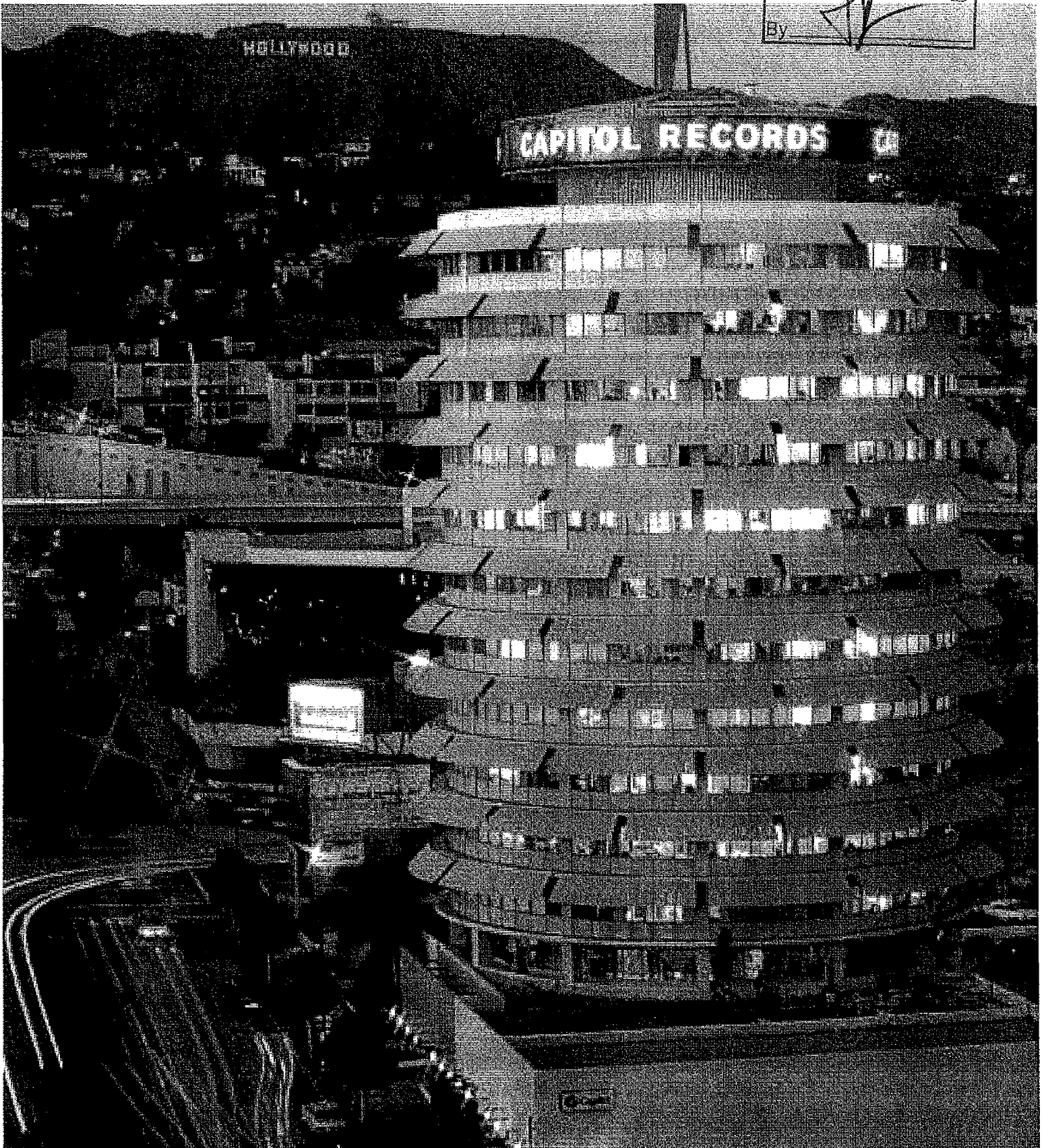
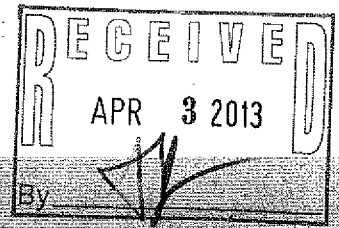


