

THE CITY COUNCIL OF THE CITY OF LOS ANGELES, CALIFORNIA

ORDINANCE NO. 175236

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOS ANGELES, CALIFORNIA, APPROVING AND ADOPTING THE FIRST AMENDMENT TO THE REDEVELOPMENT PLAN FOR THE HOLLYWOOD REDEVELOPMENT PROJECT

WHEREAS, the Redevelopment Plan ("Redevelopment Plan") for the Hollywood Redevelopment Project ("Project" or "Project Area") was adopted on May 7, 1986; and

WHEREAS, adoption and implementation of the Redevelopment Plan has successfully fostered the elimination of blight and resulted in exciting revitalization and economic development in the Hollywood community in the 4th and 13th Council Districts; and

WHEREAS, the efforts of the Community Redevelopment Agency of the City of Los Angeles ("Agency") through various public-private partnerships have facilitated the production of jobs, housing, and improved social services in the Project Area. The continuing success of the Project requires a limited updating of the Redevelopment Plan, as provided by the California Community Redevelopment Law (Health & Safety Code Section 33000 *et seq.*); and

WHEREAS, to maintain its success, the Agency needs to continue to have the ability to undertake essential actions to alleviate blight and facilitate continued and effective redevelopment in the Project; and

WHEREAS, to that end, the Agency has formulated and prepared the proposed First Amendment to the Redevelopment Plan ("First Amendment") for the Project Area; and

WHEREAS, a Final Environmental Impact Report ("Final EIR") for the Project was prepared pursuant to the California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq.*), and State and Agency Guidelines implementing CEQA; and

WHEREAS, the Planning Commission on April 10, 2003 made its report and recommendation supporting the First Amendment and finding that the First Amendment conforms to the General Plan of the City, including the Hollywood Community Plan; and

WHEREAS, the Agency submitted the First Amendment to the City Council, together with the Report to the City Council; and

WHEREAS, the City Council and the Agency held a joint public hearing on April 30, 2003 to consider the approval and adoption of the First Amendment, which joint public hearing was held with the consent of both the Agency and City; and

WHEREAS, notice of said hearing was published in a newspaper of general circulation in

the City of Los Angeles; and

WHEREAS, copies of the notice of joint public hearing were mailed to residents and businesses and to the last known assessee of each parcel of land in the Project Area by first class mail; and

WHEREAS, copies of the notice of joint public hearing were mailed by certified mail with return receipt requested to the governing body of each taxing agency which levies taxes upon property in the Project Area; and

WHEREAS, the Agency adopted a resolution recommending that the City Council approve and adopt the First Amendment; and

WHEREAS, by separate Resolutions, the Agency and this City Council certified that the information contained in the Final EIR has been reviewed and considered, made all necessary findings and determinations, and adopted a Statement of Overriding Considerations and a Mitigation Monitoring Program, all pursuant to the requirements of CEQA and its implementing guidelines; and

WHEREAS, the City Council has considered the First Amendment, the Agency's Report to Council, other recommendations of the Agency, the report and recommendation of the Planning Commission, and the Final EIR; has provided an opportunity for all persons to be heard, and has received and considered all evidence and testimony presented for and against any and all aspects of the First Amendment, including environmental impacts.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF LOS ANGELES, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. The City Council hereby finds and determines that all of the foregoing recitals are true and correct.

SECTION 2. The purposes and intent of the City Council are the achievement of the following goals and objectives with respect to the Project Area:

1. To encourage the involvement and participation of residents, business persons, property owners and community organizations in the redevelopment of the community.
2. To preserve and increase employment and business and investment opportunities through redevelopment programs and, to the greatest extent feasible, promote these opportunities to minorities and women.
3. To promote a balanced community by meeting the needs of the residential, commercial, industrial, arts and entertainment sectors.
4. To support and encourage the development of social services with special consideration given to participating in projects involving community based organizations that serve runaways, the homeless, senior citizens and provide

childcare services and other social services.

