

## Elyse Eisenberg

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**From:** Elyse Eisenberg [eisenberg@earthlink.net]  
**Sent:** Tuesday, July 31, 2007 11:41 PM  
**To:** Eisenberg, Elyse  
**Subject:** Clarifications: Tower Records Developer Meeting 07 25 2007

Dear All,

Michael Darner (not Darmer - my mistake), the architect, was kind enough to clarify some details from the summary of our meeting last week.

His notes are in blue below.

Best,

Elyse

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**From:** Elyse Eisenberg [mailto:eisenberg@earthlink.net]  
**Sent:** Sunday, July 29, 2007 8:14 PM  
**To:** eisenberg@earthlink.net  
**Subject:** Tower Records Developer Meeting 07 25 2007 - Summary

Dear All,

On behalf of the West Hollywood Heights Neighborhood Association, we would like to thank Sol Barket and his associate Jackie Schwartz from Centrum Properties in Chicago, architect Michael Darmer from Gensler's Chicago offices, and Brian Lewis from Marathon Communications, for meeting with us and making a very detailed presentation of their plans for the Tower Records site. We appreciate that Sol and Michael answered all questions frankly, allowed everyone to review the illustrations thoroughly, and gave everyone the opportunity to express their concerns about the proposed project. We hope that we can all reach a consensus on the plans that will allow the project to go forward without conflict.

We would also like to thank Mayor Pro Temp Jeffrey Prang, and his assistant Josh Kurpies, for coming to the meeting. We appreciate that members of the City Council and their representatives continue to show interest in participating in these informal sessions addressing the WeHo Heights residents concerns with new developments and traffic issues in our area.

Much of the information was previously known through earlier meetings. However, more detailed exhibits were presented and explained, and this was the first time a large group was available to ask questions.

Here are the current plans as we understand them:

Architect: Michael Darmer/Gensler, the internationally known architectural firm (recent project - 2000 Avenue of the Stars/CAA building). Mr. Darmer presented his plans at the meeting. <http://www.gensler.com/>

Height:

67 - Highest point, an elevator shaft that will rise above the top of the building. The elevator shaft is being used as a design element in the front of the building above the front entrance.

60 From the top of the rooftop parking.

Note: Legal building height is 45. Extra 15 is bonus for providing 50 extra public parking spaces.

FYI - The back of the IAC building next door is 70; the front of the IAC building is 60.

Typical height limit for this zone is 35 feet. With the 15 foot bonus, limit will be 50 feet.

At the front of the building, the height will be 50 feet, plus the allowable architectural projections of the screen

wall around the first parking level.

The building then follows required setbacks. At 33 feet north of the front wall, the top building slab would be at 67 feet above Sunset. ( This is in accordance with the City's building envelope diagram for sloping sites). At the rear of the building, the top building slab will be 35 feet or less above the ground (because the site slopes up).

The highest point of the building would be the top of the elevator shaft near the front of the building. It would be about 84 feet.

Size:

Approx. 57,500 sq ft of office, gym and retail space, plus an additional three levels of parking.

Note: Parking levels do not count toward usable square footage. Actual mass of building is similar to six stories.

Gross Area limits for the building are 52,132sf. That is what will be divided among office, gym and retail.

Primary Use:

Street level 7,500 sq ft for high end/destination retail store.\*

Level 2 - 25,000 sq ft for David Barton, an exclusive private training gym [www.davidbartongym.com](http://www.davidbartongym.com)

Level 3 - 25,000 sq ft office space likely to be leased by IAC

Levels 4-6 - parking, with level 6 being rooftop parking. Levels 4-6 appear to be slightly set back from front faade of building.

\* Apple has indicated it is too close to their other stores, so is not a likely tenant. Tower Records is reorganizing and has expressed interest in returning to the site. Mr. Barket is waiting to hear their proposal as he would like to make sure they are a viable long-term tenant before accepting.

Gross floor areas for each use currently are 8331sf for retail, 24,692sf for spa/gym, 19,088sf for office, totalling 52,111sf.