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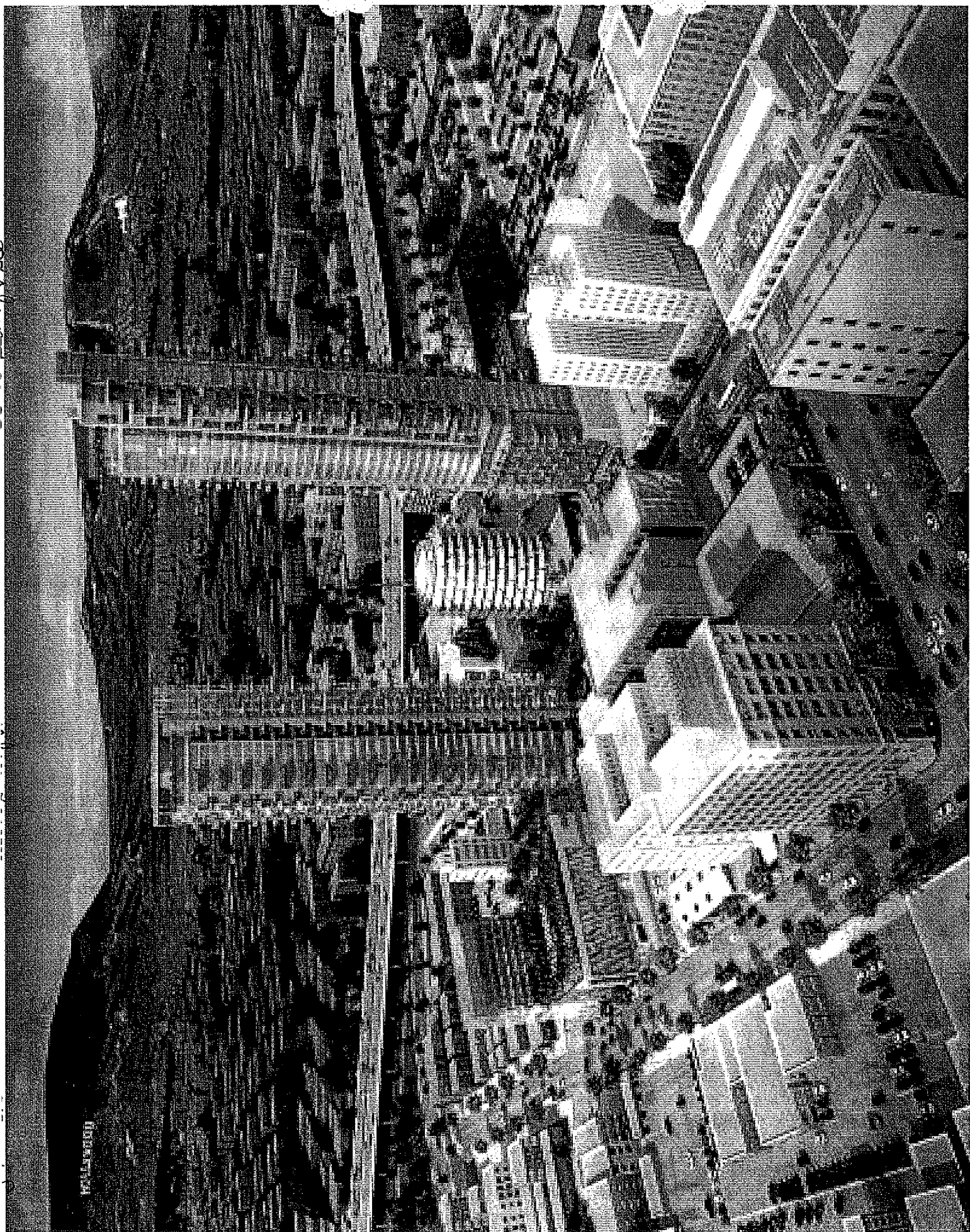