5. To improve the quality of the environment, promote a positive image for Hollywood and provide a safe environment through mechanisms such as:
  - a. adopting land-use standards;
  - b. promoting architectural and urban design standards including: standards for height, building setback, continuity of street façade, building materials and compatibility of new construction and existing structures and concealment of mechanical appurtenances;
  - c. promoting landscape criteria and planting programs to ensure additional green space;
  - d. encouraging maintenance of the built environment;
  - e. promoting sign and billboard standards;
  - f. coordinating the provision of high-quality public improvements;
  - g. promoting rehabilitation and restoration guidelines; and
  - h. integrating public safety concerns into planning efforts.
6. To support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry.
7. To promote the development of Hollywood Boulevard within the Hollywood commercial core as a unique place which:
  - a. reflects Hollywood's position as the entertainment center;
  - b. provides facilities for tourists;
  - c. contains active retail and entertainment uses at the street level;
  - d. provides for residential uses;
  - e. is pedestrian oriented;
  - f. is a focus for the arts, particularly the performing arts; and
  - g. recognizes and reinforces its history and architecture.
8. To promote and encourage the retention and expansion of all segments of the arts community and the support facilities necessary to foster the arts and attract the arts through land use and development policies, such as the creation of a theater district.
9. To provide housing choices and increase the supply and improve the quality of housing for all income and age groups, especially for persons with low and moderate incomes and to provide home ownership opportunities and other housing choices which meet the needs of the resident population.
10. To promote the development of sound residential neighborhoods through

mechanisms such as land-use density and design standards, public improvements, property rehabilitation, sensitive infill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood

11. To recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groups of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land-use and development criteria.
12. To support and encourage a circulation system which will improve the quality of life in Hollywood, including pedestrian, automobile, parking and mass transit systems with an emphasis on serving existing facilities and meeting future needs.
13. To promote and encourage the development of health, education, child and youth care, and senior citizen facilities and programs to enable the development of a community with a variety of lifestyles.
14. To promote and encourage development of recreational and cultural facilities and open spaces necessary to support attractive residential neighborhoods and commercial centers.
15. To promote development of the varied ethnic communities in Hollywood.
16. To the maximum extent feasible, seek to build replacement housing within the Project Area prior to the destruction or removal of dwelling units which house low and moderate-income people. The Agency shall make a good faith effort to relocate displacees within the Project Area unless they choose to relocate elsewhere. Project displacees shall be provided a priority for occupancy in housing which the Agency has facilitated.

SECTION 3. The City Council hereby approves and adopts the First Amendment for the Hollywood Redevelopment Project. The First Amendment and the map contained therein, and such other documents as are incorporated therein by reference, having been duly reviewed and considered, are hereby incorporated in this Ordinance by reference and made a part hereof, and as so incorporated are collectively hereby designated, approved, and adopted as the official First Amendment to the Redevelopment Plan for the Project Area.

SECTION 4. The City Council hereby finds and determines, based on substantial evidence in the record, including, but not limited to, any evidence specified after each of the following findings, the Agency's Report to Council and all documents referenced therein, oral and written staff reports, and evidence and testimony received at the joint public hearing on the adoption of the First Amendment, that:

- a. The Project Area remains a blighted area, the redevelopment of which is necessary to effectuate the public purposes declared in the Community Redevelopment Law (Health and Safety Code Section 33000 *et seq.*).

The basis of this finding includes, but is not limited to, the following facts: the

facts set forth in Sections IV and V of the Report to Council regarding the physical and economic blighting conditions which remain in the Project Area, the facts set forth in Parts 1 and 2 of Section III of the original Report to Council which accompanied the Redevelopment Plan in May 1986 and the findings made in Ordinance No. Ordinance No. 161,202 adopted on May 7, 1986 by the City Council.

- b. The Redevelopment Plan, as amended by the First Amendment, will redevelop the Project Area in conformity with the Community Redevelopment Law and in the interests of the public peace, health, safety and welfare.

