

COMMITTEE MEMBERS:

George Skarpelos, Voting Stakeholder
Susan Swan, Voting Stakeholder
Rosalind Helfand, Voting Stakeholder
Robert Morrison
Brandi D'Amore
Cesar Cervera, Voting Stakeholder
Jim Van Dusen, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
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COMMITTEE MEETING MINUTES

Planning and Land Use Management (PLUM) Committee

Thursday, May 5, 2022, 6:30 PM

Webinar ID: 845 0435 7879

<https://us02web.zoom.us/j/84504357879>

Cesar Cervera left the meeting after roll call as the agenda items posed potential conflicts of interest pursuant to distance proximity. Mr. Cervera indicated that he had communicated with City Attorney representatives covering for Steve Houchin who told him that the decision was his. Mr. Cervera left it to Jim Van Dusen, PLUM chair to decide. One of the said agenda items was by request of a prospective business to pursue community interest and gain feedback to open a business on Mr. Cervera's property. Mr. Cervera was unaware that was requested, and Mr. Van Dusen indicated that it was requested and presentation only. Mr. Van Dusen opted that Mr. Cervera should recuse for the two mural agenda items, and needed to recuse for the restaurant presentation. Committee agreed that Mr. Cervera then did not need to stay in the meeting.

Welcome

6:33 PM start

1. Roll Call

Attending

Jim Van Dusen Cesar Cervera Brandi D'Amore Robert Morrison Rosalind Helfand George Skarpelos

Absent

Susan Swan

Left

George Skarpelos: In Attendance: 6:35 PM, Excused 6:35 PM

2. Approval of Minutes

Motion passed.

Motion Made: Approval of April '22 Minutes

Motion: Brandi D'Amore **Second:** Robert Morrison **Vote:** Yes-3, No-0, Abstain-2, Recused-0, Ineligible-0

Yes

Brandi D'Amore Jim Van Dusen Robert Morrison

Abstain

Cesar Cervera Susan Swan

3. Public Comment on items not on the Agenda (2 minutes each)

Ernest Cornish, stakeholder: new to area and first attendance at HUNC meeting. He addressed two concerns: 1) area needs more EV chargers 2) how to get parking permits district and park n area taken in residents. Brandi D'Amore advises as Transportation & Works Committee chair for him to get in touch with her.

4. Presentation, discussion and possible recommendation of action on request for retroactive approval as required by Department of Cultural Affairs (DCA) of current mural at 6223 Franklin Avenue, 90028 created by Halo Collective/Budega (tenant of address)

https://culturela.org/wp-content/uploads/2019/12/Private_Property_OAMural_app_pkg_1219.pdf

Brandi D'Amore gave an overview of the reason for this agenda item: applicants had already painted a mural on the business property yet as the image did not match the content to submitted to the Department of Cultural Affairs, the mural was no longer permitted; now needs retroactive approval which requires a public hearing and allows NC to weigh in.

Budega's lawyer and owner, Jonathan Riker and Cody Powers, attended. Mr. Riker did a brief introduction, and explained that they had no idea how significant the content changes were, that they were made to accommodate supply issues. He indicated that the design was basically the same except the color changes.

Mr. Powers gave presentation on background, the work with Jet Martinez, discussed differences, yet in reality, the amount of paint was not able to be procured in the shade in the time frame

Jim Van Dusen opened the floor to public comment for 2 minute per comment:

David Gadd, President - Argyle Civic Association (ACA): doesn't particularly like the art, but wants more community input. He also indicates that though ACA advised of the content differences, he is not responsible for current action. Brandi D'Amore concurs and indicates that the project is required to provide a finalized art to the DCA, and this issue would occur.

Natalie R., ACA resident/stakeholder -really likes it, thinks improvement/

Ishmael Arredondo, ACA board member: mural is a nightmare, thinks the art is a "trojan horse" to have the dispensary business. The neighborhood did not give its okay on the image.

Patrick White, stakeholder: was very happy to see the work, very glad that the original proposal was not painted. Loves the mural, and in support of dispensary business.

Namita, stakeholder: wholeheartedly agrees with Patrick White. Likes current artwork to the previous. Community that she knows loves it and is speaking for others.

Lara Harb, proprietor at property mall: agrees with the other comments.

Beverly Freeman, ACA board: felt betrayed by the mural going up and pushy on behalf of the owner of mall and the business, and going to this extent without licenses is pushy. Does not care for mural. Commercial property should remain at Franklin; the same issue is CA to residences. Residential district and commercialism perpetuated by murals does not belong there.

Missy Kelly, President - Beachwood Canyon Neighborhood Association (BCNA): residential neighborhood and should be noted, does not like "do now and ask later" approach. Appreciates the color splash. Feels it's better than just a brick wall.

Committee member Rosalind Helfand came in at 7:09PM

Roan Florez: Follows the artist's work, discusses all the benefits of such a work in the community.

End of public comment.

Mr. Van Dusen: discusses graffiti artists are proliferating, what provisions to fix it, budget, etc.? It's not if, but when. Mr. Powers indicates the DCA requires a coating that assists in preventing adherence, also has a fund to correct, repair.