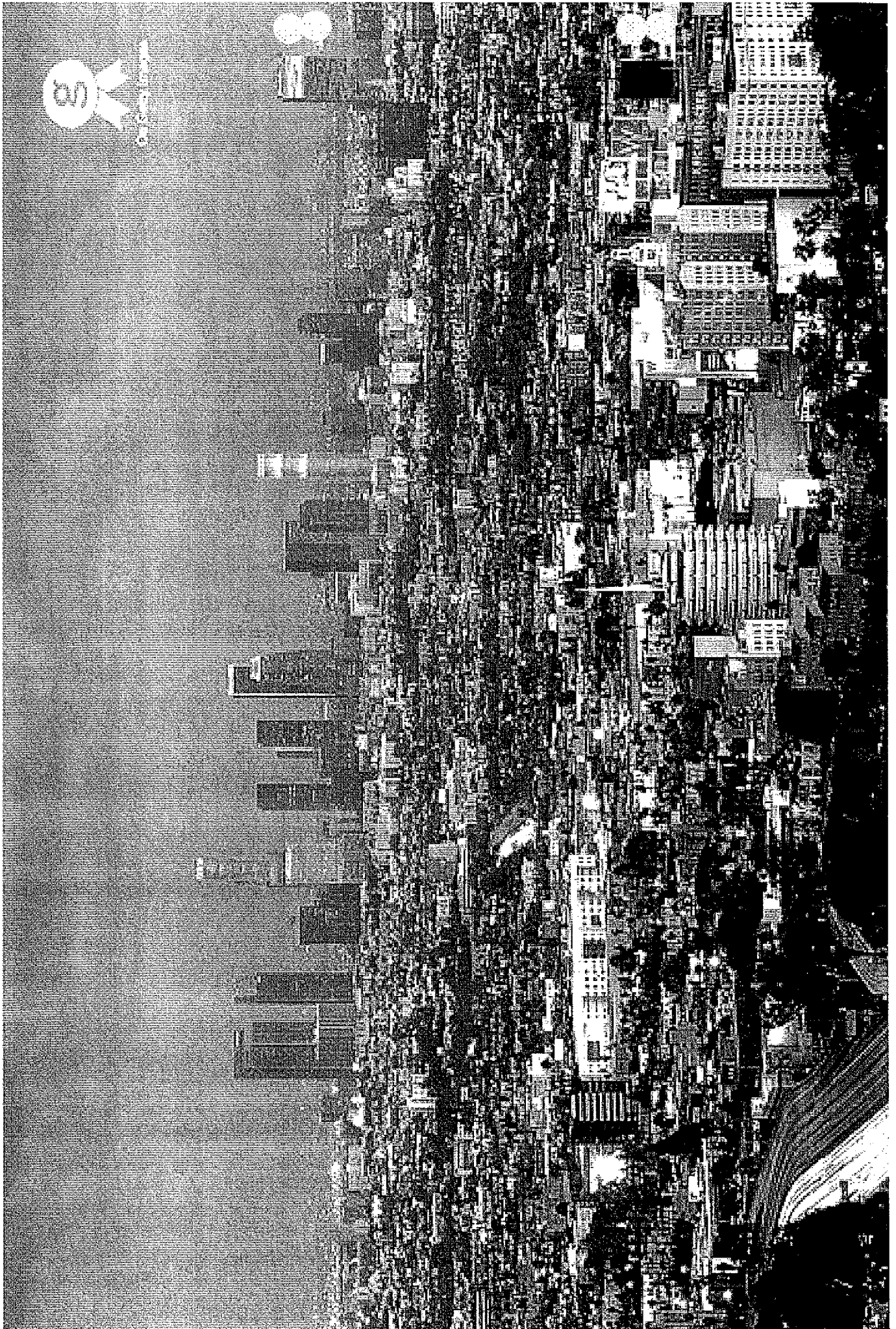
West View

East View









# PLUM

Date	Time	Location	Meeting Type
Monday, 11.05.12	5:30 PM	Will & Ariel Durant Library, 7140 W. Sunset Blvd. LA 90046	Regular

## Details

Monday, 5:30pm Will & Ariel Durant Library Regular  
November 5th 7140 Sunset Blvd., LA, CA  
90046

## Minutes

All of the PLUM Committee Members were present: Orrin Feldman, Jim Geoghan, Joshua Koppel, Jeff Papes, Mary Prange, Joyce Dyrektor, Robin Moreno and Patricia Weber. So, the committee had a quorum present.

There were approximately 40 people at the meeting.

Orrin Feldman called the meeting to order at 5:35 pm, and made opening remarks. The other committee members introduced and identified themselves.

5. The Millenium Project's two skyscraper buildings being proposed for the 4.47 acre site adjacent to the existing Capitol Records building near Vine and south of Franklin were presented by Alfred Fraijo, Esq.

The comments and questions concerning the proposed buildings were negative and highly critical. Generally, the comments were that the buildings would be too large and too high/tall for the site and the Hollywood area. Others commented on the buildings' impact on already bad traffic flow in that area's local streets and on the 101 freeway's Vine Street exit ramp. Others commented that the buildings would be built on an earthquake fault and that there was a lack of infrastructure in the area to support the buildings. Two others highlighted the difficulties which the LAFD might have in servicing the building in the event of a fire breaking out on a high floor since there would be no other similarly tall buildings nearby. Others commented on the light which the building would throw off to the upslope hillside areas and throughout evening hours, which is called "lumniosity".

Mr. Fraijo explained that the Millenium Project's developers were not requesting any digital billboard entitlements or any signage district.

The PLUM Committee deliberated and decided, unanimously, to recommend that HHWNC should not support the Millenium Project's current proposal. The PLUM Committee concluded that the proposed buildings would be too big, too tall, generate too much traffic, not provide enough parking, would be difficult to protect in the event of a fire on a high floor and too luminous. The PLUM Committee's concern extended to even whether the site was geologically appropriate if these buildings were to be built on an existing and known fault line.

Orrin's concluding remarks included a reminder that the PLUM Committee's webpage at HHWNC's website/[www.hhwnc.org](http://www.hhwnc.org) had been launched and would serve as a way to make the PLUM Committee's information and meetings available to our community and transparent to everyone. He also mentioned that the next PLUM Committee meeting would be held in early December at a date and time to be announced, and that it would be likely to focus on conditional use permit cases and include an education component on conditional use permits for bars, nightclubs etc.

The PLUM Committee's meeting was adjourned at 7:45 pm.

OFFICERS

PRESIDENT  
Susan Swan

VICE-PRESIDENT  
Erik Sanjurjo

TREASURER  
Mike Broggie



HOLLYWOOD UNITED  
NEIGHBORHOOD COUNCIL  
Certified Council #52  
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[www.HollywoodUnitedNC.org](http://www.HollywoodUnitedNC.org)  
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BOARD MEMBERS:

Debbi Aldahl  
Robert Abrahamian  
Bechir Blagui  
Marlena Bond  
Scott Larson  
Samuel Leigath  
Nic Manzo  
Margaret Marmolejo  
Don Paul  
Susan Polifronio  
Jamil Rosenthal  
David H. Schlesinger  
Jim Van Dusen

February 18, 2013

Advisory Agency/Hearing Officer  
Department of Planning, City of Los Angeles  
200 North Spring Street, Room 350  
Los Angeles, CA 90012

**REGARDING: PROPOSED MILLENIUM PROJECT CPC-2008-3440-ZC-CUB-CU-ZV-HD**

Dear Hearing Officer,

Hollywood United Neighborhood Council voted unanimously on February 18, 2013 to take the following position on the eight items proposed in the CUB.

