Yes?

15 **COMMISSIONER DELUCCIO:** I will be happy to go first.

16 **CHAIR YEBER:** (Inaudible) DeLuccio.

17 **COMMISSIONER DELUCCIO:** But I actually love yellow
18 and blue colors. I want to go on the record and say
19 that. I've been won over.

20 Just one thing, actually. The Swiss Pearl
21 materials, is that a condition? I'm stealing your
22 thunder, Joseph. Is that a condition in there about the
23 Swiss Pearl materials?

24 **FRANCISCO CONTRERAS:** There's not a specific
25 condition except that the material sample over the

1 material will be approved by the director once it comes -
2 -

3 **COMMISSIONER DELUCCIO:** If we were to move this to
4 this evening's resolution, I'd like to see that in there,
5 that they are going to be using the Swiss Pearl materials
6 because I think that makes all the difference in the
7 world.

8 I actually like the balance of the residential
9 versus the commercial. Actually, I think having more
10 residential will generate less traffic trips, if I'm not
11 mistaken. Commercial will bring more traffic.

12 I also like the needed retail and affordable housing
13 that it's going to be bringing to the city, and I think
14 it's just totally outstanding all the combined open space
15 that will be there. And I know that -- and I like the
16 heights of the building. The height is just right. I
17 wasn't a big supporter of the Casden property because of
18 the height, and I think this is just a great addition to
19 the Gateway project, and this will be your own little
20 east side urban village. So I'm totally in support of
21 this project this evening.

22 **CHAIR YEBER:** Okay. Is there -- Sue Buckner, a
23 discussion? And I'd ask, too, if we could hold off --
24 allow discussion a little bit before someone wants to
25 throw a motion just because I'd like to hear what

1 everyone has to say.

2 **COMMISSIONER BUCKNER:** Sure. Okay, thank you.

3 I sort of had the same reaction to the yellow and
4 blue, but I'm won over, as well, and I'd rather it be
5 yellow and blue than red and yellow since I'm a
6 University of California person.

7 But I do think that -- first of all, I want to
8 congratulate the applicant for spending as much time
9 listening to the residents of the east side and really
10 bringing forth a project that I think is going to be --
11 I'm going to use the word stellar because I really do
12 think it's going to make that kind of impact on the east
13 side.

14 I think that whenever there's any construction in an
15 urban area, we're going to have significant impacts.
16 It's just what it is. It's temporary, and frankly, I
17 believe that once this project is up, it's going to
18 benefit all of the people around there, the current
19 businesses and so forth, so they'll have to put up with
20 some inconveniences in the short run to get some
21 incredible benefits in the long run, and that's just
22 nature of this kind of a project.

23 I feel that it's going to make a major impact, and I
24 can't -- I'm really looking forward to seeing what it's
25 going to look like when it's up there, and I hope it

1 looks like the renderings and the model that we're
2 looking at because I think it's going to be quite an
3 amazing project and certainly a lot better than what's
4 existing in that area right now. It's really an eyesore.
5 Thank you.

6 **CHAIR YEBER:** Thank you. Commissioner Bernstein?

7 **COMMISSIONER BERNSTEIN:** My family's from Belarus,
8 and the flag colors would be red and green, so unless we
9 wanted a building that looked like a Christmas tree, I
10 think probably this is a better way to go, and thank you
11 for the Ukrainian lesson and dialogue.

12 Frankly, in the time that I've been on the
13 commission, I have never felt so strongly that the public
14 is just dying for us to approve something and, therefore,
15 it is very pleasant to be in accord with the majority of
16 the public.

17 I would like to say briefly that my business is
18 property management, and I can understand the Hechts'
19 concern about the impacts of the development on their
20 property, although I think really what they were talking
21 about is primarily the Fountain property. But since they
22 are from Los Angeles and since this is an opportunity to
23 vent for just a moment, last year in the City of Los
24 Angeles next to a building that I have a substantial
25 interest in, a six-story building was approved not only

1 without an EIR but without a public hearing, and that is
2 simply what they do in Los Angeles from time to time.
3 And I think while it's important for everyone to have an
4 opportunity to bring their concerns to a public forum,
5 you have to have a public forum in order to bring your
6 concerns. And the West Hollywood process, the PAC
7 meetings, the design review meetings, the EIR, the
8 hearing that we have tonight, the hearing for this that
9 will take place at Council is extraordinarily thorough,
10 and I just feel very strongly that while it's important
11 that everyone have an opportunity to say what they want
12 to say that we should be proud of our process because we
13 really give a great deal of opportunity for everyone to
14 have a voice and not to give away the ending, but when we
15 get to the Fountain project next, because I was part of
16 the design review process, that building was, in fact, in
17 part redesigned based on their input.

18 So while I understand their concerns, I think that
19 our process here has produced a very strong application,
20 and I will be pleased to support it.

21 **CHAIR YEBER:** Thank you. John Altschul?

22 **COMMISSIONER ALTSCHUL:** I agree. I think it's a
23 very good project. The blue and the yellow is almost all
24 right. If the yellow could be a little bit more gold,
25 because I'm from UCLA, that would be more to my liking.

1 But, you know, you take it the way you get it.

2 With respect to the commercial, I would hope that
3 some consideration be given by future projects that there
4 be at least an equal trade-off. I don't buy the idea
5 that commercial occupying the entire street level or as
6 much of the street level as previously was zoned for
7 commercial or retail shouldn't be met. Casden cut it
8 down by a third, and I wasn't thrilled with that. This
9 project is cutting it down by about a third, and I'm not
10 thrilled with that.

11 And I believe Jeanne said that she thought that they
12 would reserve the right to convert it to tentative tract
13 maps, and my understanding was that only the commercial
14 is reserved for that change. Is that not correct?

15 **CHAIR YEBER:** It's not correct.

16 **COMMISSIONER ALTSCHUL:** The whole thing is reserved
17 for tentative tract?

18 **FRANCISCO CONTRERAS:** Correct. It'll have
19 commercial and residential.

20 **COMMISSIONER ALTSCHUL:** The commercial and
21 residential could be--?

22 **FRANCISCO CONTRERAS:** Will be -- the commercial will
23 be subdivided into condominiums and potential for future
24 residential condos, correct.

25 **COMMISSIONER ALTSCHUL:** Converted potential for

1 future resident -- well, I would suggest that there be a
2 Planning Committee -- Commission review of those
3 conversions rather than a directors' review of those
4 conversions, and I would add that as an amendment to any
5 motion that encompassed the right staff-recommended
6 motion.

7 Thank you for pointing that out, Jeanne.

8 I think it's a go. If it's underparked, it's their
9 problem. It's parked to what they're allowed to get it
10 parked under the code and under the bonuses that are
11 allowed them under the various state laws. So if they
12 can't rent it with one parking space per one bedroom, I'm
13 sure they couldn't really sell it very easily with one
14 parking space per one bedroom, so the rents will have to
15 come down so people will be able to get it at a bargain.
16 I still think it's a good project.

17 **CHAIR YEBER:** Commissioner Guardarrama?

18 **VICE-CHAIR GUARDARRAMA:** I'm generally very
19 supportive of this project. I was on the design review
20 subcommittee when it came before us.

21 There's one thing about the architecture of this
22 building that sort of still gives me pause, and that is
23 the corner, especially at the first level and going up.
24 I'm not sure if that's sort of gateway we'd want to have
25 juxtaposed to the Best Buy/Target gateway across the

1 street.

2 But I'm very supportive of the affordable housing.
3 I'm very supportive of rejuvenating this blighted corner
4 and the project in general. So if I were to support this
5 project tonight, I'd want to send it back to design
6 review for just one more go-around and see if there's
7 something we can't do about that one particular section.

8 And one more thing. Donald was talking about
9 conditioning the material, the Swiss Pearl material. I
10 think that if we do go forward with something like that,
11 we should say, "Swiss Pearl or another equivalent
12 material," because I guess Swiss Pearl is some sort of
13 brand name, and generic might be fine.

14 And I guess the way we would do that would be by
15 saying that if they do change that particular material
16 for the exterior, that it becomes an automatic major
17 design change and comes back to the full commission
18 because I know what the procedure is, that it goes to
19 design review, and design review decides whether it's a
20 major change or not. And then so we're totally bypassing
21 that and saying that if they change that, it comes back
22 to the Commission.

23 **COMMISSIONER DELUCCIO:** I have a question, Marc.

24 **CHAIR YEBER:** Yes, go ahead.

25 **COMMISSIONER DELUCCIO:** (Inaudible) a question

1 (inaudible). Sorry.

2 This evening, we're making a recommendation to
3 counsel, and part of the recommendation is a tentative
4 tract map. So if ultimately the Council approves all
5 this, then the tentative tract map is a given, isn't it?
6 If they decide to convert in the future, there's no
7 review process, right?

8 **FRANCISCO CONTRERAS:** That's correct. The only
9 review process would be through the section of the code
10 with regards to condominium conversions, so when you take
11 rentals and convert them to condominiums, which is
12 basically a review of the general development standards,
13 which they're meeting since we're approving it or could
14 be approving it tonight, and so there's other certain
15 little findings, but it's really through a review through
16 the director and not through the planning --

17 **COMMISSIONER DELUCCIO:** But we can we put an
18 addition that it would come to the Commission -- if they
19 were going to convert from residential to condominium,
20 that we, that the Commission, has an opportunity to
21 review those standards?

22 **FRANCISCO CONTRERAS:** We can condition that as part
23 of the approval, that's correct.

24 **COMMISSIONER DELUCCIO:** Yes, that's just my --

25 **FRANCISCO CONTRERAS:** Okay.

1 **COMMISSIONER DELUCCIO:** Go ahead.

2 **COMMISSIONER ALTSCHUL:** We could also take out the
3 automatic right to convert and just let them just apply
4 for a tentative tract map when they want to.

5 **COMMISSIONER DELUCCIO:** Can I ask one more question?
6 Yes, that's a possibility, too.

7 However, again, if we were to recommend this to
8 Council and they approve it, they can decide to not even
9 do residential. They can go then right to condominiums,
10 and then they wouldn't have to have another review at the
11 staff level, correct?

12 **FRANCISCO CONTRERAS:** So right now, all of the
13 project description throughout the entire proposal is for
14 rental units, so they would have to basically change
15 their project description to condominiums before they get
16 to the City Council if they wanted to do that.

17 **COMMISSIONER DELUCCIO:** But once it went to City
18 Council and then they're -- then they're getting
19 approvals more for residential right now?

20 **FRANCISCO CONTRERAS:** I can explain a little bit why
21 they're even going that route. The fire department does
22 have slightly different conditions of approval for
23 apartments than they do for condominiums, so I think
24 they're thinking sort of more long-term if in the future
25 -- who knows how many years down the line -- if they

1 decide to actually convert to condos, they would have to
2 spend a lot of time, a lot of money actually doing some
3 upgrades to the actual facility that they wouldn't have
4 been required to incorporate if they were rentals. So I
5 think that's kind of, I think, their thinking.

6 **COMMISSIONER DELUCCIO:** So let me ask this question
7 to understand, and I know Commissioner Altschul has
8 another thought on this.

9 Okay, so if they ultimately get the approvals and
10 the tentative tract map is in there and they decide not
11 to do residential but when they're going for their
12 financing or something and they decide to go condominium
13 instead, it would have to come back to staff for a
14 review?

15 **FRANCISCO CONTRERAS:** That's correct. It would have
16 to go through -- to the condominium conversion process.

17 **COMMISSIONER DELUCCIO:** Gotcha, whether it ever --
18 before it even got built, if they decided to do
19 condominiums?

20 **FRANCISCO CONTRERAS:** Yes, in fact, I think if it
21 ever -- correct -- if it ever got sold as condominiums.

22 **COMMISSIONER DELUCCIO:** They don't have to come back
23 for review at your level --

24 **FRANCISCO CONTRERAS:** Correct.

25 **COMMISSIONER DELUCCIO:** -- before they even got the

1 map?

2 **FRANCISCO CONTRERAS:** They would have the map.
3 Before they can actually sell them as condominiums, they
4 would have to come through the department.

5 **COMMISSIONER DELUCCIO:** Gotcha. So there would be
6 an opportunity to bring it to the commission again?

7 **FRANCISCO CONTRERAS:** There would be if they were to
8 do commercial condos. I'm sorry --

9 **COMMISSIONER DELUCCIO:** Residential condos.

10 **FRANCISCO CONTRERAS:** -- residential condos. So we
11 can have a condition that states, if this project in the
12 future were to convert to condos, it shall first be
13 reviewed by the Planning Commission versus city staff or
14 the director.

15 **COMMISSIONER DELUCCIO:** Okay. Thank you.

16 **CHAIR YEBER:** Thank you. Commissioner Altschul?

17 **COMMISSIONER ALTSCHUL:** Yes, I believe I recall
18 hearing the applicant state at one point or another that
19 they only build rental properties and they don't sell
20 them and they keep them all and they rent them forever.