Level 4 slab of parking is flush with the front of the building; Level 5 slab is set back 11'-8" from the front of the building; Level 6 slab is set back 33'-2" from the front of the building.

Entrances:

Street level pedestrian entrance on Sunset under elevator shaft close to west side of building.

Truck loading entrance on Horn 109 from intersection.

Public vehicular entrance on Horn 215 from intersection.

Center Turn Lane on Horn:

Horn will be widened 2 and center turn lane will be added. Horn will effectively have three lanes running length of property.

We have proposed a center lane, and adjusted the proposed building to accommodate it. The City will make the decision on whether this will be permitted or not.

Exterior:

Sunset faade of the building is primarily vertical strips of glass, separated by narrow structural supports that appear to wing out to the sidewalk. We did not ask the material, but it appears to be stucco, although it could be steel or similar.

The material used with the glass on Sunset and Horn is proposed to be metal cladding. No stucco is planned, unless it is on the concealed wall immediately adjacent to the IAC building.

Advertising space/Billboards:

Advertising space will be available for sale on the building in two areas

- Narrow horizontal non-electronic runner billboard along top of third floor of the building facing Sunset.
- 5,000 sq ft horizontal non-electronic billboard facing Horn.

We are also planning the vertical billboard on the Sunset elevation.

Parking:

300 parking spaces in total throughout the building (331 mentioned previously). 50 parking spaces on street level, remainder on three rooftop parking levels.

Valet parking only.

Covering for the roof level parking to alleviate noise issues is under consideration.

318 spaces are currently planned in the building, of which 97 are on street level or one level below grade. The remainder would be on the upper levels.

Garage:

Parking garage in rear of building, facing North to residential areas on Larrabee and Horn.

Open garage with vertical mesh screens (guestimate 6 wide) spaced around open area that could grow shrubbery on them.

Long interior corridors before car drop-off areas to alleviate potential street back up during busy times.

Building set backs:

South property line extends to somewhere on Sunset Blvd.

Building will be set back 15 from edge of sidewalk on Sunset. Current structure is flush with sidewalk, which was estimated by developer to be 10-12.

North and West sides - Building will extend to 12.5 from property line. The green zone will be in that area. (It is unclear if this will impact the current green area on the North and West sides of property lines.

East side will be set back 10 on Horn.

Although the property line extends well out into Sunset, the City is requiring use of an easement line at the current building's face as the point for calculating FAR, building height, setbacks, etc.

The building is setback from the curb of Sunset by 15', allowing for a 15' sidewalk on that street. Sidewalk width on Horn is proposed at 10 feet.

Landscaping: Instead of the tall single palm trees that were spaced around the building in earlier illustration, in their place is now shorter fuller trees.

Street trees proposed are from City's street tree program. They are canopy trees; Magnolias on Sunset, Cassia on Horn. Both specimens can grow to substantial heights.

Model & Illustrations: A model and more illustrations showing the building in actual context with neighboring buildings will be done. Current illustrations do not show Spagos, IAC, or Horn buildings.

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After the formal presentation, Mr. Barket and Mr. Darmer answered residents questions. The following summarizes the primary areas of concern raised at the meeting:

1. Public and commercial vehicular entrances should be on Sunset, not Horn
2. Increased traffic to neighborhood and Sunset
3. Open garage facing residential areas needs to be enclosed.
4. Building too massive and too high
5. Rooftop parking noise pollution issues
6. Inadequate building set backs
7. Green zone separating residential properties from commercial areas
8. Green roof desirable
9. Distinctive landscaping design desired
10. Undesirable oversized billboard facing Horn
11. Valet parking for all parking?
12. Public and neighborhood parking discounts
13. Tenant hours limited
14. Multi-use preference - i.e. residential/office vs office/gym/retail
15. Building design doesn't conform with Sunset Strip

16. Developers commitment to community

The meeting ended with the neighborhood interested in speaking with the same members of the Planning and Traffic departments that the developers have met with to express their concerns.

Residents are encouraged to come to the WeHo Nite Out Block Party next week on Tuesday, August 7<sup>th</sup>. It will be a good opportunity to discuss these plans in an informal environment.

Best,

Elyse Eisenberg