1. **APPROVE:** Pursuant to Los Angeles Municipal Code Section 12.32-F, a Vesting Zone Change from C4-2D-SN to C2-2D-SN (to allow a health club);
2. **DENY:** Pursuant to Los Angeles Municipal Code Section 12.3-Q, removal of the 'D' Limitation in Height District '2D', to correspond with the proposed Zone Change; (current height restriction to FAR 4.5:1 should be maintained)
3. **APPROVE:** Pursuant to Los Angeles Municipal Code Section 12.24-W, 24 and 12.24-T, a Vesting Conditional Use to permit a hotel use within 500 feet of a R Zone;
4. **DENY:** Pursuant to Los Angeles Municipal Code Section 12.24-W, 19 a Conditional Use to allow floor area averaging in a unified development;
5. **DENY:** Pursuant to Los Angeles Municipal Code 12.24-W, 1 and 12.24-W, 18(a), a Conditional Use to permit the sale and dispensing of a full line of alcoholic beverages and live entertainment and dancing; We object to this variance as approving this would eliminate the requirement that each such business apply independently to the City for the variance allowing/approving such uses and would remove any public hearings regarding these proposed business uses and operations.
6. **APPROVE:** Pursuant to Los Angeles Municipal Code Section 12.27, a Zone Variance to permit outdoor eating areas above the ground floor on the following conditions: a) that these are south or east facing only, b) that there is no outside music at any time, c) that these outside facilities close by 10:00 pm each evening, and d) that there is no excessive lighting or lighting that projects outside the seating area to neighboring buildings or environments.

7. **DENY:** Pursuant to Los Angeles Municipal Code Section 12.27, a Zone Variance to allow less than the required parking for the sports club/fitness facility;

8. **DENY:** Pursuant to Los Angeles Municipal Code Section 12.21-A,4(y), City Planning Commission Authority for Reduced On-Site Parking with Remote Off-Site Parking for Transportation Alternatives to allow for shared/reduced on-site parking.

We also wish to express our concern that we as the neighborhood council in which the project is proposed, are ask to take a position on a development where much of the details remain unknown. Given the unprecedented size and height of the proposed development in relation to the existing buildings and historic nature of the Capitol Records building, given this project would – if built – sit directly over the active Hollywood earthquake fault, given the current congestion and traffic in Hollywood at present, given the already overburdened and aging infrastructure, and given the persistent parking issues in Hollywood at present, we strongly urge the Department of City Planning and the City Council to act in accordance with the above recommendations.

Moreover, we ask that Department of Planning take appropriate action to initiate the following actions that will help ensure Hollywood remains a vibrant entertainment capitol with a high quality of life for its residents and businesses. These include:

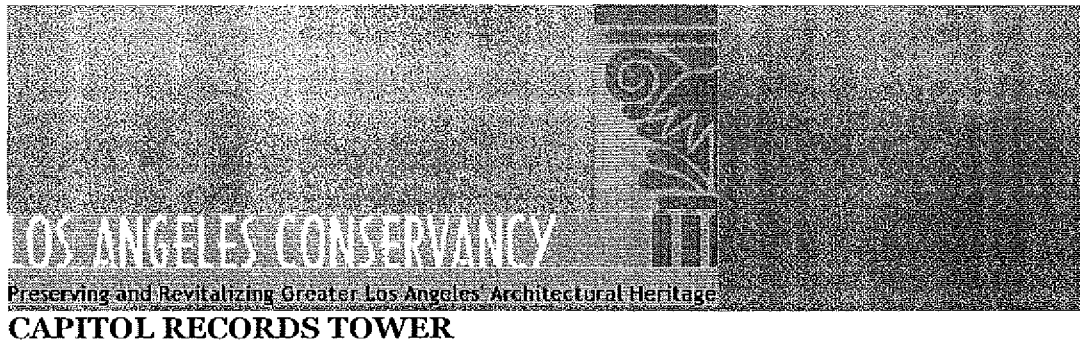
- a. a comprehensive traffic study that will cover all of the different neighborhoods impacted by the proposed project, from the Hollywood Dell, Hollywood Grove, and the rest of the Hollywood Hills east to Western Avenue;
- b. a global parking study for all of Hollywood and its neighborhoods that specifically documents the existing total number of parking spaces as well as the real global parking needs of the residents and businesses currently with a plan on how the deficit number of spaces will be reduced or mitigated all together;
- c. a review and determination on the safe height of buildings that might be built directly over or adjacent to the Hollywood and Yucca earthquake faults; and,
- d. A prohibition in Hollywood on excessive lighting or electronic billboards or neon type advertisements that face north or west to the hill communities, or east facing that adversely impact the Griffith Park Observatory.

Hollywood United Neighborhood Council, as the neighborhood council in which this project is proposed, and after much testimony from our stakeholders, respectfully urges you to adopt the abovementioned position.

Sincerely,



Susan Swan  
President



SHARE

► **The Conservancy's Position**

► **About Capitol Records Tower**

As you may have seen in the news, new development is slated near Hollywood's iconic Capitol Records Tower (Welton Becket and Associates, 1956).

