

# CITY OF LOS ANGELES

CALIFORNIA



PICO UNION NEIGHBORHOOD COUNCIL  
ZONING, LAND USE, & PLANNING  
COMMITTEE CHAIR

Donna Kim

PICO UNION NEIGHBORHOOD COUNCIL  
ZONING, LAND USE, & PLANNING  
COMMITTEE MEMBERS

Israel Chaidez  
Sunny Kim  
Kenneth Wyrick

PICO UNION NEIGHBORHOOD COUNCIL  
ZONING, LAND USE, & PLANNING COMMITTEE MINUTES-DRAFT-2

**Tuesday, July 23, 2013; from 7:00 p.m. to 8:00 p.m.**  
**Olympic Community Police Station**  
**1130 S. Vermont, Los Angeles, CA 90006**  
**[www.picounionnc.org](http://www.picounionnc.org)**

**1. Call to Order: 7:00 p.m.**

**2. Welcome remarks and Roll Call**

Present: Donna Kim, Sunny Kim, Kenneth Wyrick, and Peter Sean (PUNC President); Absent: Israel Chaidez.

**3. Zoning, Land Use, & Planning action items & presentations:**

- a) Discussion about Case No.: ZA - 2012 - 2331 ( CU ) ( SPR ) ( 1020 Fedora St. ). A new proposed type - V structure. 84 guest room hotel with 2 dwelling units. A total to 86 units over type - I structure, parking in basement / ground level. Request for conditional use permit to develop a HOTEL on a R4 - 1 zone which does not front onto a major or secondary highway.
- o Case No. : ZA - 2012 -2331 ( CU ) (SPR )
  - o CEQA No. : ENV 2012 - 2332 MND
  - o Applicant : Samwon Group
  - o Project : 1020 Fedora Street
  - o Project address : 1020, 1022, & 1024 South Fedora Street Los Angeles, CA 90006
  - Donna Kim, PUNC Zoning Committee Chair, read paragraph 3 out loud. She then invited guest to presentation.
  - Christopher Pak, Archeon International Group, said that hotel project would be 35,000 square feet. There is a need for this hotel. There will be approximately 66 parking spaces. There is a drop off section in order not to add to traffic in the area. There will be approximately 13.7% increase in tourism. Most people do not transit to other areas other than Koreatown as tourists. The project will bring tourism and possible business opportunities. Some of the hotel guests will take public transportation. For the esthetics of the building. There is (soft set back 15 ft.). 55% of landscaped front area. There will be a restaurant in the second floor. No alcohol will be sold. This is a business friendly hotel model for Koreatown. Steve Shin noted the buildings around surrounding the project. There are approximately 2 four story condominiums on the same street. The eastside of Normandie Avenue has around 4 developments. The Westside of Normandie Avenue has around 7 developments. No alcohol license will be asked for. The synthetic material is not just stucco. This is a boutique hotel that will be very efficient (it maximizes use of space). The hotel sign will not intrusive to neighbors. This is a 16 to 18 million dollar project. The project will economically benefit the community. This strip of Olympic Blvd. needs a hotel. A condominium project would need 100 parking spaces. A hotel is a much better option. Commercial usage has begun in Olympic blvd. Dave Cunningham worked to have the zoning changed to make Olympic Blvd a type of freeway; this diminished property values; the R-4 Zoning category will help development, it will improve the esthetic quality, and enhance economics of the area. The area will be more esthetically pleasing.
  - Humberto Camacho, Pico Union Neighborhood Council Board member, a 5 story building on Fedora Street was not needed. The street is not a commercial street; construction would not allow cars to access driveways.
  - Christopher Pak: We would like to recommend that construction workers get shuttled into the worksite to alleviate traffic.
  - Humberto Camacho said: In past projects construction projects wouldn't listen. This is not a commercial zone.
  - Christopher Pak said: We have been looking at New Hampshire. Before we start construction. We would ensure that the community should not be impacted.
  - Mario Ezpinoza, a member of the public, said: Where did you arrive at 100 spaces number? I would rather the hotel open up to Olympic Blvd. I have seen past projects increase traffic and density. I know that unlike other projects,

your project will provide their own water. Offsite parking for these types of construction projects is normal. We do not have any assurance that in the future you will have apply for an alcohol license.