This finding is based upon, but not limited to, the following, which show that the purposes of the Community Redevelopment Law would be attained, by programs and projects of redevelopment activities proposed by the Agency for the Project Area: there are eight (8) main overall implementation programs and projects, which will continue to address comprehensively the blighting conditions of the Project Area. The Five-Year Implementation Plan (Section VI of the Report to Council) provides a description of these specific programs and projects for FY2004-2008. Reference is made to the Five-Year Implementation Plan (Section VI) for more specific information regarding the Agency's proposed programs and projects. The following is a brief description of the 8 programs and projects:

1. Housing Program

The objectives of the Housing Program are to increase, improve and preserve affordable housing in the Project Area and to satisfy the requirements of Sections 33334.2, 33334.4, 33334.6 and 33413 of the Community Redevelopment Law. The Housing Program proposes to meet these objectives by, among other things: (1) reducing overcrowding conditions by providing additional units and larger units, especially units for low and moderate income families; (2) providing opportunities for homeownership to a cross section of income groups; and (3) increasing, improving and preserving the housing stock through both rehabilitation and infill new construction in order to improve living conditions. Rehabilitation and new construction activities will continue to occur throughout the Project Area. The Housing Program will continue to involve a considerable effort to meet the needs of the very low, low, and moderate income residents of the Project Area. Approximately ten percent of the housing effort will be targeted towards population groups with special needs, such as the homeless and runaways.

2. Commercial and Economic Development Program

This program will continue to include support for new catalytic and in-fill commercial development, commercial rehabilitation, historic preservation and retail and entertainment industry retention and attraction. The Agency has created a new program, the Retail Incentive Program, aimed at attracting a higher caliber of strategically placed infill retail to support the anchor

economic and mixed use projects currently under construction. Additionally, three programs that were successful in the past are being reintroduced. They are the Commercial Facade and Signage Program, Entertainment Industry Attraction and Retention Loan Program, and Commercial Historic Preservation Loan Program.

### 3. Public Improvements Program

The Public Improvements Program will include the Agency providing matching funds for the implementation of a project to provide street trees, crosswalks, pedestrian lighting, and other improvements and the Agency coordinating the construction of other public improvements, which will include enhanced sidewalk/crosswalk paving, street furniture, street trees, coordinated signage and pedestrian lighting that will enhance pedestrian safety and encourage transit ridership. This program will also include identifying and evaluating opportunities for parks and open space to develop projects such as Selma Park in targeted underserved areas project wide.

### 4. Transportation Improvements and Parking Program

This program will continue to include expanding and improving district parking resources with examples such as the construction of the Cinerama Dome and Cherokee Avenue parking structures, and the rehabilitation of the Doolittle, Shrader/Wilcox, and YMCA parking lots. In addition, the Transportation Improvements and Parking Program will include, subject to the availability of funds from other sources, the Agency providing matching funds for the installation of changeable message signs at key vehicular approaches to Hollywood Boulevard that would inform motorists of pending and current closures of the Boulevard and identify the best alternative route around the area affected by the closure. The signs would be designed to serve also as "gateway" signs to Hollywood.

### 5. Plans and Studies

This program will continue to include preparing design and development standards and guidelines such as the Hollywood Boulevard District Urban Design Plan, the Franklin Avenue Corridor Plan, Sunset Boulevard Urban Design Plan and the Transportation Improvement and Congestion Management Plan.

### 6. Response to Development Opportunities

This program includes operation of the Project not linked to specific enumerated in the Five Year Implementation Plan, such as administration costs, permit and CEQA processing costs, statutory or other legal obligations of the Agency, and programs and projects necessary to implement the redevelopment goals and objectives for property acquisition and disposition, and assistance in the development and construction of industrial, commercial, residential, and public facilities and public improvements. Also included are

project operations and technical staff costs, site office facility costs, supplies, equipment, materials, insurance and maintenance of Agency-owned properties, community meeting costs and general legal costs.

7. Social Needs and Human Services Program

This program will continue to implement the recommendations of Hollywood Social Needs Plan adopted in 1991. Technical and funding assistance will be provided for eligible projects that provide services for the youth, seniors, the working poor or the disabled who make Hollywood their home.

8. Public Art Program

The Agency will continue to implement the Hollywood Public Art Plan and provide staff to the Hollywood Arts Design Advisory Panel (HADAP) that oversees expenditures from the Hollywood Cultural Trust Fund.

- c. The adoption and carrying out of the Redevelopment Plan, as amended by the First Amendment, is economically sound and feasible.