The tower's owners, developers Millennium Partners and Argent Ventures, recently announced plans for the Millennium

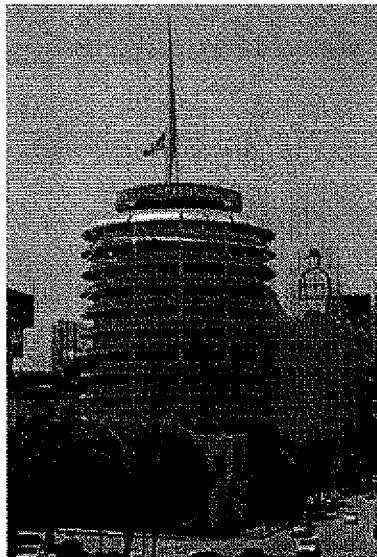


Photo by Adrian Scott Fine/L.A. Conservancy.

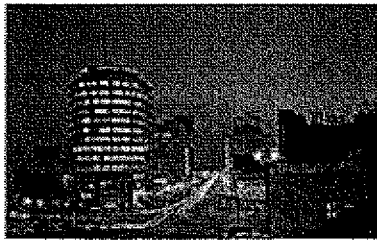
Hollywood Project, a mixed-use complex with residential units and hotel, office, restaurant, and retail space. It would rise on both the east and west sides of the 1700 block of North Vine Street, incorporating the landmarked Capitol Records Tower. Tenant EMI Music would continue to use the building as office space and recording studios. The environmental review process for the project began in May 2011 with the release of a Notice of Preparation (NOP) of an environmental impact report (EIR). In the next step in the process, the owners will prepare a draft EIR to identify the environmental effects of the project and study



alternatives to reduce significant negative impacts. In 2006, the Conservancy's Modern Committee successfully nominated the Capitol Records Tower as a City of Los Angeles Historic-Cultural Monument (HCM); it was designated as HCM #857. As a result, the EIR will treat the building as a historic resource and evaluate the project's potential impacts on it. The Conservancy commented on the NOP, and the public will have the chance to comment on the draft EIR when it becomes available.

#### **The Conservancy's Position**

#### **► LAC Comments on Notice of Preparation** **(PDF)**



Postcard of the Capitol Records Tower. From L.A. Conservancy archives.

The Conservancy appreciates that this project does not propose to demolish or significantly alter the Capitol Records

Tower. Yet the project does include new construction directly adjacent to it, which could potentially cause adverse impacts to the landmark. The Conservancy's comments on the NOP sought to ensure compatible, complementary infill construction around the tower. Specifically, new construction can and should be designed in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties. Following these nationally accepted preservation standards will help ensure an appropriate scale and massing for new construction that protects the integrity of the Capitol Records Tower and its setting. Specifically, our comment letter requested that the EIR evaluate aesthetic impacts of the project, and its relationship to other entitled and proposed projects in the immediate vicinity, to ensure that new construction does not overwhelm the Capitol Records Tower or obstruct important views of the tower from certain vantage points in Hollywood. We also asked that the EIR evaluate the project's structural and acoustical impacts to the building's historic underground recording studios and reverberation chambers.

Our comments underscored the fact that if the proposed project adversely impacts the character-defining features of the Capitol Records

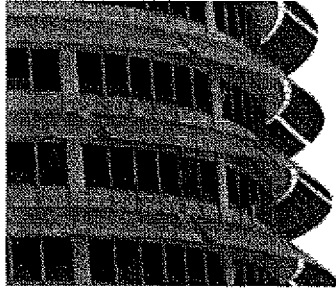


Photo by Adrian Scott Fine/L.A. Conservancy.

Tower, the EIR

must consider preservation alternatives and appropriate mitigation measures.

The Conservancy also noted our concern about the twenty-five-year development term requested in the project application. We believe that this period is exceedingly long and could limit the consideration of more appropriate opportunities in the future as the economic climate and demand for certain uses change.

#### **About the Capitol Records Tower**

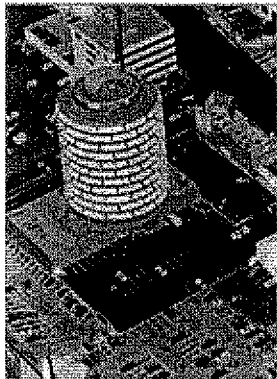


Photo from L.A. Conservancy archives.

The world's first circular office tower, the Capitol Records Tower was completed in 1956 and became an instantly recognizable icon of modern architecture.

The iconic building also advanced a new corporate identity for Capitol Records, the first major record label on the West Coast. Singer Johnny Mercer founded the label in 1942 with music store owner Glenn

Wallich and Buddy DeSylva, a songwriter and producer at Paramount Pictures.

Located at 1750 North Vine Street near the legendary intersection of Hollywood and Vine, the thirteen-story Capitol Records Tower was the first height-limit office building constructed in Hollywood after World War II.

The tower was designed by the prominent Los Angeles firm of Welton Becket and Associates, with architect Louis Naidorf serving as project designer. Contrary to popular belief, the building's design did not intentionally resemble a stack of records. Its unique shape primarily sought unabashed cost-efficiency, with the reduced area of the exterior walls saving on both construction and air-conditioning. Naidorf didn't even know who the client was when he proposed his circular design.