21 So I would think that it would certainly be
22 appropriate to take out that automatic right to convert,
23 and if they eventually do want to, this probably would be
24 a first for them because they've never, according to what
25 I've heard, done it before. So I think we should take it

1 out.

2 **COMMISSIONER DELUCCIO:** But on the -- we're talking
3 about taking it on the residential portion but then leave
4 it in under the commercial section?

5 **COMMISSIONER ALTSCHUL:** Leave it on the commercial.

6 **COMMISSIONER DELUCCIO:** Gotcha. Okay, thank you.

7 **CHAIR YEBER:** Okay, just a question for staff to
8 clear up the parking issue, Francisco. It was stated by
9 a couple of speakers about parking and the perceived
10 shortage that this is not parked to our standards. Isn't
11 there a mixed-use component or average parking
12 requirement that's applied to this project, as opposed to
13 a strict residential?

14 **FRANCISCO CONTRERAS:** I think the only difference
15 with regards to this project is because of the affordable
16 housing component that's incorporated per our affordable
17 housing ordinance and SB-18, the state senate bill, you
18 can actually reduce the amount of parking for the
19 residential components in order to basically make the
20 project possible or feasible. So it's only a reduction
21 within the residential component, not the mixed-use
22 portion -- not the commercial portion, sorry.

23 **CHAIR YEBER:** And that reduction is coming from the
24 affordable housing component only?

25 **FRANCISCO CONTRERAS:** That's correct.

1 **CHAIR YEBER:** No other bonus or incentive?

2 **FRANCISCO CONTRERAS:** That's correct, right.

3 **CHAIR YEBER:** Okay. And then, lastly, I didn't see
4 in the conditions, and I didn't notice in previous
5 conditions, do we condition projects especially of this
6 size that there are public bike racks in the -- I guess
7 it would be the public right-of-way or is it on the
8 private property?

9 No, not private locker -- I mean I saw the private
10 bike lockers. I didn't see ones that were if you're just
11 traveling by bike to the -- like a bike rack.

12 **FRANCISCO CONTRERAS:** There are conditions in there
13 for bike racks for the commercial component so those are
14 distributed sort of like throughout some of the
15 commercial parking spaces and throughout the project, as
16 well.

17 **CHAIR YEBER:** Okay, great.

18 **FRANCISCO CONTRERAS:** So those are in there.

19 **CHAIR YEBER:** So my opinion, I, too, feel the
20 project is a pretty good project. I'm glad to see a
21 project of this nature occurring on the east side. It's
22 good architecturally. I don't find it as strong from an
23 urban design standpoint, and I agree with some of the
24 comments made.

25 And, actually, my thoughts were totally aligned with

1 Mr. Omelczenko tonight in terms of it's good but it's not
2 stellar, and specifically, I am concerned about the
3 corner at Santa Monica and La Brea, the one that we're
4 looking at right there. I sort of feel like that does
5 not read to me as a gateway, and it certainly doesn't
6 respond to the move that was made across the street in
7 the Gateway shopping plaza that's adjacent to this
8 project.

9 And I would like to see more of a move there for
10 several reasons so that it does respond as an actual
11 gateway and does respond to that, and maybe this is
12 something that staff could work on because we obviously
13 have two other corners that have yet to be developed so
14 that that really becomes a de facto entryway and it reads
15 as an entryway, as opposed to this building could be on
16 any block along Santa Monica or on -- in La Brea.

17 And I don't see the public open space that speaks to
18 a gateway kind of move, and that leads me to the other
19 issues of the two -- this particular corner, as opposed
20 to the other three corners, has two sides that have MTA
21 bus stops. The La Brea currently has two bus stops.
22 It's heavily used. And the Santa Monica one has one, and
23 it will probably have a second, and because it has a
24 rapid bus on that line.

25 And I sort of feel like there hasn't been any

1 response or response to that particular condition. I was
2 asking earlier the architect about the top three
3 restraints, and for me, the restraints aren't trying to
4 fit program on a particular site or parking; the
5 restraints are the traffic conditions, the pedestrian
6 conditions, the public transit and responding to that in
7 a very meaningful and effective way. So I would like to
8 see -- I really would like to see -- re-look at that
9 particular corner.

10 Also, from an urban design standpoint, I sort of
11 feel like this project should be setting the tone for
12 good urban streets in West Hollywood, and I'm not sure it
13 does that just yet. I had posed that question, and the
14 response was about the mix of retail, and retail can only
15 go so far and materiality and color can only go so far,
16 and I think it has to do with other activities, other
17 amenities.

18 In one of the conditions that speaks to pedestrian
19 furniture and landscaping and so forth, and I see the
20 landscaping, but I don't see anything else. And so I
21 just -- I would like to see almost a mirror of activity
22 and energy that's going on on the Gateway Plaza as we see
23 it on that side for this project.

24 The other thing is I would like to see -- I agree
25 with Commissioner Guardarrama that I would like to see

1 this come back to design review to work out these issues.

2 The other problem I had was the delivery zone on the
3 Detroit side. I'm not sure why it's splitting up the two
4 work/live or three work/live buildings and why it doesn't
5 just push it to the north side and have a straight run.
6 I sort of feel like that's an awkward turn and it's kind
7 of a funny move from a traffic movement standpoint, and
8 I'd like someone -- I'd like to see if that could be re-
9 looked at.

10 And then, finally, a condition that I want to add,
11 and we talked about this in the past, is coordinating,
12 making sure that the applicant and the architect are
13 coordinating with all the public utility agencies and the
14 fire department to appropriately place all the fixtures -
15 - we're talking about standpipes, electric utility boxes
16 -- so that they do not interfere with the public right-
17 of-way or public plaza aspect or public amenity.

18 We've seen a lot of projects come up recently that
19 we've been surprised that big old standpipe is right
20 there, right in the middle of the building, or in the
21 case of the Havenhurst Pocket Park, a utility box was
22 placed right in the middle of the public park, right at
23 the entry of the Pocket Park.

24 So I'd like to make sure there's some sort of
25 coordination and that they have that addressed upfront

1 and they're not surprised at the back end.

2 So with that, would someone like to make a motion or
3 try to assemble with all the different conditions?

4 **COMMISSIONER ALTSCHUL:** I'll try. I'll try.

5 **CHAIR YEBER:** Okay, it's your soapbox.

6 **COMMISSIONER ALTSCHUL:** Move the staff
7 recommendation resolution #1, resolution of the Planning
8 Commission recommending that the City Council certify the
9 final Environmental Impact Report, adopt a Mitigation,
10 Monitoring and Reporting program, and adopt the Statement
11 of Overriding Considerations for the Santa Monica and La
12 Brea mixed-use project located at 7113-7125 Santa Monica
13 Boulevard and 1122 North Detroit and 1111 North La Brea
14 Avenue, West Hollywood, California, exactly as it's
15 worded.

16 **CHAIR YEBER:** Okay, so this is just --

17 **COMMISSIONER ALTSCHUL:** That's just regarding the
18 EIR and the Statement of Overriding Considerations.

19 **COMMISSIONER DELUCCIO:** And I'll second that.

20 **UNIDENTIFIED SPEAKER:** Are we voting separately?

21 **CHAIR YEBER:** Yes.

22 **COMMISSIONER DELUCCIO:** I'll second that.

23 **COMMISSIONER ALTSCHUL:** Shall we vote separately on
24 that?

25 **CHAIR YEBER:** That's great because there's three

1 items within -- three components with that.

2 **COMMISSIONER ALTSCHUL:** And Donald seconded it.

3 **CHAIR YEBER:** Okay. Do I have any discussion on
4 that?

5 **UNIDENTIFIED SPEAKER:** No.

6 **CHAIR YEBER:** With that, can I have a roll call?

7 **DAVID GILLIG:** Commissioner Altschul?

8 **COMMISSIONER ALTSCHUL:** Yes.

9 **DAVID GILLIG:** Commissioner DeLuccio?

10 **COMMISSIONER DELUCCIO:** Yes.

11 **DAVID GILLIG:** Commissioner Bernstein?

12 **COMMISSIONER BERNSTEIN:** Aye.

13 **DAVID GILLIG:** Commissioner Buckner?

14 **COMMISSIONER BUCKNER:** Yes.

15 **DAVID GILLIG:** Vice-Chair Guardarrama?

16 **VICE-CHAIR GUARDARRAMA:** Yes.

17 **DAVID GILLIG:** Chair Yeber?

18 **CHAIR YEBER:** Yes.

19 **DAVID GILLIG:** Motion carries, unanimous, one
20 recusal.

21 **CHAIR YEBER:** Thank you.

22 So now we'll move on to the actual --

23 **COMMISSIONER ALTSCHUL:** The actual entitlement?

24 **CHAIR YEBER:** Now, also remember, this is a
25 recommendation because it still has to go to Council

1 because of --

2 **COMMISSIONER ALTSCHUL:** That's part of the language.

3 **CHAIR YEBER:** Right, okay.

4 **COMMISSIONER ALTSCHUL:** Draft -- resolution number
5 two, a recommendation of the Planning Commission to the
6 City Council approving a General Plan Amendment Number
7 2009-03, Zone Map Amendment 2009-06, Demolition Permit
8 2008-23, Demolition Permit 2008-37, taking out the
9 tentative tract map language with the exception of
10 including tentative tract map language for the ground-
11 level -- for the street-level commercial footage to
12 demolish all commercial structures and associated surface
13 parking lots on four parcels with the construction of a
14 six-story building containing 184 residential rental
15 units, including 37 affordable inclusionary units, 13,350
16 square feet of ground level retail and restaurant uses,
17 24,380 square feet of open space, and ground-level and
18 subterranean parking containing 304 parking spaces for
19 the Santa Monica and La Brea mixed use project located at
20 7113-7125 Santa Monica Boulevard, 1122 North Detroit, and
21 1111 North La Brea Avenue, West Hollywood, California;
22 further conditioned that the Materials Board has
23 presented at the Commission hearing materials identified
24 as Swiss Pearl or its equivalent be used in this project;
25 further that the project go back to Design Review

1 Committee for examination and perhaps revision of -- help
2 me -- the --

3 **CHAIR YEBER:** The southeast corner of the building
4 to incorporate a move that would be more in line with or
5 respond to the Gateway project across the street.
6 Actually, Christi, why don't you help me here with the
7 language on that.

8 **CHRISTI HOGIN:** Are we just sending this to design
9 review to make suggestions for what the architect would
10 voluntarily do?

11 **CHAIR YEBER:** Yes, why don't we just say -- I mean
12 the motion to say back to Design Review, and then we can
13 discuss looking at X, Y, Z on design review.

14 **CHRISTI HOGIN:** Okay, so we're going to --
15 everything Commissioner Altschul said plus to refer the
16 design back to Design Review Committee for consideration
17 for changes on the southeast corner.

18 **CHAIR YEBER:** Southeast corner and looking again at
19 the -- if the commissioners agree -- the delivery
20 strategy or the delivery truck strategy that's on
21 Detroit. Do I -- is there any -- is there a consensus on
22 that?

23 **COMMISSIONER ALTSCHUL:** I think that's fine.

24 **CHAIR YEBER:** Okay.

25 **COMMISSIONER ALTSCHUL:** And I would incorporate that

1 as part of the motion, and that is the motion. Is there
2 a second?

3 **CHAIR YEBER:** And then the third thing on the design
4 review was looking at the urban -- the public right-of-
5 way and the urban design aspect or the street aspect of
6 the project.

7 **FRANCISCO CONTRERAS:** With regard to public -- park
8 services and --?

9 **CHAIR YEBER:** With regard to -- yes, with regard to
10 that plaza, that open space, public open space condition.

11 **FRANCISCO CONTRERAS:** Okay.

12 **CHAIR YEBER:** Does that -- you guys are kind of
13 scratching your heads.

14 **CHRISTI HOGIN:** Only because we're only -- with all
15 due respect, we're just hearing it from the Chair, so
16 we're waiting for the wagon heads one direction or
17 another for --

18 **UNIDENTIFIED SPEAKER:** (Inaudible).

19 **CHRISTI HOGIN:** -- a couple of other commissioners
20 to know that --

21 **VICE-CHAIR GUARDARRAMA:** (Inaudible), I'll second
22 the motion.

23 **CHRISTI HOGIN:** Okay, that's what our looks are
24 about.

25 **CHAIR YEBER:** Okay.

1 **VICE-CHAIR GUARDARRAMA:** I'll second the motion.

2 **COMMISSIONER DELUCCIO:** Marc,

3 **CHAIR YEBER:** is that clear?

4 **COMMISSIONER DELUCCIO:** Your utilities are in there?

5 **CHAIR YEBER:** Well, that will be a condition. That
6 will actually be a condition. It's part of the
7 resolution.

8 **COMMISSIONER DELUCCIO:** Well, all these are
9 conditions.

10 **CHAIR YEBER:** Okay.