- Christopher Pak said: R-4 does allow for a hotel with a conditional use permit due to economic necessity. We provided what was required. I viewed the area at 10am and found plenty of parking. Condominiums get 2.5 parking places per unit. The hotel is approximately 47 units therefore it would require 100 parking spaces if it was a condominium building. If later on down the road the hotel decides to request an alcohol license the procedure would be similar of community meetings. The bed tax will also be in effect.
  - Mark Lee, Pico Union Neighborhood Council (PUNC) Board member, said: I like development. The project looks good but my opinion does not matter because I am a PUNC Board member. Around 100 people live in the neighborhood. Can your construction company work with the community? You should see the community when there is traffic.
  - Garnet Matsui, a member of the public, said: There is an earthquake fault line nearby. There should be no street parking for: hotel employees, construction workers, deliveries, pick-ups, and charter buses. There should be 24 hours per day security. There needs to be close circuit cameras that can be viewed from the lobby. No narcotic activities. No impeding traffic. We have plenty of hotels and restaurants already. How did we go from R-4 to commercial? The street is narrow. The entrance needs to be well lit and the street visible from the driveway. There should be not windows at street level. There will be a hot breeze. There will be limited sunlight. There will be increase heat from the large air condition system. How can R-4 allow a hotel to be built?
  - Ana Gomez, a representative from Mr. Gilbert Cedillos's office, said: We are here to mitigate any negative impact. We are here to take community opinions. We encourage everyone to attend all the hearings.
  - Gerald Gubatan, a representative from Mr. Gilbert Cedillos's office, said: We wanted to introduce ourselves. We would like to work with the Neighborhood Council on these types of projects. The Zoning does allow for a hotel to be built with conditions. We will work with economic revitalization. This is a conditional use permit. The city is able to suggest conditions for the project before it's built and when it's operating.
  - Humberto Camacho said: We do not allow 5 story buildings in this community.
  - Laura Ricciardi, a member of the public, said: Many people have expressed short concerns. I have long term concerns. You are making various assumptions. You are looking only at the benefits. A hotel open 24 hours per day generates a lot of noise, there will be bright lights. You noted that an alcohol will not be requested but this allows guests to bring in their own alcohol.
  - Christopher Pak said: I was zoning commissioner. It's ultimately up to the operator. You can put all the conditions you want but it's ultimately up to the operator. I believe that 17 million will not be used to then allow detrimental use of the building.
  - Mario Ezpinoza said: I have seen buses block the street for the Seoul Hotel. What is going to happen to the buses? The weight of the buses are pushing out the sidewalk, in the future taxpayers will have to pay for the repairs. There will be increased density and traffic and air pollution. The sunlight will be blocked.
  - Christopher Pak said: Hopefully we can mitigate these concerns. There is very impact and the sunlight. I don't know when the buses took over the area but we are not going to pickup people from the airport on buses. If shuttles are used there will be parking available for that. The hotel will create 14 permanent jobs. Not all the employees will be at the facility at once but there are approximately 9 spaces for employees.
  - Peter Sean said: I'd like to speak with the people concerned about the casino buses. Thank you for participating it shows your concern for this problem. We have addressed this issue before and we approached LAPD as well as Ed Reyes regarding this.
  - Garnet Matsui, said: There should be no spas, foot massage, massage, gyms, and workout equipment. There are plenty of restaurants in the area already that are not making money. The Korean community is being prostituted. Business should not be competing with each other. What is occurring is bad organization and bad regulation. I have seen people in the street exchange marijuana.
  - Laura Ricciardi said: Left hand turn from Fedora to Olympic. Fedora Street traffic has increased. I have seen 6 family houses improve due to the work of the homeowners in the last 3 years. We have to take in consideration what home owners can do to improve the community. I have seen the buses parking on 11<sup>th</sup> street and other streets in idling in order to avoid the ban.
  - Christopher Pak said: Approximately 95% of traffic will go into Olympic Boulevard. When I first arrived to the area there was a large population of Japanese immigrants and it was mostly single family housing. The community moved away once the business center moved to century city.
  - Humberto Camacho said: The Korean festival closes off various streets. How are you going to deal with the situation?
- Steve Shin said: It only occurs once per year. The Los Angeles marathon is more problematic.