The Capitol Records Tower featured the most advanced technical amenities of its time, including an automated elevator system. Yet the most striking innovation lay in the three recording studios underneath the tower, the first ever designed for high-fidelity recording. The

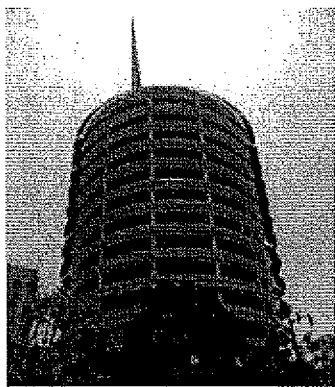


Photo by Adrian Scott Fine/L.A. Conservancy.

underground reverberation chambers, located below the parking lot east of the structure, were designed with help from guitar pioneer Les Paul and have remained in high demand ever since. The recording studios at Capitol Records have hosted legendary recording sessions by such artists as Frank Sinatra, Nat "King" Cole, The Beatles, and The Beach Boys.



## EXCERPTS FROM MILLENNIUM PROJECTS TRAFFIC STUDY

The MILLENNIUM PROJECT, is nearly 5 acres, owned by Millennium Hotels and Argent Ventures between Hollywood and Franklin, Argyle and Calhuenaga.

It currently proposes two Century City-sized towers by Capitol Records -- 461 residential units, 254 luxury hotel rooms, 80,000-sq-ft fitness club, 264,000 square-foot office space, 100,000 retail, and 25,000 sq ft restaurants.

According to MILLENNIUM'S Traffic Study... their Projects will apparently cause NO significant Additional Freeway Traffic or any Impact on any Single-Family-Home Street.

### **1. No Impact On Any Single-Family Neighborhood:**

**"As agreed to with LADOT, since the Site is Along a Major Highway, in a Commercial Area, and NOT Adjacent to Any Areas Zoned for Single Family Homes, NO Residential Street Segments Were Expected To Have Traffic Condition Impacted By The Project Traffic.**

**For analysis purposes, Segments of Local Streets In An Area Designated for Single-Family Homes are Considered as "Residential Street Segments".**

**Therefore, Residential Street Segments WOULD NOT BE potentially Significantly Impacted by the Project and Therefore RESIDENTIAL SEGMENTS WERE NOT REQUIRED TO BE ANALYZED"**

**2. The ONLY INTERSECTION they suggest Physical Changes is.... Argyle and Franklin. This may mean Argyle WILL BE SHUT OFF NORTH AND SOUTH. Meanwhile, depending upon where Final "Components" of the project are sited, Millennium wants Three Driveways, Including on Argyle between Hollywood and Yucca.**

**ARGYLE was about the only street in the area that got Good Commuter grades AA (AM and PM). CAHUENGA and FRANKLIN got WORSE GRADES (D & E), THAN HOLLYWOOD and HIGHLAND.**

**"Intersection Specific Improvements- Mitigation Measures including Widening, Parking Restriction, Restriping, Signage and Signal Enhancement WERE CONSIDERED, but PRIMARILY REJECTED DUE TO SECONDARY IMPACTS.**

**Specific Measures at One Study Intersection which were not rejected are listed below:**

**Argyle Avenue/Franklin Avenue- --US 101 Freeway Northbound On-Ramp..To Mitigate the Significant Traffic Impact at this Intersection Under Both Existing (2011) and Future (2020) Conditions...**

**Restripe the North and South legs of Argyle Avenue to provide:**

- 1) A Right-Turn-Only Lane in the Southbound Direction,**  
**and**
- 2) A combined Northbound through and Right-Turn Only Lane, thereby providing TWO Exclusive Left-Turn Only Lanes in the Northbound Direction.**

**This Improvement will Require the Approval of CALTRANS, as well as LADOT.**

**Should that Approval NOT BE FORTHCOMING, and IF an Acceptable Alternative Measure is NOT Identified, Approved and Implemented, SIGNIFICANT IMPACTS WOULD REMAIN.**

**It should ALSO be noted that THE ALTERNATIVE MEASURE MAY RESULT IN PARKING REMOVALS, SIDEWALK NARROWING, OR OTHER COMPARABLE SECONDARY IMPACTS.**

**3. SIGNIFICANT TRAFFIC PROBLEMS WILL REMAIN AT THE FOLLOWING INTERSECTIONS EVEN WITH THE CONSULTANT'S RECOMMENDED MITIGATIONS:**

"Cahuenga Boulevard/Franklin Avenue- under Existing (2011) and Future (2020) conditions

Highland Avenue/Hollywood Boulevard- under Future (2020) conditions only

Cahuenga Boulevard/Hollywood Boulevard - under Future (2020) conditions only

Vine Street/Hollywood Boulevard - under Existing (2011) and Future (2020)

Vine Street/Sunset Boulevard- under Future (2020) conditions only"

**4. Other Mitigations focus on bicycles, a \$250,000 fund set up by Millennium to look at traffic, etc, including a bicycle repair shop.**

**5. NO significant impact on Freeway Traffic by Millennium Project or, even, the Combined Development of the Whole Hollywood Community Plan:**