11 **COMMISSIONER DELUCCIO:** It's my opinion that we --

12 **CHAIR YEBER:** Okay, did we miss anything? Have we
13 missed anything else?

14 **COMMISSIONER DELUCCIO:** No, just the utilities.

15 **CHAIR YEBER:** Okay, so the last thing is we're
16 coordinating with the public utility agencies and the
17 fire department in regards to utility boxes, phone boxes,
18 standpipes to incorporate and place these fixtures so
19 they do not interfere with the aesthetic or public
20 amenity that this building is trying to --

21 **COMMISSIONER ALTSCHUL:** As usually stated before --
22 as stated before.

23 **CHAIR YEBER:** Yes, yes, gotcha. All right. Are we
24 clear? Should someone read that -- without reading the
25 first portion or maybe surmise this before we actually do

1 a roll call?

2 **COMMISSIONER ALTSCHUL:** Well, if you read the
3 motion, it's extracting the tentative tract map language
4 except for the commercial. It's exactly as it is written
5 with the addition of the instructions or the
6 recommendations, the dicta, as Christi would call it,
7 with regard to the Design Review Committee.

8 **CHRISTI HOGIN:** Adding of the material on board?

9 **COMMISSIONER ALTSCHUL:** And the material condition.

10 **CHRISTI HOGIN:** And the utility --

11 **CHAIR YEBER:** Utility and the design review, right.

12 **CHRISTI HOGIN:** Right.

13 **COMMISSIONER ALTSCHUL:** Yes, that summarizes it.

14 Did somebody second?

15 **VICE-CHAIR GUARDARRAMA:** Second.

16 **CHRISTI HOGIN:** Does everyone understand what it is?

17 The motion is to [improve] the project, no residential
18 condominium automatic, commercial condominium stays in,
19 material board unless it comes back to you, the design
20 review is going to look at the southeast corner and the
21 relationship with the property across the street, and
22 we're going to get a plan on the utilities where they'll
23 place the boxes and whatever else they need.

24 **CHAIR YEBER:** Right, coordinate, just simple
25 coordination in advance.

1 **CHRISTI HOGIN:** Right. And we all understand that
2 this is all going in the form of recommendation to the
3 City Council?

4 **CHAIR YEBER:** Right.

5 **COMMISSIONER ALTSCHUL:** And that would be a bring-
6 back resolution?

7 **UNIDENTIFIED SPEAKER:** (Inaudible - microphone
8 inaccessible).

9 **CHAIR YEBER:** I think we're good.

10 **COMMISSIONER ALTSCHUL:** We're good?

11 **CHAIR YEBER:** Yes, um-hmm.

12 **COMMISSIONER ALTSCHUL:** Okay.

13 **COMMISSIONER DELUCCIO:** I didn't hear Marc's things
14 in there, now, Marc, your couple little things that we're
15 missing.

16 **CHAIR YEBER:** Such as?

17 **COMMISSIONER DELUCCIO:** About re-looking the
18 configuration of the parking?

19 **CHAIR YEBER:** Just that -- you know, it's in there
20 with design review.

21 **CHRISTI HOGIN:** We use the shorthand of design
22 review. They'll look at the delivery and the --

23 **CHAIR YEBER:** The public spaces, meaning the
24 sidewalks, the two sidewalks along La Brea and Santa
25 Monica and the corner so that it becomes a better gateway

1 move.

2 So with that, does everyone understand that, the
3 motion that's on the table? Okay, David?

4 **DAVID GILLIG:** Commission Altschul?

5 **COMMISSIONER ALTSCHUL:** Yes.

6 **DAVID GILLIG:** Vice Chair Guardarrama?

7 **VICE-CHAIR GUARDARRAMA:** Yes.

8 **DAVID GILLIG:** Commissioner Bernstein?

9 **COMMISSIONER BERNSTEIN:** Yes.

10 **DAVID GILLIG:** Commissioner Buckner?

11 **COMMISSIONER BUCKNER:** Yes.

12 **DAVID GILLIG:** Commissioner DeLuccio?

13 **COMMISSIONER DELUCCIO:** Yes.

14 **DAVID GILLIG:** Chair Yeber?

15 **CHAIR YEBER:** Yes.

16 **DAVID GILLIG:** Motion carries unanimous, one
17 refusal.

18 **CHAIR YEBER:** And we'll take a five-minute break.

19 *(Short break taken)*

20 **CHAIR YEBER:** Again, the staff planner is Francisco.

21 **FRANCISCO CONTRERAS:** Thank you, Mr. Chair, and good
22 evening again, Commissioners.

23 So the proposed Monarch at Fountain and La Brea
24 project involves the redevelopment of the approximately
25 1.6-acre property located at the southeast corner of La

1 Brea Avenue and Fountain. The existing John's
2 Marketplace, which you see up on the screen, and
3 furniture retail structures, vacant lot, and surface
4 parking will be replaced with a six-story building.

5 Now, this building will include 187 residential
6 units, including 38 affordable inclusionary units. A
7 little bit -- approximately 19,600 square feet of ground-
8 level retail and restaurant uses, about 28,000 square
9 feet of open space, as well as a ground-level and
10 subterranean parking containing 364 parking spaces.

11 Likewise, as in the previous project, the applicant
12 is requesting approval of a tract map that would permit
13 the subdivision of the four commercial tenant spaces on
14 the ground level and so that they may retain the
15 possibility to convert the rental units to condominiums
16 in the future.

17 Now, because the proposed project provides 38
18 affordable units on site, it is eligible for a 25%
19 density or FAR bonus and two concessions.

20 The applicant is seeking two concessions, one of
21 them being an additional story not to exceed 10 feet in
22 project height, and it's also seeking a concession from
23 the private open space requirement for 80 of the proposed
24 rental units.

25 Similar to the other project, in order to offset the

1 lack of private open space in these units, the project
2 proposes large, well-developed, high-functioning common
3 open spaces throughout various locations with varied
4 amenities that the residents can take advantage of.
5 These would be much bigger spaces and more versatile than
6 some of the private spaces within some of these
7 individual units.

8 Now, we did conduct an Environmental Impact Report.
9 The Environmental Impact Report identified temporary
10 construction noise impacts, as well as traffic and
11 circulation impacts. The EIR is considering a mitigation
12 to install a traffic signal at the corner where that
13 intersection of Lexington and La Brea and this is to
14 mitigate impacts at that one intersection.

15 Now, if the Planning Commission were to approve the
16 project as proposed, we would have to make a finding that
17 the benefits of the project outweigh the impacts of the
18 (inaudible) approval. This is known as a statement of
19 overriding considerations.

20 This is attached to Draft Resolution PC09940 as
21 Attachment B. Among the benefits considered for this
22 project, the project will implement many of the existing
23 housing, mixed use, and east side revitalization general
24 plan goals for the city, as well as an important goal to
25 provide for the upgrading, infill, and recycling, and a

1 new development of use is along La Brea Avenue.

2 Now, similarly to the last project, at their last
3 meeting, the east side PAC enthusiastically endorsed this
4 project. Also, the Planning Commission Design Review
5 subcommittee was supportive of the project's urban design
6 and architecture.

7 Staff does recommend approval of the proposed
8 project because it will develop a prominent mixed-use
9 building at a gateway entry point on the eastern boundary
10 of the City of West Hollywood.

11 The project's mix of uses in architecture and urban
12 design elements will significantly enhance the
13 streetscape and improve pedestrian activity along La Brea
14 and Fountain Avenues.

15 This project, too, will become a new urban landmark
16 that will enhance the quality of life on the east side of
17 the city. Due to these benefits and those outlined in
18 the staff report and in your resolutions, staff
19 recommends approval of the proposed project.

20 That concludes my presentation, and our team is
21 still here and still available for any of your questions.
22 Thank you.

23 **CHAIR YEBER:** Okay, well, before we do that, John,
24 do you want to add anything on this particular project
25 and maybe speak to how this one might be a little --

1 slightly different?

2 **JOHN CHASE:** Well, the big move about this project
3 is the length of the frontage on La Brea, and that was a
4 design issue, and that was something that came up at
5 Design Review subcommittee, and I think they've really
6 addressed it by having a significant break in the
7 building, by having that public plaza, part of which is
8 open to the sky.

9 And kind of the main design task of this from the
10 point of view of presentation to the street was
11 acknowledging that this is a big building on a big site
12 but still breaking it down into pieces that were more
13 human scale, and I think they didn't do anything phony
14 about trying to make this look like two different
15 buildings when it's not, but they used a variety of
16 methods in stepping -- and using different kinds of
17 cladding materials, window -- the types of windows to
18 break it up, and they definitely addressed the corner of
19 La Brea and Fountain with the vertical glass tower that's
20 very clearly a corner orientation. So I think they did a
21 good job of that.

22 And that plaza, breaking up the building also has
23 the advantage of it being the access that takes people
24 back to the parking, so it actually has a use as people
25 going to and fro, and it gives kind of a break in a more

1 occupyable moment in the sidewalk going up La Brea.

2 **CHAIR YEBER:** Okay, thank you. Yes, Francisco?

3 **FRANCISCO CONTRERAS:** Chair, I just wanted to
4 mention that we did make a small little revision to one
5 of the findings in the Resolution 10-941.

6 In section five of the Resolution, [finding five],
7 we just clarified some of the items with regards to the
8 implementation of inclusionary units in the proposal, so
9 we just wanted to point that out to you that there was
10 revision to that resolution. Thank you.

11 **CHAIR YEBER:** I'm sorry, what page was that on
12 again?

13 **FRANCISCO CONTRERAS:** It's page five of 24.

14 **CHAIR YEBER:** Okay. Can I have disclosures?
15 Commissioner Buckner? Anything different from the
16 previous?

17 **COMMISSIONER BUCKNER:** No, the same disclosure as
18 prior project. Met with the applicant's representative.
19 We discussed only those things that are part of the staff
20 report.

21 **CHAIR YEBER:** Commissioner Bernstein?

22 **COMMISSIONER BERNSTEIN:** I do have one additional
23 disclosure. In addition to all the other earlier
24 disclosures, and Commissioner Altschul was nice enough to
25 point out that Congregation Kol Ami sent in the letter of

1 support. I am secretary of the board of trustees of the
2 congregation, and I did not participate in the
3 conversation when they decided to endorse the project. I
4 left the room but lest anyone question that, I just want
5 to make it clear I was not part of the process of their
6 approving that letter.

7 **CHAIR YEBER:** Okay. Commission Altschul?

8 **COMMISSIONER ALTSCHUL:** The same disclosures as
9 before, and I noticed on the letter of Congregation Kol
10 Ami, I'm listed on the letter as a former president, but
11 I was not even apprised that they were having a
12 discussion about it.

13 **CHAIR YEBER:** Commissioner DeLuccio?

14 **COMMISSIONER DELUCCIO:** I have no further
15 disclosures.

16 **CHAIR YEBER:** Commissioner Guardarrama?

17 **VICE-CHAIR GUARDARRAMA:** Same disclosures as for the
18 last item.

19 **CHAIR YEBER:** And also for me, same disclosure as
20 the previous item. So questions from Commission for
21 staff?

22 **COMMISSIONER DELUCCIO:** I have one question.

23 **CHAIR YEBER:** Commissioner DeLuccio?

24 **COMMISSIONER DELUCCIO:** Yes, one question and
25 clarification. This requires if we were to approve it

1 this evening a statement of overriding consideration, but
2 it does not have to mean that we would have to do that.

3 It doesn't need to go on to the City Council?

4 **FRANCISCO CONTRERAS:** That's correct.

5 **COMMISSIONER DELUCCIO:** It does not?

6 **FRANCISCO CONTRERAS:** It does not need to go to the
7 City Council, correct.

8 **COMMISSIONER DELUCCIO:** Okay, thank you. Unless it's
9 appealed.

10 **CHAIR YEBER:** Commissioner Bernstein?

11 **COMMISSIONER BERNSTEIN:** Francisco, I had another
12 question. One of the unmitigatable impacts is
13 construction noise, and I was just curious. In a general
14 way, are the mitigations for construction noise that we
15 are proposing as stringent as we would do for any similar
16 project that we've approved in the past in the city?

17 **FRANCISCO CONTRERAS:** Yes, and if not so, maybe a
18 little bit more because we were very concerned with some
19 of the comments that we received during the draft EIR
20 regarding noise, so we did include some industry-standard
21 noise mitigation, I think maybe a little bit above and
22 beyond what's usually required in most of our required
23 approvals.

24 **COMMISSIONER BERNSTEIN:** Okay, thank you.

25 **CHAIR YEBER:** Any other questions for staff? Okay,

1 with that, we'll start the public testimony.

2 Mr. Seymour, the same as the previous item among
3 your -- you and your representatives and the applicant,
4 10 minutes and then five minutes at the back end to rebut
5 any items, any issues brought up by the testimony.

6 **JEFF SEYMOUR:** Thank you, Mr. Chairman, Jeff
7 Seymour, Seymour Consulting Group. I reside in West Lake
8 Village.

