

**STUDY SESSION OF THE WEST HOLLYWOOD
CITY COUNCIL REGARDING
THE PACIFIC DESIGN CENTER
MINUTES
MONDAY, JUNE 12, 2000
PACIFIC DESIGN CENTER
BLUE CONFERENCE ROOM**

1. **CALL TO ORDER:** Mayor Prang called the meeting to order at 6:08 PM.

2. **ROLL CALL:**
 - PRESENT: Councilmembers Guarriello, Heilman, Koretz, Martin, and Mayor Prang.
 - ABSENT: None.
 - ALSO PRESENT: City Attorney Jenkins, City Manager Arevalo, Acting City Clerk Bell and Administrative Staff Assistant Bursztin.

3. **APPROVAL OF THE AGENDA:**
 - ACTION:** Approve the June 12, 2000 Agenda as presented. **Motion Councilmember Guarriello, seconded by Mayor Pro Tempore Koretz and unanimously carried.**

4. **NEW BUSINESS:**
 - 4.A. **PACIFIC DESIGN CENTER VISIONING DISCUSSION:**
 - City Manager Arevalo provided background information as outlined in the staff report dated June 12, 2000. City Manager Arevalo then turned the presentation over to the Pacific Design Center President Charles Cohen.

 - Pacific Design Center President Cohen introduced his Management Team: Genevieve Morrill, Errol Rappaport, Ed Haduch, Howard Hyde, Joe Gail, and Michael Baker.

 - Pacific Design Center President Cohen introduced the members of the Project Team: Mark Lehman, Cindy Starrett, Steve Afriat, Ira Handleman, Susan Burnside, and the organization of Crain and Associates.

 - Pacific Design Center President Cohen also announced the names of the two organizations that will work as his Architectural Team: Area Architects (Blue and Green Building) and Cesar Pelli and Associates (for the proposed Red Building).

 - Pacific Design Center President Cohen explained his vision of a new Pacific Design Center for the New Century. He stated that it is his hope to make the PDC the design center for the southwestern part of the United States. He explained in detail the improvements planned for the Blue and Green Buildings such as interior and exterior revitalization, new lobbies

and improved lighting throughout all structures. He also spoke about the proposed Red Building and how its existence is based upon the success of the Blue and Green Buildings. He stated that his goal is to attract new businesses to West Hollywood and to connect these businesses and the Pacific Design Center (PDC) with the West Hollywood Community.

Project Team Member Lehman spoke about specific improvements in the Blue and Green Buildings such as escalator and elevator upgrades, new flooring, new ceilings, new columns, glass replacement, theatre renovation, and new exterior signage. He also mentioned the upcoming demolition of the Hugo's Building off of Melrose Avenue and how it will be replaced with paved plaza parking. He spoke of a possible valet drop-off site for Valet Parking off of Melrose Avenue. He also mentioned that the improvements would be brought before the Cultural Heritage Commission.

PDC Management Team Member Starrett discussed the proposed Red Building and its height of eight stories. She spoke about its use as primarily office space and requested input from the City Council.

Councilmember Guarriello inquired on the timeframe of the project from start to finish. PDC Management Team Member Starrett stated that the Green Building improvements would start right away. He inquired if there were any "hitches" in the renovations. City Manager Arevalo answered his question by stating the improvements would be going to the Planning Commission and that no further discussion in this area was necessary.

Mayor Prang asked the PDC staff to identify their immediate needs from the City in short-term to begin this project. PDC Project Team Member Lehman stated that they would need Cultural Heritage Commission approval for the Blue and Green Building upgrades and the hearing would be scheduled for mid-July. The Planning Commission would need to approve the demolition of the Hugo's Building and that is scheduled for hearing on July 20, 2000. He stated some assistance would be required by the Building and Safety Division. Community Development Director Reynolds confirmed that the City departments would work with the staff of the PDC and that the City's ordinances are generally protective of demolition and it would require Planning Commission approval.

Councilmember Heilman spoke in support of the first tier of the project. He stated that he saw no problems with the Hugo's demolition and liked the enhancement on the Melrose Avenue side of the site. He asked the PDC staff to be "sensitive" to the traffic and noise impact to the residents who live in the surrounding areas. He spoke in support of Moca being brought in as a new museum. He stated that he likes the new ownership and sees it as being a positive step in getting the PDC to its full potential and the working relationship with the City would be improved as well. He spoke of previous events causing noise problems for the residents on

Huntley. He spoke in support of the new plaza area being inviting and not being perceived as a "barrier". He expressed concern over the valet drop-off area with respects to traffic and requested additional information. He spoke in support of new office space but was concerned that there may be enough parking. He stated that this original application was approved in 1985 for wholesale space and that retail and office space parking needs are different from those of wholesale space. He stated that the parking needs in general have changed since 1985.