**It should be noted that the Project is Consistent with the Land-Uses that would be Under Consideration by the City.**

**A computerized transportation model prepared for the Draft Environmental Impact Report (DEIR)**

**studying the Hollywood Community Plan update, demonstrated that Development of the Uses Allowed Under the Entire Community Plan, as Updated, would NOT Significantly Increase the Traffic Volumes on Any Freeway Segment (see page 4.5-21 of the Hollywood Community Plan Update DEIR, City of Los Angeles, 2011 ).**

**This Conclusion for the Update, Confirms the Conclusion From the More Conservative Manual Analysis Used in This Study, that the Added Project Trips will NOT have a Significant Impact on the Freeway System (i.e. will be below the 150 trip threshold for All Segements)**

**6. No intersection in Hollywood got an "F," which means they found NO "Forced Flow With Stoppages of Long Duration."**

**The Studies were done in 2011, most of them over a year ago.**

**THIS REPORT was apparently written BEFORE the Hollywood Community Plan was passed.**

**What Percentage of the Future Trips Will Now Be Allocated to Millennium Traffic and Taken Away From Local Residents, Local School Traffic, Local Businesses, and Local Workers who Need Access Through Central Hollywood??**

## \*HOLLYWOOD FAULT LINE

### **3.2 Earthquake Hits Hollywood Fault – UPDATE: New 3.4 quake**

Published on September 4, 2012 by Livable Communities in Earthquake Fault in Hollywood

A minor earthquake occurred at 3:26:56 AM (PDT) on Monday, September 3, 2012. The magnitude 3.3 event occurred 1 km (1 miles) ENE (62 degrees) of Beverly Hills, CA. The hypocentral depth is 0.1 km (0.1 miles). The Hollywood Fault runs along Hollywood Blvd and is directly under the land where Millennium want to build two tall skyscrapers. The Hollywood Community Plan calls for many more tall buildings in this area.

#### Earthquake Shake Map

The Hollywood Community Plan Draft Environmental Impact Report states:

**“Hollywood Fault.** The Hollywood fault is located along the southern base of the Santa Monica Mountains, beneath northern Hollywood. **Rupture of the entire Hollywood fault could produce a magnitude 6.6 earthquake (Dolan et al., 1997).** The active Hollywood fault trends approximately east-west along the base of the Santa Monica Mountains from the Beverly Hills area to the Los Feliz area of Los Angeles (Dolan et al., 2000).

Studies by several investigators have indicated that **the fault is active**, based on geomorphic evidence, stratigraphic correlation between exploratory borings, and fault trenching studies (Dolan et al., 2000).

The fault is also considered active by the State Geologist. However, there is an absence of well-defined surface fault traces. For this reason, an Alquist-Priolo zone has not been established for this fault.” [emphasis added]

**UPDATE:** A minor earthquake occurred at 0:03:09 AM (PDT) on Friday, September 7, 2012. The magnitude 3.4 event occurred 1 km (0 miles) SE of Beverly Hills, CA. The hypocentral depth is 2 km (1 mile). The quake was 1.6 times stronger than the one last week.

#### New Earthquake Shake Map

The earthquake faults in Hollywood are described in this report from the Southern California Earthquake Center:

#### Active Faults in the Los Angeles Metropolitan Region

##### **Santa Monica fault**

The Santa Monica fault extends east from the coastline in Pacific Palisades through Santa Monica and West Los Angeles and merges with the Hollywood fault at the West Beverly Hills Lineament in Beverly Hills, west of the crossing of Santa Monica Boulevard and Wilshire Boulevard, where its strike is northeast.

##### **Hollywood fault**

The Hollywood fault extends ENE for a distance of 14 km through Beverly Hills, West Hollywood, and Hollywood to the Los Angeles River and Interstate 5. It is truncated on the west by the NNW-striking West Beverly Hills Lineament (WBHL), which marks a left step of 1.2 km between the Santa Monica fault and Hollywood fault (Dolan et al., 2000a). The lineament, located **in Beverly Hills immediately east of the Los Angeles Country Club**, is on trend with, and may be the northwest continuation of the Newport-Inglewood fault.

##### **Raymond fault**

The Raymond fault extends 25 km from the Los Angeles River east of Griffith Park east to east-northeast across the San Gabriel Valley through South Pasadena, Pasadena, San Marino, Arcadia, and Monrovia to a junction with the Sierra Madre fault at the foot of the San Gabriel Mountains

SCEC video (Santa Monica, Hollywood, Raymond Fault Relationship) from USC showing the faults.

[http://scec.usc.edu/internships/sites/scec.usc.edu/internships.useit/files/videos/group5\\_3\\_vdo\\_6:26:09\\_Brian.mp4](http://scec.usc.edu/internships/sites/scec.usc.edu/internships.useit/files/videos/group5_3_vdo_6:26:09_Brian.mp4)

The Santa Monica fault is shown in blue, the Hollywood fault is shown in yellow and the Raymond fault is shown in green.

#### Beverly Hills Earthquake Hit at Intersection of 2 Major Faults

“The earthquakes that hit this week — a 3.2 on Monday, centered near **Doheny Drive and Wilshire Boulevard**, and a 3.4 after midnight Friday, centered near **Wilshire Boulevard and Beverly Drive** — were relatively shallow.