9 Again, I want to thank staff for the assistance that
10 they've provided us throughout this process.

11 Mr. Chairman, much of what I had said at the earlier
12 hearing was, as you'll note, included for both of these
13 projects. One of the things I wanted to do, though, is
14 you will note that there are some who had discussed their
15 support at the previous hearing. They're not here, but
16 they have also made comment either on their speaker cards
17 or during the verbal discussion of their support.

18 Again, one of the things that the staff had
19 mentioned in their staff report was that there are 11
20 miles of La Brea and three of those -- three blocks of
21 those 11 miles is in the City of West Hollywood.

22 This project, we believe, is as important as its
23 cousin to the south and does indeed have transformational
24 impacts upon the entire region.

25 One of the things that I want to do at this point,

1 though, is to give Rod Stone, again the senior partner at
2 Monarch, an opportunity to respond on some issues that
3 did come up at the initial hearing, which will be germane
4 in relation to this hearing. After that, Kevin Newman
5 will again make a presentation using animation.

6 **CHAIR YEBER:** Okay, Mr. Stone?

7 **ROD STONE:** Thank you, Mr. Chairman and
8 Commissioners. My name is Rod Stone. I reside in San
9 Diego, California, and I'm one of the principals of the
10 Monarch Group.

11 First, I'd also want to thank staff and all the help
12 that they've given us in getting this far.

13 We are very excited about this project. We think
14 our architect has done a wonderful job in creating
15 something unique and unusual for West Hollywood and
16 especially on the east side.

17 A question that was brought up before, why do we
18 request a tract map? Lenders require it, especially
19 today, when financing is almost impossible. We had
20 financing on the first project. Unfortunately, if the
21 tract map is eliminated, our financing just fell apart.
22 We have to have a tract map. It's the only way lenders
23 are really willing to look at a project today.

24 What they're looking at is the worst-case scenario,
25 worst case meaning they get the property back. If they

1 get the property back, what they want to do is they want
2 to get rid of it in the most -- in the quickest way, and
3 that is options, option being that they keep it as a
4 rental or they sell it out as a condominium. So it's
5 just imperative that we include a tract map. Thank you.

6 **CHAIR YEBER:** Thank you. Mr. Newman?

7 **KEVIN NEWMAN:** Thank you. My name is Kevin Newman.
8 I'm the principal with Newman Garrison Plus Partners
9 located in Newport Beach, California, and I reside in
10 Newport Beach.

11 Again, what I'd like to do is briefly state that
12 this project also has a opportunity to become a catalyst.
13 It is an extension of the project at Santa Monica and La
14 Brea and also provides an opportunity to create
15 pedestrian-oriented activity and to energize the corridor
16 along La Brea Avenue towards Fountain.

17 **CHAIR YEBER:** David, can you stop the watch till
18 they get that set up?

19 **KEVIN NEWMAN:** Our vision, along with that of the
20 east side PAC and staff was to create an opportunity to
21 create some dynamic, livable, retail-oriented activity
22 along La Brea Avenue, thus creating contextually a
23 building that fits within the area.

24 We had a challenge regarding the length of the
25 building, as John had mentioned, and we took advantage of

1 that opportunity by breaking the building down in varying
2 areas and also providing opportunities along the
3 pedestrian level to enhance and widen for better access.

4 The building opportunities that we had created was
5 to provide public open space that separated the two
6 portions of the building. And, again, as you see along
7 the pedestrian activity, the width of some of these areas
8 expands up to 27 feet.

9 As you approach the public plaza, we now engage into
10 the activity in the center of the project. This is the
11 view coming in from the parking garage into the public
12 area and as you transition through the public area into
13 the sidewalk and pedestrian linkage to Fountain.

14 The use of materials again becomes a integral part
15 of the design. The use of Swiss Pearl and metal column
16 covers continues to enhance the articulation at the
17 pedestrian level.

18 Again, the use of landscaping in certain areas helps
19 soften the hardscape and becomes more of an inviting
20 adventure.

21 As we continue to come to the corner, we now are
22 engaged by an iconic statement, which happens to take
23 advantage of the corner element. What you're actually
24 viewing there are units that have full spectacular views
25 of the Hollywood Hills.

1 And as we transition along the building area and
2 dropping the façade, we now create outdoor open space
3 that overlooks La Brea and continues to activate and
4 energize that area, utilizing an opportunity for passive
5 space and active space commingling and creating a dynamic
6 vision for this particular project along La Brea Avenue.

7 And as it transcends into evening, we create an
8 opportunity where people can intermix, mingle, and share
9 ideas and thoughts and conversation while at the same
10 time creating a very vibrant, energized area along La
11 Brea Avenue, and thus completes the transformation.

12 Thank you.

13 **CHAIR YEBER:** Thank you. Any questions for the
14 applicant or his representatives at this point?

15 Okay, seeing that, now we'll move on to the public
16 speakers. Again as before, I'll call you up. Please
17 state your name and city of residence. You'll have two
18 minutes.

19 Starting with Joseph Clapsaddle, followed by Joan
20 Henehan.

21 **JOSEPH CLAPSADDLE:** Good evening, Commissioners and
22 staff. My name is Joseph Clapsaddle, and I am a resident
23 and a businessperson here in West Hollywood, and I urge
24 you to support the staff's recommendation.

25 I'm a little angry right now, so I don't want to

1 speak further, but this is -- tonight, I'm disappointed.
2 Let me just say that. Now, this -- the first half of
3 this session went on. I'm just very disappointed. Thank
4 you.

5 **JOAN HENEHAN:** Good evening, again; Joan Henehan,
6 resident of Toluca Lake here in the capacity of chair of
7 the West Hollywood Chamber of Commerce.

8 Because this project at the corner of La Brea and
9 Fountain is of a part of the entire project, the first
10 portion of which we discussed earlier, I would just like
11 to simply restate my support, our support on behalf of
12 the board of directors of the Chamber of Commerce.

13 This is a project that has been executed by
14 professionals, vetted by professionals, and is financed.
15 So I would say that I personally wouldn't want to second-
16 guess -- I'm not in a position to second-guess colors or
17 designs. These folks have been very, very forthcoming
18 with everyone, as well as with the neighbors, and I think
19 it looks like a great project for West Hollywood, very
20 much in keeping with the general plans.

21 So thank you for your consideration.

22 **CHAIR YEBER:** Norm Chramoff, followed by Rob
23 Bergstein.

24 Norm Chramoff: Norm Chramoff, resident of West
25 Hollywood.

1 This project, like the other one, has something else
2 that's unique. Almost all of us go through hell to get
3 to the subway when we once in a while use it. Both of
4 these projects are quite literally -- unless there's some
5 massive traffic jam -- three to five minutes. You can
6 get on a bus at the corner of either one of them and go
7 to the subway and go to work downtown or go to work at
8 Universal City. And I live near Sunset in the middle of
9 the city. I believe the DASH bus, which I would take
10 sometimes to the subway so I do my once a week on it, has
11 now been discontinued. So most people in West Hollywood
12 don't have access unless you drive up there and you park
13 and then you might as well go downtown.

14 So my real point is this will probably have a lot of
15 people living in both of these projects that work in the
16 valley, that work downtown, and it is really quite
17 literally three minutes to the subway. Some of us could
18 walk it. So take that into consideration, and I think
19 it's a great project.

20 Thank you.

21 **CHAIR YEBER:** Thank you.

22 Rob? Rob's not here. Scottman Wall? Orrin Karp?
23 Joel Mark?

24 Steve Levin, followed by Steve Martin.

25 Steve Levin: Thank you. Steve Levin, City of West

1 Hollywood.

2 I guess I think I can safely speak for the six
3 people who you just called who aren't here, but no,
4 again, we're very excited about this project, this one
5 even more so from an architectural standpoint. We're
6 just -- I'm so excited by it. I think it's just -- I
7 mean again going back to -- we never pictured this
8 happening in our neighborhood and especially at this
9 particular intersection. And all of a sudden, slowly,
10 we're starting to knit that, knit that garment between
11 Fountain and Santa Monica, and I'm sure you've all been
12 on that stretch of La Brea. It is not a pleasant place
13 to walk. I mean no one chooses to walk there. It's
14 horrible, and this is going to drastically change that.

15 And just with my remaining time, I just want to make
16 one comment. It would've been really kind of cool if
17 because this meeting was strictly about east side
18 projects had you had this over at Plummer Park. I know
19 about five or six people who weren't able to make it over
20 here who were supportive of the project who would've
21 definitely been able to do that. So in the future,
22 perhaps think about that, but very much in support of the
23 project and hope you guys pass it.

24 Thank you.

25 **CHAIR YEBER:** Thank you. Steve Martin, followed by

1 John Berberian.

2 **STEVE MARTIN:** Steve Martin, West Hollywood.

3 I actually do use the subway, and very often, I walk
4 home from Hollywood/Highland, and this is a 10 or 12-
5 minute walk from Hollywood/Highland, so that's a real
6 advantage to this project.

7 The other advantage to this project is the
8 alternative that could happen here. This is a large
9 site. This could be a site for a big-box developer, and
10 we could easily wind up with another 10-story box here,
11 maybe with a couple of stories of affordable housing on
12 it, but something that could really create problems.

13 You might get a project that could generate a lot of
14 revenue for the city, but it wouldn't be changing in a
15 positive way the ambience of the east side of West
16 Hollywood. It wouldn't be increasing the livability of
17 the east side, which I think that's the goal of
18 redevelopment -- well, redevelopment has a number of
19 goals, but certainly I think for the PAC, and I don't
20 presume to speak for them, but for my friends on the east
21 side, increasing the livability on the east side is
22 really important, and that's what this project does,
23 still keeping within a human scale on a major West
24 Hollywood thoroughfare.

25 So I would urge you to give it some -- give it the

1 consideration. It has a lot of open public space and
2 space for the people that will be living there. It's
3 rentals, which are in huge demand right now. People are
4 not attracted to our mixed-use luxury condos because
5 they're, frankly, too big of a commitment for young
6 people who don't know one year to the next whether
7 they're going to be working in the Los Angeles area or
8 Portland or D.C., and they're not going to be tied down
9 to a condo that they might not be able to get out from
10 under and they might not be able to rent to cover the
11 mortgage.

12 So I just think this has a lot to recommend it, and
13 thank you.

14 **CHAIR YEBER:** Thank you, Steve.

15 John Berberian, followed by Naum Turetskiy.

16 **JOHN BERBERIAN:** My name is John Berberian. I
17 reside in Los Angeles, my business in West Hollywood,
18 which is John's Market. Definitely I'm supportive of the
19 project, and I encourage to approve the project.

20 And just for the record, I'd like to let them know
21 we really care about our customers, and we're going to
22 provide a free shuttle to our -- the other location until
23 we see what we can do in the future. It's about two-and-
24 a-half miles away. Thank you.

25 **CHAIR YEBER:** Thank you. Naum?

1 Eugene Levin, followed by MaryAnn.

2 **EUGENE LEVIN:** Good evening. Eugene Levin. I
3 resides in the City of Los Angeles. I'm representing
4 West Hollywood Russian Community Center, east side of
5 West Hollywood mostly area where Russian historically
6 resides.

7 And I think this project it's really unique. It
8 will help in any way to the whole city in term of
9 revenue, in term of finding jobs, and for apartment for
10 lower-income people.

11 Talking about concerning related to moving John's
12 Market, as we just hear, it would provide free shuttle
13 service, and (inaudible) nobody mentioned the color of
14 this building because I found out, just be politically
15 correct, it associates with a country which I don't want
16 to name tonight. Thank you.

17 **CHAIR YEBER:** Thank you.

18 MaryAnn, followed by Valerie Sacks.

19 **MARYANN SHIWKOWSKI:** Hi. I'm MaryAnn [Shiskowski].
20 I'm a resident of the City of West Hollywood. I just
21 want to reiterate what I said last time, though I didn't
22 say that I am a Bruin, too, so I do like the blue and
23 wish it was gold.

24 But anyway, I do like this building even more than
25 the other building. I'm very much in support of it, and

1 I do have to say that I know that there are some concerns
2 by the apartment owners over on the LA side; however,
3 they did not come in front of the PAC at all, and we did
4 not know of their concerns at all, and it would've been
5 nice to have heard from them at any time since the
6 Monarch Company came in front of us many times before and
7 they have every opportunity to speak in front of us,
8 also.

9 So I just want to give my support, and thank you so
10 much. Bye bye.

11 **CHAIR YEBER:** Thank you. Valerie Sacks, followed by
12 Victor Omelczenko.

13 **VALERIE SACKS:** Hi. Valerie Sacks for HMMY property
14 management. Again, as you know, they are the owner and
15 operator of the 68-unit apartment building directly to
16 the back of this.