Councilmember Martin spoke in support of the Red Building. He expressed concern over the parking circulation plan. He stated that this may need to be changed and incorporate the MTA lot. He also spoke about the City being in partnership with the PDC for convention space and a City Council Chamber. He stated that he hoped the restaurant in the Plaza area would be more reasonable and not so upscale. He also spoke of the Plaza area being included in the West Hollywood Pedestrian Plan.

Mayor Pro Tempore Koretz spoke in support of the improvements of the Blue and Green Buildings and the proposed Red Building. He stated that he understood that the buildings could not be 100% design since that exceeds the demand. He spoke of concerns over parking. He stated that he hoped the PDC had their finances in order due to the size and expense of the project. He felt that the PDC should not be lumped into Cultural Heritage criteria since it is a new building and should change with the times and maintain a futuristic look. He stated that he hoped it would continually be updated since it is a living breathing facility. He stated he is worried about the Cultural Heritage regulations. He agreed with Councilmember Martin's comments that the restaurant in the Plaza area should be less upscale.

In conclusion, Mayor Prang thanked the PDC Management Team and the Project Team for the detailed presentation and looked forward to the improvements. He spoke about the incorporation of the MTA lot and the Sheriff's Station as potential favorable. He stated that the working relationship with the previous owners of the PDC was strained and felt the new ownership appears to be more accommodating. He spoke of the community outreach that this project would require and looked forward to working with the PDC on this. He echoed Mayor Pro Tempore Koretz's concerns over the Cultural Heritage regulations. He asked the Management Team for a timeline on what they would need from the City and this timeline would benefit both the business community and the residents.

PDC Management Team Member Starrett thanked the City Council for attending this presentation and assured them that they will make great efforts to keep the surrounding area residents updated on each step of the improvements. She also addressed the traffic and parking concerns

mentioned by various Councilmembers. She stated that she looked forward to working with the Avenues of Art and Design. She addressed Councilmember Martin's question of what consideration of uses was developed for the proposed Red Building. She confirmed that the alternate uses had not been determined but that the City would require an EIR. She stated that the spacing in the Red Building is tight.

PDC President Cohen thanked the staff for their assistance in this presentation and stated he looked forward to working with the various departments of the City. He stated that the first priority is to make the Blue and Green Buildings successful. He stated that a presentation on the Red Building would be made in the fall. He stated that the feasibility with the public is starting now. He also stated that although it is too early to tell, they will investigate and research the differences between office space traffic and design space traffic. He also confirmed that the Red Building was not contingent with the Sheriff's Station.

Councilmember Heilman stated that he felt the Sheriff's Station and the MTA should receive something out of the developments and improvements. He spoke of the possibility of additional office space in the future.

PDC President Cohen stated that the MOCA Museum is a contribution to the Community and that it is being subsidized. He also agreed that the MTA and Sheriff's Station should be related to the plan to renovate West Hollywood Park.

Councilmember Martin spoke about the PDC and West Hollywood Park being compatible from a visual standpoint. He stated that additional discussions are needed with the MTA and the Sheriff's Station.

PDC President Cohen spoke of concerns of being caught up with bureaucracy with the City of Los Angeles and the Sheriff's Department. He also stated that if the Red Building is successful, it would make the other two buildings more valuable.

Mayor Pro Tempore Koretz stated that he felt the amphitheater and the plaza should be more park-like.

5. PUBLIC COMMENT: None.

6. COUNCILMEMBER COMMENTS:

City Attorney Jenkins asked that the City Council add an Urgency Item and recess into a brief Closed Session for Real Property Negotiations under G.C. 54956.8 for the property located at 8383 Santa Monica Boulevard, under discussion lease with Aaron Brothers, Inc.

ACTION: 1) Make the finding that the Item came to the attention of the City after the posting of the Agenda and there is an immediate need to hear the Item; 2) Add Urgency Item for Real Property Negotiations and 3) Recess into Closed Session. **Motion Councilmember Heilman, seconded by Councilmember Guarriello and unanimously carried.**

7. **RECESS INTO CLOSED SESSION:** The City Council recessed into Closed Session at 7:30 PM.
8. **REPORT OF CLOSED SESSION:** The City Council reconvened at 7:45 PM and City Attorney Jenkins stated that no reportable actions were taken.
9. **ADJOURNMENT:** The City Council adjourned at 7:45 PM to their next regular meeting on Monday, June 19, 2000 at 7:00 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 17TH DAY OF JULY, 2000.



MAYOR

ATTEST:



CITY CLERK