“As a result, they were strongly felt,” [U.S. Geological Survey geophysicist Doug] Given said.”

Doheny Drive and Wilshire Boulevard and Beverly Drive and Wilshire Boulevard are both east of the West Beverly Hills Lineament (WBHL) immediately east of the Los Angeles Country Club. This places the quakes on the Hollywood fault.

<http://www.savehollywood.org/?p=960>



by Nyla Arslanian

## Skyscrapers in Hollywood?

**H**aving lived and worked in Hollywood for over 30 years, I know that I have lost any objectivity about this place. I love its quirks and foibles, its dichotomy—place or industry. While many find the allure of celebrity and the nuances of the industry fascinating, my fixation is on the place—its many layers, its past and its present.

I've seen a great deal of change through the years. After years of decline, not an uncommon occurrence to Main Streets throughout the country, Hollywood turned the corner and a "renaissance" has been declared. First, the arrival of the subway, then the Oscars returned to the Kodak Theatre at Hollywood & Highland, and then slowly but surely the mean streets became friendlier and dollars began to flow into new projects.

Hollywood, a center for the performing arts, even in the dark days now also attracted scores of clubs and "new" Hollywood enjoyed its mix of the gritty with the glamour and we became a popular night spot. Visitors who were never in short supply increased and the boom continued.

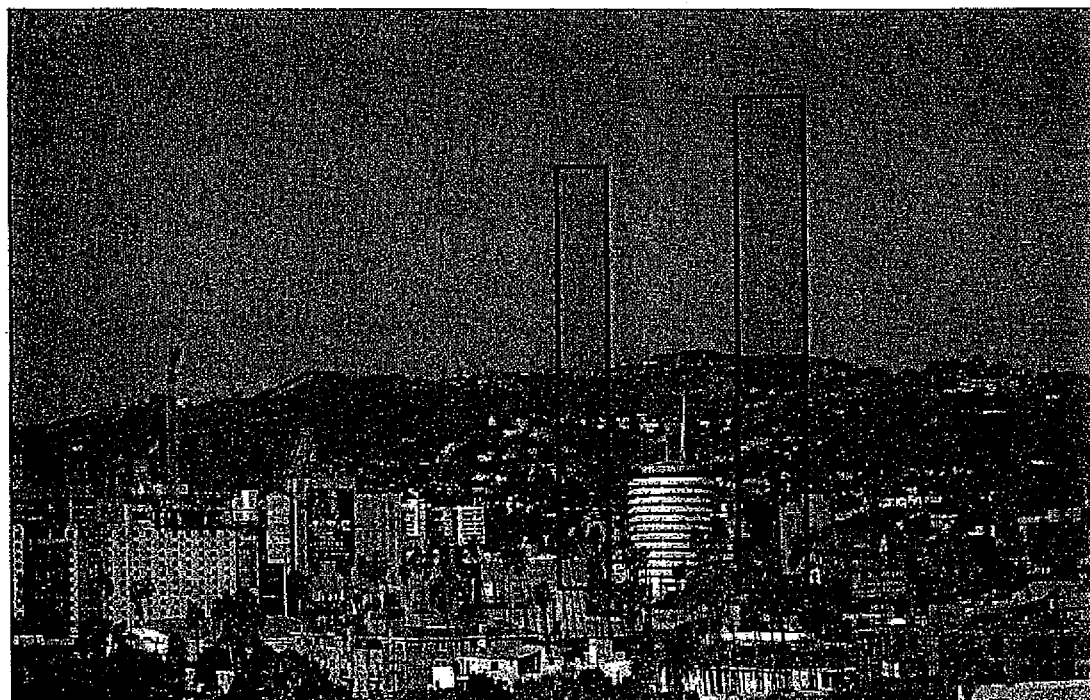
But what were we selling, what is our attraction? Is it the wealth of arts and entertainment, young celebrity clientele, or is it a sense of place, a sense that something special created a place comingling history, architecture, industry, glamour, excitement, a unique cultural phenomenon called Hollywood, a place beautifully situated against a background

of the Hills, a crossroads accessible from north, south east or west.

I say that our unique selling proposition is our authenticity. With our desire to continue the economic development of the past decade, the allure and essence of our community could be at risk, a possible victim of our success. Currently a project is being proposed that for skyscrapers exceeding 45 stories. This community was successful in recommending a downsized Columbia Square project also originally calling for 40 stories. The newest is being proposed by an eminently qualified developer around Hollywood's most outstanding landmark, the Capitol Records building.

This is Hollywood, not Century City, or downtown. Amazingly, until recently, Hollywood Boulevard, which is on the National Register of Historic Places, has changed little since the 1930's. Surely, we can plan future development that complements existing landmarks and also returns the investment.

It may be a challenge, but Hollywood is worth it. The most successful projects in Los Angeles are those that create a sense of place—Old Pasadena, Santa Monica, Americana in Glendale and The Grove—even L.A. Live. Does it make sense to take the world's most famous place, ignore its unique character? We owe it to ourselves and to the millions who visit to protect our asset—the authenticity of the place called Hollywood. DH



There's no doubt that Hollywood is still a work in progress. The question is: Do we want to jeopardize authenticity—our most important asset—in the process?