17 I do apologize, as I wanted to say, for getting you
18 the materials quite late, but it was a lot of material
19 that came out a week before the hearing. I did try and
20 confine my remarks in those letters to things that had to
21 do with -- things that came out then. I can't say that
22 100% of the comments did that. And I did respond
23 extensively to the draft EIR. Some of the responses in
24 the final EIR did, I believe, require additional
25 responses, such as we had hoped that there would be

1 additional traffic mitigations, but instead, there were
2 not. We really believe there are going to be enormous
3 traffic impacts for this and that they should -- the city
4 should consider requiring additional signals at various
5 locations to help alleviate that.

6 They did change the way they wanted to deal with the
7 noise impacts. There wasn't enough detail in the FEIR
8 for us to evaluate whether those would be effective. We
9 understand there is going to be noise and that's
10 unavoidable, but we did want to acknowledge that those
11 are severe impacts on the people who live on the other
12 side of the building.

13 We do believe that the project is severely
14 underparked. I miscalculated -- underestimated how much
15 it was underparked in previous materials. I just sort of
16 noticed that today.

17 And we believe that the density bonus incentives,
18 the way the private open space is to be done, we do not
19 believe that it's in compliance with code requirements.
20 It seems to be the variance in addition to the concession
21 would be required for that.

22 I don't know if I said more this -- said less this
23 time or if I just spoke really, really, really fast, but
24 I will confine my comments at that. Thank you.

25 **CHAIR YEBER:** Thank you very much.

1 Victor Omelczenko, followed by Genevieve.

2 **VICTOR OMELCZENKO:** I'm Victor Omelczenko, resident
3 of West Hollywood, and in a prior life, I worked for six
4 years for USDA's Food and Nutrition Service, the program
5 that supports food stamps, school lunches, Women Infants
6 & Children program, as well as food programs for the
7 elderly.

8 And the concern I have about this project is the
9 issue of food security. We've heard this as a topic in
10 the city. I'm really, really concerned about the loss of
11 John's Supermarket eventually.

12 I did hear the owner say that they were going to try
13 to set up a bus, a shuttle, and they're promising that
14 for us, but for many of the residents, that's kind of
15 like a long schlep, two-and-a-half miles. That's going
16 down La Brea or Fountain but going down La Brea, making a
17 left on Santa Monica, and going all the way, I think, to
18 the John's at Hollywood at Santa Monica and Western. It
19 just seems like a far way to go.

20 I occasionally make that trek. I now live in the
21 center city. Jeanne Dobrin and I occasionally go
22 shopping together. She lives on the west side. I'll
23 pick her up, and we go the furthest way to the end of our
24 city, and we shop at John's. Jeanne loves the tilapia
25 there. I like the fruits and vegetables there.

1 Let me point out, this mango at John's recently was
2 \$0.50. If you want to cross -- go across to Ralphs, it's
3 going to be \$1. So, yes, we're talking about more
4 affordable housing but what about affordable food?

5 I'm very, very concerned about the loss of this
6 supermarket eventually. I know there is retail space in
7 there. I wish it could be a food market like John's, and
8 what I ask you, as our commissioners, is that until John
9 -- when John's ultimately does leave, I do feel that
10 Monarch developers should show the city that they have
11 the money to actually build this project, that they have
12 the money and let John's stay there as long as possible
13 before everybody has to go two-and-a-half miles into East
14 Hollywood.

15 Thank you very much.

16 **CHAIR YEBER:** Thank you, Victor.

17 Alexander Freedman, followed by Abe Hecht.

18 **ALEXANDER FREEDMAN:** Yes, hello, again. Alexander
19 Freedman, a resident of Hollywood. I live right across
20 John's, but I'll get to it.

21 Anyway, first of all, I fully supported the project,
22 200% supportive, as I said last time.

23 A few comments. The white color, I would make
24 something more interesting. I think white is a little
25 too plain so maybe like, I don't know, use yellow, blue,

1 whatever, but maybe something other than white.

2 As far as the traffic impacts, a few people said,
3 "Oh, it's going to be too much traffic, too much noise."
4 You guys, this is a city. This is not South Dakota.
5 This is not Nebraska. This is not Iowa. This is Los
6 Angeles, the second-highest population city in the nation
7 after New York, so there will always be traffic.

8 Every single city around the world has traffic, so
9 we have to live with that, and we just can't say it's
10 going to be too much traffic so to prevent a nice project
11 from happening.

12 So we're going to have to get used to it, and if
13 you're concerned about traffic, get out of your car. You
14 can take a walk, take a bike ride, take the bus, subway.
15 I personally use public transportation, and yes, LA does
16 have public transportation. So if you're concerned about
17 traffic, get out of your car.

18 As far as -- oh, as far as property owners expressed
19 concern they're going to lose tenants, my opinion, it's
20 going to do up to, it's going to attract tenants because
21 those projects are going to improve the quality of life.
22 I'm a tenant right across from John's, and this is reason
23 for me to stay in the neighborhood because once I see we
24 have those restaurants and shops, hey, I'm going to stay
25 for a few more years here. It's going to be nice. So I

1 think it's going to actually attract more people.

2 As far as losing John's, yes, I sometimes shop
3 there, but you know what? Sometimes we have to take
4 sacrifices in order for the better projects to develop.
5 There are (inaudible) stores around here by which have
6 similar products. There's Ralphs across the street.
7 There's a farmer's market on Hollywood and Ivar. So
8 there are great opportunities, great alternatives other
9 than John's market.

10 And just once again, I want to thank the Monarch
11 Group and the commissioners. I urge to approve this
12 project. Thank you.

13 **CHAIR YEBER:** Abe Hecht, followed by Eric Hecht.

14 **ABE HECHT:** Again, I want to plead with you to
15 understand this will be a big loss to my business. It'll
16 be a big loss to the street. We will have hard problems
17 parking because I know they will not have enough parking
18 for them. They will have to come to our street to park.
19 This will cause us more congestions. I will lose more
20 business, and I repeat, it is a hardship, going to be for
21 me. I need your help. Please help me. Thank you.

22 **CHAIR YEBER:** Thank you.

23 Eric Hecht, followed by Eleanor Barrett.

24 **ERIC HECHT:** Hi. My name is Eric Hecht, and I'm
25 here to represent HMMY Property Management Corporation.

1 I just want to point out half the constituents affected
2 by this property are in Los Angeles, and Los Angeles is a
3 half a building. Everyone in West Hollywood seems to be
4 supporting it. Where's my input?

5 I just heard about the east side PAC. I was not
6 informed. I've talked to tenants. I've talked to
7 neighbors. I haven't heard one thing about an east side
8 PAC or any involvement for the City of Los Angeles to be
9 involved with that. I don't think that's fair, okay?

10 I have problems with traffic. I have problems with
11 parking. I have problems with noise. And our building
12 has 68 units, which is the biggest building in the area.
13 I provide 125 parking spaces in my building.

14 Across the street are single-family housings and
15 duplexes and small buildings. I don't think they're
16 going to appreciate having all their streets covered with
17 your tenants parking their friends there and bringing in
18 all this traffic. And I never said, "Hey, I have a
19 problem with traffic in Los Angeles," because I'm
20 realistic. I live in Los Angeles. I have a problem with
21 the way it was addressed in the EIR. They can throw in a
22 few more stoplights [on] our streets because when I need
23 to make a turn, I'm going to have to go around the world
24 just to get out of there with this traffic.

25 So they can do a little more input and a little more

1 with parking, a little more with traffic, a little but
2 with more noise, and I just think that's very important
3 that it's addressed.

4 But mostly important, Los Angeles didn't get the
5 input it deserved. Thank you.

6 **CHAIR YEBER:** Thank you. Eleanor Barrett, followed
7 by Uzi Avnery.

8 **ELEANOR BARRETT:** My name's Eleanor Barrett, and I'm
9 a resident of the east side of West Hollywood. I'm also
10 on the east side PAC, and I'm speaking as an individual
11 in support of the project.

12 I am a walker. I think that this would be a lovely
13 place to walk. I love the open center area in this. I
14 love this idea of this being developed into a retail
15 space that would draw me to it.

16 I think the other speakers have mentioned that this
17 would be a good residence for people who would use public
18 transportation. Hopefully, this city will get the Metro
19 coming through it at some time, and that would add to it.

20 I think that this will revitalize the east side.
21 Both of these projects add attractive spaces. We
22 desperately need low-income housing here, and this will
23 add to it. I just would like to add that I support this
24 very much. Thank you.

25 **CHAIR YEBER:** Thank you.

1 Uzi, followed by Jeanne Dobrin, who will be our last
2 speaker.

3 **UZI AVNERY:** Good evening. My name is Uzi Avnery.
4 I'm a resident of City of West Hollywood. I own a
5 commercial property almost across the street from this
6 site.

7 Again, this is a stunning building. It is just
8 beautiful the way it's designed. I'm just amazed at it.
9 I think we deserve this building as presented in our
10 community.

11 I would like to focus one more on the issue -- one
12 more time on the issue of the tentative tract map. I
13 would prefer to have the condominiums in there, and if
14 that could help, if at some point the markets would free
15 up and at the end of this construction if this thing
16 would be sold as condos, it is a great alternative to the
17 eight or \$900,000 condos we've seen in the area. These
18 are smaller units. They'll probably carry smaller price
19 tags and make it much easier for people to come in.

20 The home ownership would promote -- the area would
21 probably come just a little bit -- nothing wrong with
22 apartments, but I think that product is missing in the
23 area. Thank you very much.

24 **CHAIR YEBER:** Thank you.

25 Jeanne Dobrin, our last speaker.

1 **JEANNE DOBRIN:** Jeanne Dobrin, long-time resident of
2 West Hollywood.

3 This project is different from the one on Santa
4 Monica because under the zoning, you can have a much
5 higher in the zoning ordinance height than the one on
6 Santa Monica.

7 But they both are involved with this dreaded,
8 dreaded words, "overriding consideration." Technically
9 speaking, that means we can't do anything about it, it's
10 going to cause chaos, but we have to put up with it.

11 As for instance, they have not really addressed the
12 fact of the circulation issue. The circulation on La
13 Brea is the traffic service level F, and that is A to F
14 means the worst. In fact, our former transportation
15 manager said that it's even worse than that.

16 I also have not heard as to whether there's going to
17 be any tandem parking here and also are they going to be
18 standard spaces or compact? And, also, are they going --
19 tandem is very important. There's a lot of studio and
20 one-bedroom units there.

21 At the beginning -- prior to the meeting, I spoke to
22 Francisco, and I asked him who would be the person who
23 would be able to judge as to whether they could turn at
24 their idea to convert to condominium. He said that would
25 be the community development director. But I heard him -

1 - when he was testifying to the commission, he spoke
2 about that staff would determine that, and then very
3 obliquely, he said that the commission. Is he mixed up
4 here? He told me something different from what he told
5 the commission. I'm a little bit alarmed about that.

6 I also hope that you will take out the condominium
7 conversions there.

8 And, again, about John's market, that is a very sad
9 thing that we are going to lose that market, as you heard
10 Victor Omelczenko say.

11 Thank you, gentlemen and ladies.

12 **CHAIR YEBER:** Thank you, Jeanne. And with that,
13 we'll close the public -- oh, yes, I'm sorry.

14 Mr. Steres would like to rebut. Please state your
15 name again and address for the record, and you have five
16 minutes -- up to five minutes.

17 **MARK STERES:** Thank you. Mark Steres. I reside in
18 Calabasas, and I am the attorney for the applicant.

19 Some of my rebuttal will be a repeat of the last
20 item because this is a separate item and there's a
21 separate record, I think it's important that I speak to
22 it. I am going to be basically responding to Valerie
23 Sacks and the Hechts' comments.

24 One of the things I think is important to note is
25 that the design of this building was very complementary

1 to and sensitive to the impacts that the Hechts have
2 raised. If you look at the site plan layout, there is a
3 huge carve-out right where their building is, and our
4 apartment complex that stretches east going toward that
5 property line creates a courtyard between the two main
6 buildings going back, and what's in between is their
7 building.

8 They currently look over John's loading dock.
9 That's what their current view is. And so I think it
10 will be actually an improved view once the building is
11 complete.

12 There are numerous construction conditions and
13 mitigation measures that are placed on this project, and
14 as you heard from staff, they even are more stringent
15 than you normally would have. And as you heard from the
16 applicant, they are very sensitive to that and there's
17 supervision and contact numbers, and these are all in the
18 standard conditions of approval. If there are any
19 issues, there is a process and a remedy.

20 The other thing regarding traffic impacts, I think
21 as you all know, being on the commission for a while,
22 that residential development has the least impact on
23 traffic generation, and this project here could support
24 much more commercial -- could be a commercial project
25 that would actually generate more traffic. The fact that

1 it's residential actually keeps the traffic generation
2 lower.

3 Plus, with some of the testimony you heard from the
4 community, we expect people to engage in public
5 transportation at this site just like the other site, and
6 there is other commercial opportunities. The Ralph's
7 across the street, people that are moving into this
8 complex can walk across the street to get their grocery
9 shopping.