Susan Swan: indicates and posits that the current lack of graffiti bodes well for that not occurring.

Robert Morrison: likes the mural better than that submitted to DCA.

Brandi D'Amore asked questions: how much community input received; why the design was changed; what protections to the art work will be in place; what happens if Budega does not get its permanent license; owner covenant; problem corrections; possible traffic issues from photography.

Rosalind Helfand gave her comments of support

Committee asked applicant on public hearing aspect, and they will send info to Brandi D'Amore after that hearing on May 11, 2022.

Motion passed. Applicant advised to attend May Full Board on 5/9. Public advised of a public Zoom hearing they can attend as open to public.

Motion: Jim Van Dusen **Second:** Rosalind Helfand **Vote:** Yes-5, No-0, Abstain-0, Recused-1, Ineligible-0

Yes

Brandi D'Amore

Jim Van Dusen

Robert Morrison

Rosalind Helfand

Susan Swan

Recuse

Cesar Cervera

5. Presentation, discussion and possible recommendation of action on request for approval of tile mural and art content as

required by Department of Cultural Affairs (DCA) at Castle Argyle at 1919 Argyle, 90028.

Brandi D'Amore gave overview of this agenda item. Applicant had been advised by stakeholder that HUNC likely needs to be advised of the application to the DCA for the mural. Tima Bell, architect of current project at Castle Argyle 1919 Argyle, contacted her to address and was told that per the DCA instructions that the NC needs to be advised. He requested to be on the agenda for that input, and the project would also have a public hearing at the property on 5/12/22.

Mr. Bell made the presentation of the tile mosaic mural they wish to erect. He discussed the history he has with the property and that the mural was meant to evoke "Old Hollywood". He discussed the reputation of the tile artist to be used, presented examples of other work and of the new mural he completed inside the property.

Jim Van Dusen opened to public comments. Many of the questions repeated concerns in previous agenda item.

David Gadd, Argyle Civic was ambivalent on the project and addressed concerns about graffiti.

Beverly Freeman wanted the project to more reflect the actual history of the property as it has a rich history that she provided. Mr. Bell indicated that he had family that was there at one point in time and also initially considered that. However, as it is the freeway exit that enters into Hollywood, the subject matter was changed to reflect what is thought of as Hollywood. She also gave concerns that it creates more commercialization of the residential areas.

Namita, Natalie Raymond, Ernest Cornish provided input on the image that reflected enthusiastic like to it is better than a blank wall.

Committee asked many of the same questions regarding protection of the mural, traffic issue if people stop, etc. Mr. Bell indicated that it was important to realize that the finalized image will not reflect the image used to present as the tile will create a separation in the image.

Brandi D'Amore indicated that property is almost empty due to the renovation. She asked how the input was received from those tenants. She also asked if the artwork could reflect "age" in the subject matter as it is trying to be a reorientation of diversity yet does not reflect the residents that live at the property. Mr. Bell indicated that a change may be difficult, yet he would ask the artist.

Motion passed. Attendees were advised of the public meeting which is open to public. Applicant advised to attend May Full Board on 5/9.

Motion: Jim Van Dusen

Second: Brandi D'Amore

Vote: Yes-5, No-0, Abstain-0, Recused-1, Ineligible-0

Yes

Brandi D'Amore

Jim Van Dusen

Robert Morrison

Rosalind Helfand

Susan Swan

Recuse

Cesar Cervera

6. 6201 Franklin Ave.: Discussion regarding potential restaurant location by Calif Chicken Café.

Owner gave overview of search for community support and processes. He discussed the history of his current chain of restaurants, an overview of how he saw the construction and use of the location, and wanted to receive feedback.

Jim Van Dusen opened to the public.

Natalie Raymond: No Franklin Village 7-Eleven group, not a huge fan of café, yet better use of space than the 7-Eleven; concerns on drive-thru and hours,

David Gadd: at ACA and DID Not take a position to support or not support. Was enthusiastic. Traffic is an issue as is being in a Freeway Advisory Zone.

Namita: great for walkability

Beverly Freeman discussed her concerns with traffic.

Committee provided a variety of feedback on zoning, traffic, parking, community history on franchises, environmental impact of takeout, vegan options, wages, sustainability.. Owner tried to respond wherein Mr. Van Dusen reminded the owner that as this is not an application determination, he was to receive feedback only.

7. Committee Member announcements on items not on the Agenda

None

8. Old/Ongoing Business

None

9. New/Future Business

None

Adjournment at 8:34 PM

Reconsideration: The Board may reconsider and amend its action on items listed on the agenda if that reconsideration takes place before the end of the meeting at which it was considered or at the next regular meeting. The Board, on either of these two days, shall: (1) Make a Motion for Reconsideration and, if approved, (2) hear the matter and take an action. If the motion to reconsider an action is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting: (1) A Motion for Reconsideration on the described matter and (2) a [Proposed] action should the motion to reconsider be approved. A Motion for Reconsideration can only be made by a Board member who has previously voted on the prevailing side of the original action taken. If a Motion for Reconsideration is not made on the date the action was taken, then a Board member on the prevailing side of the action must submit a memorandum to the Recording Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall all be in compliance with the Ralph M. Brown Act.