The basis of this finding includes, but is not limited to, the following: (1) the method of financing for the Redevelopment Plan, as described in Section IV.C. of the original Report to Council, and (2) Section 8 of the Report to Council which describes the effect of the First Amendment on the method of financing and which provides, in part:

The proposed First Amendment does not affect the Agency's authority to continue to finance the Project Area with financial assistance from the City, State of California, federal government, tax increment funds, interest income, Agency bonds, donations, loans from private financial institutions, the lease or sale of Agency-owned property, participation in development, or any other legally available source, public or private. . . The proposed First Amendment will also not affect the Agency's authority to obtain advances, borrow funds and create indebtedness in carrying out the Redevelopment Plan. The principal and interest on such advances, funds and indebtedness may continue to be paid from tax increment or any other funds available to the Agency. . . Therefore, the proposed First Amendment is expected to have no effect on the method of financing redevelopment of the Project Area or the continued economic feasibility of the Project Area.

- d. The Redevelopment Plan, as amended by the First Amendment, is consistent with the Hollywood Community Plan and the City's General Plan, including, but not limited to, to the City's Housing Element, which substantially complies with applicable legal requirements of Article 10.6 (commencing with Section 65580) of Chapter 3 of Division 1 of Title 7 of the Government Code.

The basis of this finding includes, but is not limited to, the report and recommendation of the Planning Commission included as Section XI of the Report to Council.

- e. The carrying out of the Redevelopment Plan, as amended by the First Amendment, will promote the public peace, health, safety and welfare of the City, and will effectuate the purposes and policies of the Community Redevelopment Law.

The basis of this finding includes, but is not limited to, the fact that under the First Amendment the Agency will be able to continue to address and correct blighting conditions in the Project Area, for the purposes (among others) of upgrading infrastructure and the shopping/working environment; improving availability, quality and variety of goods and services; providing greater convenience and safety; providing new and rehabilitated housing; and creating new jobs and job training opportunities.

- f. The condemnation of real property, as provided for in the Redevelopment Plan, as amended by the First Amendment, is necessary to the execution of the Redevelopment Plan, as amended by the First Amendment, and adequate provisions have been made for payment for property to be acquired as provided by law.

This finding is based upon, without limitation, the fact that the following Project Area goals and objectives (among others) may not be able to be achieved without the condemnation of real property: (1) preserving and increasing employment and business and investment opportunities through redevelopment programs; (2) supporting and promoting Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry; (3) promoting the development of Hollywood Boulevard within the Hollywood commercial core as a unique place; and (4) providing housing choices and increase the supply and improve the quality of housing for all income and age groups. In addition, the Agency has adopted and included in the Report to Council as Section X a Plan and Method of Relocation for the Hollywood Redevelopment Project which provides for relocation and the provision of relocation assistance pursuant to all applicable State and Federal laws.

- g. The Agency has a feasible method or plan for the relocation of families and persons displaced from the Project Area in the event that the implementation of the Redevelopment Plan, as amended by the First Amendment, results in temporary or permanent displacement of any occupants of housing facilities in the Project Area.

This finding is based upon, but not limited to, the Plan and Method of Relocation

for the Hollywood Redevelopment Project adopted by the Agency and contained in the Report to Council in Section X, and the Agency's commitment, in the event of such displacement, to provide persons, families, business owners and tenants so displaced with monetary and advisory relocation assistance consistent with the California Relocation Assistance Law (Government Code Section 7260 *et seq.*), the State Guidelines adopted and promulgated pursuant thereto, the Plan and Method of Relocation, the Rules and Regulations for Implementation of the California Relocation Assistance and Real Property Acquisition Law adopted by the Agency on November 5, 1998, ("Agency Relocation Rules and Regulations"), and the provisions of the Redevelopment Plan, as amended by the First Amendment.

- h. There are, or shall be provided, in the Project Area, or in other areas not generally less desirable in regard to public utilities and public and commercial facilities and at rents or prices within the financial means of the families and persons displaced from the Project Area, decent, safe and sanitary dwellings equal in number to the number of and available to the displaced families and persons and reasonably accessible to their places of employment. Moreover, families and persons shall not be displaced prior to the adoption of a relocation plan pursuant to Community Redevelopment Law Sections 33411 and 33411.1, and dwelling units housing persons and families of low or moderate income shall not be removed or destroyed prior to the adoption of a replacement housing plan pursuant to provisions of Community Redevelopment Law Sections 33334.5, 33413 and 33413.5.