10 So I think that all adds to this project in reducing
11 the impacts.

12 The comments made by Valerie Sacks and her letters
13 again were essentially a rehash of comments that were
14 made to the draft Environmental Impact Report, and we
15 think that the final impact -- Environmental Impact
16 Report, the response to comments, did an excellent job in
17 responding to those concerns, and it's in compliance with
18 [SEQUA].

19 Again, you have the environmental consultant here
20 and the transportation staff here if there are specific
21 questions based on what was raised regarding parking or
22 traffic or noise.

23 I would note that the potential traffic impacts,
24 including the need for signals, was thoroughly analyzed
25 and discussed in the EIR. The parking impacts and

1 concluding that it is in compliance with the city's codes
2 was analyzed.

3 And in the response to comments, this issue about
4 the density bonus concession was also discussed in the
5 response to comments and found parking impacts to be less
6 than significant.

7 As far as noise, again, there's been quite a bit of
8 mitigation to lessen it as much as possible.

9 The impacts are short-term construction noise and to
10 a few intersections. As I said before, this is a highly
11 urbanized area. We know that and that almost any project
12 is going to have those kind of impacts, the short-term
13 impacts, when there's construction going on.

14 But there are quite a few overriding benefits, and
15 it's in the staff report. It's listed, a very complete
16 and thorough a discussion of what all the benefits from
17 this project are. I think making that finding is not
18 very difficult. In fact, it's an easy finding, I think,
19 to make. You have sufficient evidence in the record.

20 The long-term effects of this project are exactly
21 what, again, the City envisioned and planned for, and
22 once it's built, it will be an excellent asset, and
23 again, we would request that you support the project and
24 adopt the resolutions as written. Thank you.

25 **CHAIR YEBER:** Thank you. Any questions for the

1 applicant or its representatives?

2 **COMMISSIONER ALTSCHUL:** Can we leave the public
3 hearing open for a moment? I have a question for staff
4 and may want to ask a follow-up question to the
5 applicant.

6 **CHAIR YEBER:** Sure.

7 **JEFF SEYMOUR:** Mr. Chairman, I know I have about 30
8 seconds left. I just wanted to reiterate one comment. I
9 think it's important that we do.

10 The Monarch Group for the past 40 years has been
11 known for its development of rental units. That is what
12 they do and they do very well. I wanted to reiterate the
13 issue with regard to -- and I have 13 seconds to do it --
14 with regard to the issue of the tract map.

15 We are doing that as a place marker to ensure that
16 our financing, which we have now secured, will be there
17 as we move forward with construction, and that was the
18 reason for our doing that.

19 Thank you, Mr. Chairman.

20 **COMMISSIONER ALTSCHUL:** May I ask -- I'll start my
21 question with Mr. Seymour. I've been sitting here for 14
22 years, and I've never seen a residential project or a
23 project coming forward asking for an either/or, either
24 rental units or give us condos. Let us decide when we
25 want to. This is totally new.

1 And you didn't even ask for either/or. You asked
2 for rental units, then stuck somewhere in the staff
3 report is something about fire department approvals of
4 conditions which may be more beneficial to you now than
5 later, of course, which I've never seen either.

6 Then you come forward with a project that has tandem
7 parking, and I don't recall any tandem parking that we've
8 addressed in recent years without having some conditions
9 on there with respect to guest parking permits. In a
10 condominium -- most condominiums in West Hollywood that
11 have tandem parking are mandated to have valets to park.

12 **JEFF SEYMOUR:** But we're not here speaking for a
13 condominium, sir.

14 **COMMISSIONER ALTSCHUL:** But you're wanting a
15 tentative tract map.

16 **JEFF SEYMOUR:** We understand that, but in order --

17 **COMMISSIONER ALTSCHUL:** Well, I'm just saying I'm
18 confused. You're asking for apples and oranges, but
19 you're putting it under the apple box.

20 **JEFF SEYMOUR:** No, what we're trying to do, sir, is
21 we're trying to find a way by which we can ensure our
22 funding for --

23 **COMMISSIONER ALTSCHUL:** You know as well as any of
24 us sitting here that we're not -- our concern is the use
25 of the land. Yes, we're sympathetic to the funding

1 processes, but it wasn't presented to us in terms of
2 funding requirements. It was presented in terms of
3 something about fire department -- read the staff report.
4 It was presented as something in terms of fire department
5 maybe having different requirements than they do now. So
6 I just don't see it.

7 **JEFF SEYMOUR:** Well, I can tell you what I know for
8 a fact. In the world that we live in, with the economic
9 process that we're living in at this moment, we are here
10 today requesting approval of 187 rental units. That is
11 what this is all about.

12 **COMMISSIONER ALTSCHUL:** For years we've had --

13 **JEFF SEYMOUR:** And I understand --

14 **COMMISSIONER ALTSCHUL:** For years we've had rental
15 units that have been approved and not built, approved and
16 built, and people come in and ask for a tentative tract
17 map and they've always been granted.

18 So this kind of a hybrid where, well, give us
19 rentals, but maybe give us condos, but we don't have
20 present code requirements in our application or in our
21 plans for what condos would require now, and our parking
22 is certainly not sufficient or not valeted properly for
23 what condos would require, I don't know that this is
24 appropriate.

25 **JEFF SEYMOUR:** Well, Commissioner, in again, in the

1 world that we're living, this project is a rental
2 project. Bottom line, that is what we are building, that
3 is what we are funding, and in this situation, in this
4 economy, that is what our funding sources are looking
5 for.

6 I'm not trying -- and, seriously, I'm not trying to
7 skirt your concerns, but your concern also is are we --
8 and if I'm wrong, clarify it. It appears that the
9 concern is that at some point after the construction of
10 this building or during the construction --

11 **COMMISSIONER ALTSCHUL:** I understand your concern,
12 and I sympathize with your concern. My concern is I
13 don't want to set a precedent for everybody to come in
14 here and in some little sentence coached in fire
15 department language in the middle of the staff report
16 really wants to get part of an entitlement or, in fact,
17 an entitlement that, number one, they're not asking for,
18 number two, the public doesn't have a right to evaluate
19 and comment on, and number three is just sort of snuck in
20 there --

21 **JEFF SEYMOUR:** Well --

22 **COMMISSIONER ALTSCHUL:** -- for a reason that isn't
23 even stated in the staff report.

24 **JEFF SEYMOUR:** We are obviously going forward with
25 the fire department's requirements. In addition to that,

1 we are more than willing to deal with the conditions if
2 there is a moment in time when this is going to be
3 converted. Unless I'm wrong, I think there's a
4 conversion process that would have to take place. This
5 building is going to be a rental building, bottom line.

6 **COMMISSIONER ALTSCHUL:** Christi, would you -- could
7 you comment on this?

8 **CHRISTI HOGIN:** They've applied for a tentative map
9 that would allow a conversion into condominiums, and they
10 become condominiums when they're sold, but your ability
11 to impose conditions is now. It wouldn't be later.

12 So although there is a process for if you have a
13 full building and you have approved condominium map, in
14 order to convert it, you still need to Ellis the building
15 and go through certain procedures. None of them create
16 opportunities to impose land use conditions. So any
17 conditions that you would want to impose on the
18 condominiums have to be imposed at the time that you
19 approve the tentative map.

20 **COMMISSIONER ALTSCHUL:** And in our draft resolution,
21 we don't have any conditions with respect to the parking,
22 do we, were it to be a condominium. We don't have any
23 conditions with respect to valets. We don't have any
24 conditions -- or do we have conditions with respect to
25 guest parking permits. What other conditions do we

1 impose on condominiums?

2 **FRANCISCO CONTRERAS:** We have just the standard
3 conditions for just any residential unit regardless of
4 whether they're condos. Not much really is different in
5 the code with regards to what conditions are for condos
6 and apartments.

7 The valet situation, there really is only a single
8 row, basically like two tandem spaces. You would require
9 valet if you'd have triple tandem, for example, so that's
10 not what's requested in here.

11 **COMMISSIONER ALTSCHUL:** I'm going to buy a
12 condominium in there, and I live in apartment 102, and I
13 have to go up to apartment 404 to ask the guy who's
14 parked behind me to move his car at six o'clock in the
15 morning if I want to go to the airport?

16 **FRANCISCO CONTRERAS:** I think that the way that the
17 architect has -- or the way that they've designed the
18 project is that the one-unit bedrooms will have their
19 single space, and those with two bedrooms will have two
20 spaces in tandem.

21 **JEFF SEYMOUR:** That's correct.

22 **COMMISSIONER ALTSCHUL:** What about the studios?

23 **FRANCISCO CONTRERAS:** And studios get one bedroom,
24 as well -- I mean one parking space, as well.

25 **COMMISSIONER ALTSCHUL:** Well --

1 **CHRISTI HOGIN:** Mr. Chair, can I just throw one more
2 thing in? As I was listening to you speak, well, a side
3 remark would be the fire department issue isn't really a
4 concern because --

5 **COMMISSIONER ALTSCHUL:** It is not?

6 **CHRISTI HOGIN:** Not really because --

7 **COMMISSIONER ALTSCHUL:** No, I didn't think so.

8 **CHRISTI HOGIN:** -- you could -- the fire department
9 gives minimum standards. Those standards have to be
10 complied with, but there's nothing to prevent the
11 developer from going beyond that, and if it's more
12 stringent for condos, they can certainly voluntarily
13 design their project that way. They don't have to be
14 conditioned.

15 But beyond that, let me just say that the conditions
16 that you put on a tentative map, they have to be
17 satisfied in order to file a final map. And it's at the
18 point that they final -- I'm sorry, could you just step
19 away from the microphone?

20 **JEFF SEYMOUR:** I'm sorry, I'm sorry.

21 **CHRISTI HOGIN:** I get distracted. Now that the kids
22 are gone from home, I'm used to just quiet conversation.
23 I don't know what's happening to me.

24 It's when they satisfy the conditions and file a
25 final map that they can convert. The condominium

1 conversion is complete.

2 So the commission could certainly impose whatever
3 conditions you want on the tentative map that you feel
4 are necessary for a condominium for the tentative map,
5 and then if, in fact, they never filed a final map, they
6 would never have to satisfy those conditions. So it's
7 not imperative that the development permit conditions and
8 (inaudible) --

9 **COMMISSIONER ALTSCHUL:** But were we given sample of
10 conditions that could, should, may be imposed? Was that
11 option brought forth?

12 **FRANCISCO CONTRERAS:** There is a section in the
13 resolution regarding our standard conditions of approval
14 for a tentative tract map, so those are really the only
15 additional conditions that we would impose on a
16 condominium project versus a non-condominium project.

17 **JEFF SEYMOUR:** Commissioner, we would be willing to
18 be conditioned to come back to the Planning Commission if
19 we were going to go forward with any kind of conversion.

20 **COMMISSIONER DELUCCIO:** Let me ask you a question.
21 Is that possible, Christi? Because I'm getting --

22 **CHRISTI HOGIN:** I'm trying to -- I actually like --
23 with all due respect, if Mr. Steres could answer that
24 question because I don't understand how you could get
25 both a tentative tract map approval tonight and be

1 required to come back for a tentative tract map approval
2 later. It doesn't make any sense to me procedurally, so
3 I'm not sure what value the approval has if the applicant
4 is willing to come back and do it again anyway.

5 **MARK STERES:** I think what we're suggesting is that
6 the condo conversion process would be a Planning
7 Commission process, and what I'd suggest is that we have
8 the tentative tract map approval. You can final map in
9 phases, and we can file the final map on the commercial
10 condos at any time, but it'd be conditioned that we
11 couldn't file -- one of the conditions of the tentative
12 tract map, we couldn't file the final map on the
13 residential condos until we got Planning Commission
14 approval on the condo conversion.

15 **COMMISSIONER ALTSCHUL:** I've never had a case here,
16 again, in almost 15 years, where we've had any hearings
17 on a final tract map, only on a tentative tract map.

18 **CHRISTI HOGIN:** Because legally you can't because a
19 final tract map approval is ministerial.

20 **COMMISSIONER ALTSCHUL:** Right.

21 **MARK STERES:** And the only thing I could say to that
22 is that the final map is ministerial, and the ministerial
23 action is have they applied with all the conditions of
24 approval. So if one of the conditions of approval of the
25 tract map is that before you can file the final, that you

1 have to go through this process, that's a condition of
2 approval of the tract map.

3 **COMMISSIONER ALTSCHUL:** Right, but neither Ms.
4 Dobrin or any of these commissioners or any of the public
5 people who have participated in this process or any of
6 the people who submitted comments to the EIR had any
7 inkling whatsoever that conditioning for a condominium
8 tentative or final tract map was in the air or in the
9 offering for tonight.

10 **MARK STERES:** The only thing I can comment is that
11 it was part of the application and it was set forth very
12 clearly that there was a tentative tract map on both
13 applications and so is available.