- Mario Ezpinoza said: What I have seen in various places is that Emergency vehicles cannot get through the traffic dividing islands with flowers. Buses are also not able to turn easily due to the traffic islands. Fedora Street is taking most of the effect from the increased traffic. The hotel will increase traffic on Fedora Street. I ask that the Pico Union Neighborhood Council not set up anymore flower planted traffic islands.
- Peter Sean said: The flower planted traffic island was not brought to our attention. They just installed them without letting us know about them. Another thing from the Cunningham era. When they tried to make it a second freeway. Those concerned about these issues should attend our Board meetings and participate, give us your opinion, and voice. When I arrived to the area in 1976 most of the area was residential, today the area is much more of a metropolitan city. I would like to see the area become more modern but in healthy prosperous way, with single family homes. I can understand the resistance to change from those that have lived in the area for a long time but you have to understand that this is the heart of Los Angeles, the second biggest city in the U.S. It's always going to be hard to find tranquility in the middle of a large city. In order to prevent the city from turning this area into part of the freeway we must have businesses that give the area more prominence, increase foot traffic, and create a better economic environment.
- Garnet Matsui said: Olympic Blvd used to be a highway before it became a Blvd.
- Laura Ricciardi said: Will there be a parking fee for using the hotels facilities? To what extend has foot traffic been gagged?
- Christopher Pak said: The same as other hotels in the area, approximately 2 dollars. If this was a 300 room hotel a more extensive studies would have been conducted. We do not have foot traffic like in New York City.
- Laura Ricciardi said: There is foot traffic. And, people that eat at the restaurants park in the residential streets. Also, it's a logical fallacy to assume that all traffic will be routed to Olympic Blvd.
- Christopher Pak said: Approximately 80% of the guest will be Korean Americans, they will most likely go move through Olympic Blvd. The new developments are the providing adequate parking; the reason that parking is bad is because in the past business were not required to provide their own parking.
- Kenneth Wyrick said: Can you give an approximate timeline for how the project will go through the process? I am very pleased with the consideration and with some of the architectural forms and with materials used in the project. I am empathetic to those are impacted by the project.
- Steve Shin said: There is a hearing next week on July 30, 2013. In approximately 14 months construction might get under way. A security guard might diminish the value of the project.
- Humberto Camacho said: This area is mostly union people. In previous projects in the area unions were not used and I had to go to the site to force them to wear protective equipment.
- Peter Sean advised Donna Kim on how to make a Motion is regularly made. Kenneth Wyrick made a Motion that the item be approved for the Pico Union Neighborhood Council Board meeting. Kenneth Wyrick seconded the Motion. The committee unanimously voted to approve the motion.
- Donna Kim said: Response regarding Type V construction allows the framing members (wall studs, floor joists & beams) any CBC allowable structural material, in our case we are using wood. Type I is a more limited construction that uses only non-combustible materials, concrete and steel. Donna suggested that anyone interested in the project attend the hearing held by the Los Angeles City Council the following week.

**4. Public comments on non-agenda items within the committee's subject matter jurisdiction.**

**5. Board Member comments on non-agenda items within the committee's subject matter jurisdiction.**

**6. Meeting adjournment: 8:21 p.m.**