These findings are based upon, but not limited to, the fact that no person or family will be required to move from any dwelling unit until suitable relocation housing is available for occupancy, and the fact that such housing must meet the standards established in State law, State Guidelines, the Plan and Method of Relocation, the Agency Relocation Rules and Regulations, and the Redevelopment Plan, as amended by the First Amendment.

- i. There are no non-contiguous areas of the Project Area.
- j. The elimination of blight and the redevelopment of the Project Area could not reasonably be expected to be accomplished by private enterprise acting alone without the aid assistance of the Agency.

This finding is based upon, but not limited to, Section IV.A. of the original Report to Council.

- k. The City Council is satisfied that permanent housing facilities will be available within three (3) years from the time occupants of the Project Area are displaced and that, pending the development of the facilities, there will be available to the displaced occupants adequate temporary housing facilities at rents comparable to those in the community at the time of their displacement.

This finding is based in part upon the Agency's assurances regarding displaced residents and relocation housing and the procedures involved in implementing the Agency's Plan and Method of Relocation for the Project Area and the Agency's Relocation Rules and Regulations.

SECTION 5. The administrative budget for this Project Area shall not exceed fifteen percent (15%) of the program budget in any one year unless specifically approved by the City Council.

SECTION 6. All written and oral objections to the First Amendment, if any, filed with and presented to the City Council and any written responses thereto, have been considered by the City Council at the time and in the manner required by law, and such written and oral objections are hereby overruled.

SECTION 7. In order to implement and/or facilitate the implementation of the First Amendment hereby approved, this City Council hereby declares its intention to undertake and complete any proceeding necessary to be carried out by the City of Los Angeles under the provisions of the First Amendment. To the extent the First Amendment provides for expenditures of any money by the City, the City hereby provides for such expenditure.

SECTION 8. The City Clerk is hereby directed to send a certified copy of this Ordinance to the Agency, whereupon the Agency is vested with the responsibility for carrying out the Redevelopment Plan, as amended by the First Amendment.

SECTION 9. If any part of this Ordinance or the First Amendment which it approves is held to be invalid for any reason, such decision shall not affect the validity of the remaining portion of this Ordinance or of the First Amendment, and this Council hereby declares that it would have passed the remainder of the Ordinance or approved the remainder of the First Amendment as if such invalid portion thereof had been deleted.

SECTION 10. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located in the Main Street lobby to the City Hall; one copy on the bulletin board located at the ground level at the Los Angeles Street entrance to the Los Angeles Police Department; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that the foregoing ordinance was passed by the Council of the City of Los Angeles, at its meeting of May 20, 2003.

*J. Michael Carey*

City Clerk

By

*J. W. [Signature]*  
Deputy



DECLARATION OF POSTING ORDINANCE

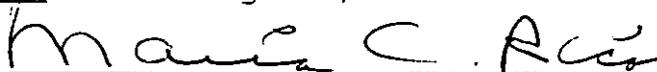
I, MARIA C. RICO, state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 175236 - First Amendment to the Redevelopment Plan for the Hollywood Redevelopment Project - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on May 20, 2003, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, on June 2, 2003, I posted a true copy of said ordinance at each of three public places located in the City of Los Angeles, California, as follows: 1) One copy on the bulletin board at the Main Street entrance to Los Angeles City Hall; 2) one copy on the bulletin board at the ground level Los Angeles Street entrance to the Los Angeles Police Department; and 3) one copy on the bulletin board at the Temple Street entrance to the Hall of Records of the County of Los Angeles.

Copies of said ordinance were posted conspicuously beginning on June 2, 2003 and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.

Signed this 2nd day of June 2003 at Los Angeles, California.

  
Maria C. Rico, Deputy City Clerk

Ordinance Effective Date: July 12, 2003 Council File No. 03-0475

(Rev. 3/21/03)