14 There seems to be a very deep concern by
15 Commissioner Altschul about this matter. We've explained
16 why it's a very important matter to the applicant, and
17 we've also provided a path to allow an ease of those
18 concerns so that both sides can accomplish what they're
19 trying to accomplish here, which is a built project at
20 the corner of La Brea and Fountain.

21 **COMMISSIONER ALTSCHUL:** I'd like to see the path,
22 but I'm not getting from Ms. Hogan that there is, in
23 fact, a path that's satisfactory.

24 **CHRISTI HOGIN:** Well, essentially what the
25 applicant's suggesting is that you make up a procedure

1 that doesn't currently exist. Currently under our
2 subdivision code, the way it works is you get a tentative
3 map in front of you, you impose conditions, they satisfy
4 the conditions, file the final map, ministerial approval.
5 They're saying --

6 **COMMISSIONER ALTSCHUL:** I think we need the
7 procedure before we need -- we need the cart -- or we
8 need the horse before the cart.

9 **COMMISSIONER DELUCCIO:** Can I ask a question? Can I
10 ask him a question, same subject?

11 Okay, so you explained that the tentative tract map
12 has standard conditions in it for -- if they could would
13 file that. However, we would be looking at this project
14 differently if it was a condominium than an apartment.
15 The conditions that are in the resolution this evening
16 before us would not necessarily be the same conditions
17 that we would put in a condominium.

18 For example, the parking situation's different. We
19 would look at the parking different. We would not --
20 we'd look at a configuration different, for example.

21 So what is before us this evening is, in my opinion,
22 an apartment building, and that's what the conditions in
23 the resolutions reflect. They do not reflect what would
24 be necessarily for a condominium.

25 Granted, the tentative tract map, all that is is

1 template language that would be applicable to go along
2 with a condominium project if that was before us this
3 evening, but I really don't feel like we have a
4 resolution in front of us that would match a condominium
5 building.

6 **VICE-CHAIR GUARDARRAMA:** I have a question for
7 staff, Francisco. My understanding is that the
8 development standards for condominiums are the same as
9 the development standards for apartments.

10 **FRANCISCO CONTRERAS:** That's correct. We have
11 development standards for multi-family residential
12 projects, and those don't change whether you're a condo
13 or whether you're an apartment. They're exactly the same
14 with regards to the amount of parking required, with
15 regards to open space, private open space, etcetera.

16 **VICE-CHAIR GUARDARRAMA:** Is this a permanent parking
17 district?

18 **FRANCISCO CONTRERAS:** It's a commercial parking
19 district. I'm not very sure about that question. It's
20 probably not because it's commercial versus residential.

21 **VICE-CHAIR GUARDARRAMA:** Okay.

22 **COMMISSIONER ALTSCHUL:** But, of course, those code
23 standards could change over a period of two, three, five,
24 15, 20 years, and if they came back 15 or 20 years from
25 now and said, "Okay, give us our right to convert," the

1 standards could've changed completely and we wouldn't
2 have had any control to condition them.

3 **FRANCISCO CONTRERAS:** Unless the modification, for
4 example, if the director would consider that change to
5 the project or the project description, a major change to
6 the project, then --

7 **COMMISSIONER ALTSCHUL:** Right, and I don't know who
8 the director's going to be in 20 years, and I don't know
9 -- and this director would be fine if she'll guarantee
10 she'll stay here for 20 years. Monarch would be fine. I
11 think they're totally responsible people. But if we do
12 mangos for papayas in one application for Monarch, we
13 have to do it for somebody else down the street, and I
14 don't know that that's going to be acceptable.

15 **MARK STERES:** If I may, could I have just two
16 concluding remarks?

17 One, on the concern of the life of this, there is a
18 certain life to a tentative tract map, and it is not 20
19 years. And so the initial one is two years, as City
20 Attorney Hogan is stating, but there is a short life to a
21 tentative tract map, so we're not going out that far.

22 **COMMISSIONER ALTSCHUL:** Well, just wait. I want to
23 question that.

24 The life of any entitlement is two years, but if you
25 start to build within the two years these apartments,

1 would the tentative tract map entitlement survive that
2 since you built the apartment? So could that be possibly
3 so?

4 **MARK STERES:** The answer is no. The life of a
5 tentative tract map is until you file a final map for
6 that tract map, and initial is two years. There are some
7 extensions.

8 **COMMISSIONER ALTSCHUL:** So then you would have to
9 come in for an extension every two years of a tentative
10 tract map?

11 **MARK STERES:** Well, there's a certain life. I think
12 it's five years, right?

13 **COMMISSIONER ALTSCHUL:** Oh, so it's five years, not
14 two?

15 **MARK STERES:** No, it's two years, and then with
16 extensions, it goes to year four --

17 **CHRISTI HOGIN:** I think it's 10, but whatever it is.

18 **MARK STERES:** There is a limitation to the amount of
19 extensions.

20 **COMMISSIONER ALTSCHUL:** How is this any guarantee to
21 a lender, which -- don't even answer that. It's a
22 rhetorical question.

23 **CHRISTI HOGIN:** No, I will just throw one more thing
24 in the mix which is I know you are acutely aware you have
25 very limited authority to prevent conversion from a

1 apartment to a condominium, and that's why our standards
2 are the same because we do want to make sure that any
3 multi-family structures that are built can accommodate
4 either.

5 So it's important that you have every -- any
6 condition you think is necessary for a condominium has to
7 be, I think, on at the time that you approve the
8 tentative map.

9 **COMMISSIONER ALTSCHUL:** Well, perhaps the applicant
10 and we might consider a continuance of this hearing for
11 the purpose of examining a report, a staff report, and
12 proposal for conditions that might, could, should be
13 attached if the tentative tract map were to be granted
14 and would also give the public a chance to come back here
15 and address what conditions they might want. And let's
16 be rid of this fire department charade.

17 **CHRISTI HOGIN:** You know, unless you -- that's a
18 possibility. Unless you think there's going to be a
19 conflict, the tract map itself is also severable, so you
20 could approve all the other entitlements tonight and just
21 continue the tract map application, too, if that's an
22 option that the applicant would want.

23 **COMMISSIONER ALTSCHUL:** Would it be acceptable, Mr.
24 Chair, to take five minutes just to see if the applicant
25 would be agreeable to separate the tract map and bring

1 that back and take the entitlement on the rest if, in
2 fact, the Commission votes that way?

3 **CHAIR YEBER:** Would the rest of the commission be
4 amenable to that?

5 **UNIDENTIFIED SPEAKER:** It's fine.

6 **CHAIR YEBER:** Sure. We'll take a five-minute to
7 have a discussion. Thank you.

8 *[Short break taken]*

9 **CHRISTI HOGIN:** Francisco wants to make some
10 clarifications about what is in front of you, and then
11 I'll talk about what the applicant has told me.

12 **CHAIR YEBER:** Sure.

13 **COMMISSIONER ALTSCHUL:** Jeanne --

14 **FRANCISCO CONTRERAS:** And just for clarification and
15 --

16 **COMMISSIONER ALTSCHUL:** Excuse me. Mr. Chair, could
17 you get her to be quiet? I can't hear.

18 **CHAIR YEBER:** Ms. Dobrin --

19 **UNIDENTIFIED SPEAKER:** Can't hear you.

20 **CHAIR YEBER:** Ms. Dobrin, thank you. Go ahead,
21 Francisco.

22 **FRANCISCO CONTRERAS:** Sure. On page 24 of your
23 resolution PC 10-941 for the entitlements, that section
24 13 with regards to the tentative tract map, those there
25 are the only conditions that would have been imposed on

1 the condo versus a rental property. No other conditions
2 -- none of the other conditions would change or be
3 different from a rental property versus a condominium
4 except for the tract map conditions that are included in
5 this resolution.

6 There might be, for example, as you mentioned,
7 additional conditions that you might want to place on a
8 condominium versus a rental but none that are required by
9 the zoning ordinance or that would be recommended by
10 staff.

11 **COMMISSIONER ALTSCHUL:** Right.

12 **CHRISTI HOGIN:** Okay, and so this is what I learned.
13 The first was -- I got my curiosity satisfied about why
14 they were applying for it because, as I said, it doesn't
15 make any legal sense if they are trying to build an
16 apartment, and it turns out that's right. It doesn't
17 make any legal sense, but it's a psychological issue.

18 They have financial partners who are, unlike
19 Monarch, not necessarily as accustomed to building and
20 keeping apartment buildings forever, and while Monarch
21 sees themself in business doing this forever, the
22 partners want the psychological security of knowing that
23 this property after it's gone through these years of
24 entitlements has the most amount of options and
25 entitlements possible. So it's just -- that's the

1 psychological reason, and it is what it is.

2 But they would be willing to have you act on all of
3 the other entitlements tonight and just continue to
4 another public hearing date in the future the tentative
5 tract in order to give the public additional opportunity
6 to comment on that application.

7 **COMMISSIONER ALTSCHUL:** Thank you.

8 **CHAIR YEBER:** Okay, does that satisfy the questions
9 for the applicant?

10 **COMMISSIONER ALTSCHUL:** It satisfies me.

11 **CHAIR YEBER:** Any other questions for the applicant
12 from the commissioners? Do you still want to leave the
13 public hearing open?

14 **COMMISSIONER ALTSCHUL:** No.

15 **CHAIR YEBER:** Okay, with that, I close the -- if
16 there's no opposition, we'll close the public hearing and
17 move to commissioner comments, starting with Commissioner
18 DeLuccio.

19 **COMMISSIONER DELUCCIO:** I really don't have any
20 further comments on the project itself. This is very
21 similar to the other project, so all the positive
22 comments I have hold for this, as well.

23 And the only thing I want to add to the condition
24 would be that the materials with the Swiss Pearl.

25 However in my opinion, my preference would be not to

1 continue the tentative tract map portion of this hearing.
2 My preference would be to make a decision this evening,
3 and I'm tending to make a decision that's similar to the
4 decision that we made up in the hearing earlier to
5 eliminate [the two], remove the tentative tract map from
6 the residential portion of the project.

7 **CHAIR YEBER:** Okay, Commissioner Buckner?

8 **COMMISSIONER BUCKNER:** I tend to -- I appreciate
9 Commissioner DeLuccio's comments, and I think I'd support
10 that, as well.

11 **CHAIR YEBER:** Okay, Commissioner Bernstein?

12 **COMMISSIONER BERNSTEIN:** I like the project. I have
13 no problem supporting the project, and I'm not convinced
14 that I wouldn't support the tentative tract map, and
15 since there seems to be such a great amount of unease and
16 unanswered questions, I think my preference would be to
17 approve the project and to continue the conversation
18 about the tract map until everyone can have enough
19 information to feel comfortable making a final decision
20 on that.

21 **CHAIR YEBER:** Commissioner Altschul?

22 **COMMISSIONER ALTSCHUL:** I agree with that one.

23 **CHAIR YEBER:** Commissioner Guardarrama?

24 **VICE-CHAIR GUARDARRAMA:** I love this design of this
25 building. I like it a lot better than the one on Santa

1 Monica and La Brea. I think the move on the corner
2 really sort of accentuates that this is a beautiful sort
3 of corner lot, and the fact that the public plaza breaks
4 up the massing of the building is fantastic in my eyes.

5 That being said, I think I can craft a motion
6 tonight -- I will craft a motion after Commissioner Yeber
7 has a word. But --

8 **COMMISSIONER DELUCCIO:** What would the motion be?

9 **VICE-CHAIR GUARDARRAMA:** -- if I were to craft a
10 motion, it would be to move the staff recommendation and
11 continue the consideration of the tentative tract map
12 until a date certain --

13 **COMMISSIONER ALTSCHUL:** Uncertain.

14 **VICE-CHAIR GUARDARRAMA:** -- uncertain -- to a date
15 certain or uncertain, and yes, to include a similar
16 condition to keep the Swiss Pearl as part of the design
17 of the building.

18 **COMMISSIONER ALTSCHUL:** I would second that.

19 **CHAIR YEBER:** Okay, there's a motion on the table.

20 My comments are pretty similar. I actually when I
21 saw these two projects initially, and my first
22 introduction to these projects was through the EIR, I was
23 more worried about this project than I was the one -- the
24 previous project that was presented to us.

25 When I got these documents last week, I thought this

1 particular project was a bit more in sync with what I
2 think makes sense for this particular lot. I think it's
3 a better project.

4 There's a couple of quirks in it. The triangular
5 plaza, which also seems to be an entry to the lobby, is a
6 circulation to lobby, but then there's a café, there's
7 tables and stuff, and it kind of doesn't make sense that
8 the main -- the front entry circulation would go through
9 the -- would kind of divide the outdoor café with the
10 adjacent restaurant.

11 I thought the stairs that's in the big kind of move
12 off that plaza was also oddly placed, but I also
13 understand that from a fire safety exiting reasons, it's
14 probably the reason why it's there because there's a
15 maximum length from a corridor situation.

16 But other than that -- oh, and then, lastly, the
17 entry to the garage, which is at the southwest corner of
18 the building, is adjacent to a fire lane, which is
19 another entry to the building. I'm a little concerned
20 that if it's not properly articulated with the right
21 signage, that that could be confusing in terms of which
22 is the entry to that particular building.

23 So I'd like staff to just further look at that, work
24 with the applicant, and make sure that that particular
25 entry is clear in terms of where they're supposed to go

1 so it doesn't create problems on La Brea.

2 Other than that, I'm fine with everything else of
3 this project. Like I said, I thought this was a little
4 bit stronger than the project on Santa Monica and La Brea
5 from both architecturally and urban design standpoint.

6 So there's a motion on the table and --

7 **COMMISSIONER DELUCCIO:** And I have another comment
8 I'd like to make.

9 **CHAIR YEBER:** Don DeLuccio.

10 **COMMISSIONER DELUCCIO:** Yes.

11 **CHAIR YEBER:** Oh, and I wanted to add a condition if
12 everyone is amenable, and it's the same condition from
13 the previous, having to do with coordination with the
14 public utility agencies and the fire department regarding
15 utility boxes and standpipes that would be in the public
16 right-of-way or adjacent to the public right-of-way.

17 **VICE-CHAIR GUARDARRAMA:** I'm fine with that.

18 **COMMISSIONER ALTSCHUL:** Yes.

19 **CHAIR YEBER:** Thank you.

20 **COMMISSIONER DELUCCIO:** I'm not going to vote no on
21 the project this evening because I think it's a really
22 good project.

23 I'm not feeling good about the tentative tract map
24 right now, but I am open-minded, and I'll see what you
25 have to say when you come back.

1 Again, I don't really believe that the project is
2 designed to be a condominium having to do, for example,
3 with the way the parking is configured. However, I
4 understand there's some other issues going on here that
5 would -- that you guys have articulated this evening,
6 reasons why you'd want to get the tentative tract map.

7 So for that reason, I will go along with the motion
8 on the floor this evening, and then we'll take up the
9 tentative tract map at a later date.

10 **CHRISTI HOGAN:** This motion on the floor is staff
11 recommendation on both the environmental review and the -
12 - right.

13 **CHAIR YEBER:** Oh, should we -- does it make sense to
14 split it up, or are you comfortable with--?

15 **CHRISTI HOGAN:** Absolutely fine to do it once.

16 **CHAIR YEBER:** Do it as one?

17 **CHRISTI HOGAN:** Yes.

18 **CHAIR YEBER:** Okay, and this one is actual our
19 approval unless appealed to council?

20 **CHRISTI HOGAN:** That's correct.

21 **COMMISSIONER ALTSCHUL:** And that does take out the
22 tentative tract map?

23 **CHRISTI HOGAN:** Yes.

24 **CHAIR YEBER:** Is that taking it out or continuing?

25 What was --

1 **CHRISTI HOGAN:** Taking it out of this --

2 **COMMISSIONER ALTSCHUL:** Taking it out.

3 **CHRISTI HOGAN:** Resolution for the purpose of
4 continuing it to a hearing after we do our general plan
5 trilogy.

6 **CHAIR YEBER:** Okay. So does everyone understand the
7 motion? Okay, David, take a roll call, please?

8 **DAVID GILLIG:** Vice-Chair Guardarrama?

9 **VICE-CHAIR GUARDARRAMA:** Yes.

10 **DAVID GILLIG:** Chair Altschul?

11 **COMMISSIONER ALTSCHUL:** No, ex-Chair.

12 **DAVID GILLIG:** Oh, I'm sorry, Commissioner Altschul.

13 **COMMISSIONER ALTSCHUL:** Yes.

14 **DAVID GILLIG:** Commissioner Bernstein?

15 **COMMISSIONER BERNSTEIN:** Yes.

16 **DAVID GILLIG:** Commissioner Buckner?

17 **COMMISSIONER BUCKNER:** Yes.

18 **DAVID GILLIG:** Commissioner DeLuccio?

19 **COMMISSIONER DELUCCIO:** Yes.

20 **DAVID GILLIG:** Chair Yeber?

21 **CHAIR YEBER:** Yes.

22 **DAVID GILLIG:** Motion carries, one recusal,
23 unanimous.

24 **CHAIR YEBER:** Thank you.

25 Shall we try to get finished real quick, or do you

1 guys need another break?

2 Okay, new business. Planning Commission
3 Subcommittees. Francisco, should I just speak real quick
4 on this?

5 **FRANCISCO CONTRERAS:** Yes, please.

6 **CHAIR YEBER:** Okay, so I did have an opportunity to
7 meet with the planning manager, John Keho, along with Joe
8 Guardarrama to look at the subcommittees. The one
9 subcommittee that we're eliminating at this point is the
10 General Plan Committee since the General Plan is now in a
11 phase that we're ready to review and adopt.

12 The other committees as they are will stand for the
13 time being. That includes Design Review Subcommittee,
14 the Business Signage Subcommittee, the Long-Range
15 Planning Projects Committee, which could conceivably
16 change or morph into a zoning implementation once the
17 general plan is adopted, the Plummer Park Steering
18 Committee, and the Working Group, which is for the
19 capital improvement projects.

20 So what I'd like to do is ask my fellow
21 commissioners to please contact me, express an interest
22 if they want to stay on a committee, move to a different
23 committee, and so forth, and I'll try to accommodate
24 everyone's desires as far as that goes, and then we'll
25 announce it at the next -- the committee members at the

1 next meeting.

2 **COMMISSIONER ALTSCHUL:** Sounds great.

3 **CHAIR YEBER:** Unfinished business, none, excluded.

4 Consent calendar, none. Items from staff.

5 Francisco, I guess you are interim planning manager
6 tonight.

7 **FRANCISCO CONTRERAS:** Yes. Just a quick look at
8 your upcoming agenda items. For August 19, we have 7914
9 Norton Avenue, basically demolition of 10 units for a
10 construction of an eight-unit apartment building.

11 We have the Karma mixed-use project, which is the
12 project at the -- basically the north end of La Cienega
13 Boulevard at Sunset, Sunset Miller La Cienega right next
14 to [Big Dot].

15 September 2 meeting is cancelled, and then we begin,
16 like Christi said, our trilogy of general plan adoption
17 hearings.

18 **CHAIR YEBER:** Great, thank you. Is that it?

19 **FRANCISCO CONTRERAS:** That's it.

20 **CHAIR YEBER:** Okay. Public comments. I have two
21 speakers, starting with Steve Martin, followed by Jeanne
22 Dobrin, and I apologize we weren't able to fit you in
23 earlier. It came in -- your slip came in later, so I
24 apologize.

25 **STEVE MARTIN:** I was late so you have no reason to

1 apologize.

2 **CHAIR YEBER:** Okay.

3 **STEVE MARTIN:** Thank you very much. Steve Martin,
4 West Hollywood.

5 Yes, the general plan is coming up. Monday is the
6 last day to make comments on the draft Environmental
7 Impact Report, and you can do that through the Internet
8 by e-mailing [Bianca Siegal] at City Hall. You can go to
9 the city's website, look up general plan, and you can
10 both look at the general plan draft EIR and make your
11 comments to the city by Monday.

12 The general plan, what's being proposed, seems like
13 a real departure from a lot of what was being heard in
14 the community throughout this long three-year process.
15 There was a call for a 20% increase in West Hollywood's
16 population, increase in jobs, an increase in densities
17 and heights that don't seem to be quite in keeping with
18 most of the conversations that were happening throughout
19 the public process.

20 And I recognize that at least initially only 8% of
21 the city's parcels are going to be increased for size and
22 density, but they're all at very strategic places that
23 are going to create the most adverse impacts on quality
24 of life in West Hollywood.

25 There's also a lot of statistics that don't really

1 add up, particularly about parking circulation. We're
2 going to see at the end of this process that if we have
3 seven intersections that are at F today, we'll have 15 at
4 some point during the life of this general plan.

5 The infrastructure does not appear to be able to
6 bear the type of development that the city is trying to
7 force onto this small community, and we are 1.9 square
8 miles. We are incredibly densely populated. We have at
9 this point probably more residents than the city of
10 Beverly Hills, which is, I believe, nine square miles.
11 And it just seems like we're trying to do too much in too
12 small an area.

13 We have a vibrant community. We already have
14 pedestrian orientation, and the plan the way it sits will
15 create such gridlock that a lot of the stores that rely
16 on people -- drive-through traffic are going to go out of
17 business because people aren't going to want to stop and
18 the city's plans to raise parking rates, eliminate
19 parking, and shorten parking meter times is going to make
20 it very unfriendly for people to stop. And it just seems
21 like there's -- the constant drive for constant more
22 growth in this community at complete sacrifice of quality
23 of life and perhaps at the sacrifice of our business
24 vitality doesn't make a lot of sense. Thank you.

25 **CHAIR YEBER:** Thank you, Steve.

1 Ms. Dobrin?

2 **JEANNE DOBRIN:** Jeanne Dobrin, a resident of West
3 Hollywood. I know that all of the commissioners know
4 that I have great respect for them and the fact that in a
5 sense they are volunteers. The \$50 per session that
6 they're paid isn't worth a tinker's [expletive]. But at
7 the same time, I have respect for all of them, including
8 the one who isn't here, Barbara Hamaker, but I think the
9 commission has to have more guts.

10 For one thing, you've heard of unintended
11 consequences. Unfortunately, many of the actions that
12 are taken by both the commission and other commissions --
13 not as much as you and the City Council -- have intended
14 consequences.

15 You've heard it testified by our former traffic
16 manager -- who is gone, and her position is not going to
17 be replaced. You have to figure out why that is --
18 you've heard her testify that not only do we have traffic
19 service level F in many places; we have worse than that.
20 A to F is all that's in the transportation manager's
21 handbook, and that is going to happen. In fact, it's
22 already happening -- Santa Monica Boulevard.

23 Now, I want to tell you that the Planning Commission
24 and the City Council really do not have any right to
25 consider whether a developer can make a profit or it can

1 get a loan or whatever. Now, that sounds sort of -- it's
2 unsensible, but I can prove that to you.

3 For instance, here we have Casden, who said that he
4 never needed financing, who told that by your people
5 because he had his own financing, he had plenty of money
6 (inaudible). Huh-uh. Two weeks ago, the City Council
7 had to agree that the state will issue \$75 million' worth
8 of bonds for him, so that isn't what was represented.

9 I'll also remind you that in 9040 Sunset Boulevard,
10 the people demanded that the people be paid -- who worked
11 there be paid union wages and the developer didn't want
12 to do that. He's a nice guy, but he said he wouldn't be
13 able to get his financing.

14 Well, the City Council said screw that, and not only
15 did they say that he had to have -- pay union wages, but
16 they have now passed a law that says every hotel now that
17 is passed in West Hollywood have to have union wages. By
18 the way, did you know at the last City Council meeting
19 that [Abby] in approving -- it isn't fully approved yet,
20 but discussing the *Sunset Times* said here we are being
21 presented with all these hotels, and we've approved a
22 tremendous number. I think there's six hotels that have
23 been approved. And they have never built them.

24 Anyhow, that's why I say this city, including the
25 Commission and the Council, have to have a little more

1 guts. The city is blaming the fact that we have traffic
2 problems on the fact that people are passing from Beverly
3 Hills to Hollywood and back and forth. Yes, we do, but
4 that is not the crux of the problem, and we're adding to
5 it every day.

6 So I feel that what is done tonight -- in other
7 words, let these guys get away without taking away with
8 them the right to have the condominium conversion, and
9 part of it, as Francisco could tell you, it's tied up
10 with the fact that the fire department has different
11 rules for condominiums than they do with apartments. I
12 don't know if that has been expressed to you tonight --

13 **CHAIR YEBER:** Thank you, Jeanne.

14 **Jeanne Dobrin:** -- but you should know it. Thank
15 you.

16 **CHAIR YEBER:** Thank you very much. Items from
17 Commissioners? Commissioner Buckner? Bernstein?

18 **COMMISSIONER BERNSTEIN:** No.

19 **CHAIR YEBER:** Altshul?

20 **COMMISSIONER ALTSCHUL:** No.

21 **CHAIR YEBER:** DeLuccio?

22 **COMMISSIONER DELUCCIO:** Nada.

23 **CHAIR YEBER:** Guardarrama?

24 **VICE-CHAIR GUARDARRAMA:** No.

25 **CHAIR YEBER:** Okay, and I have nothing. With that,

1 we are adjourned until our next meeting, which is --

2 **COMMISSIONER DELUCCIO:** August 19.

3 **CHAIR YEBER:** -- August 19 here in the auditorium.

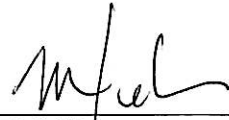
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6 APPROVED BY A MOTION OF THE PLANNING COMMISSION ON THIS
7 16TH DAY OF SEPTEMBER, 2010.

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CHAIRPERSON

10 ATTEST:

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COMMISSION SECRETARY

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