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July 31, 2017

ORIGINAL VIA U.S. MAIL

VIA EMAIL councilmember.huizar@lacity.org

The Honorable José Huizar, Chair
Planning and Land Use Management Committee
Los Angeles City Council
200 N. Spring Street, Room 410
Los Angeles, CA 90012

Re: 6407 West Sunset Boulevard (6407-6411 West Sunset Boulevard, 1511 North Ivar Avenue,
1512 North Cahuenga Boulevard) - Case No. CPC-2015-2893-VZC-HD-CUB-ZAA-SPR
CF 17-0029 - PLUM Hearing Date: August 1, 2017
Support for Project Approval

Dear Councilman Huizar:

This office represents R.D. Olson Development with regard to its pending application for a new 275 guest room hotel along Sunset Boulevard between Cahuenga Boulevard and Ivar Avenue in Hollywood (the "Project"), presently scheduled for the Planning and Land Use Management Committee's ("PLUM") August 1, 2017 meeting.¹ Approval of the Project will result in the replacement of a dated fast-food, drive-thru establishment with a thoughtfully designed modern, art deco hotel that can accommodate extended-stay visitors, including businesspeople and families. **On behalf of our client, we respectfully request that the PLUM Committee recommend that the City Council approve the Project in accordance with staff's recommendation and the City Planning Commission's action.**

¹ The Project was originally scheduled for PLUM's May 2, 2017 meeting. Attached hereto as Exhibit A is our letter to PLUM, dated April 21, 2017.

The Honorable Jose Huizar, Chair
Planning and Land Use Management Committee
July 31, 2017
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Detailed responses to the various points raised in each of the Appeals were prepared and incorporated into the subject administrative record.² Since that time, one of the three Appeals was formally withdrawn and R.D. Olson has continued to work towards resolution of the remaining two Appeals. It is important to note that the issues important to appellants do not relate to project impacts (*i.e.* non-California Environmental Quality Act ("CEQA") related or under the guise of CEQA). Nevertheless, the expanded Mitigated Negative Declaration ("MND") and associated supplemental reports illustrate that all impacts will be mitigated to a less than significant level in accordance with CEQA. City staff recommended, and the City Planning Commission determined, that findings for Project approval can be made.

The proposed hotel is expected to produce over \$30 million in Transient Occupancy Tax revenue for the City during just the first ten years of operation. Finally, the Project enjoys community support, including endorsements from the Central Hollywood Neighborhood Council and Hollywood Chamber of Commerce, attached hereto as Exhibits B and C.

Thank you for your consideration and attention to this matter. As always, please do not hesitate to contact me at any time with any questions or comments you may have.

Sincerely,

GAINES & STACEY LLP

By 
FRED GAINES *By TDP*

Enclosures

cc: Councilmember Marqueece Harris-Dawson (Via Email)
Councilmember Bob Blumenfield (Via Email)
Councilmember Mitchell Englander (Via Email)
Councilmember Curren D. Price, Jr. (Via Email)
Zina Cheng, Legislative Assistant (Via Email)
Patrice Lattimore, Legislative Assistant (Via Email)
Jordann Turner, Department of City Planning (Via E-mail)
Chris Robertson, Council District 13 (Via E-mail)

² Responses to the Appeals were submitted to assigned City Planner Jordann Turner on April 14, 2017, July 31, 2017, and August 1, 2017.

EXHIBIT “A”

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April 21, 2017

ORIGINAL VIA U.S. MAIL

VIA EMAIL councilmember.huizar@lacity.org

The Honorable José Huizar, Chair
Planning and Land Use Management Committee
Los Angeles City Council
200 N. Spring Street, Room 410
Los Angeles, CA 90012

Re: 6407 West Sunset Boulevard (6407-6411 West Sunset Boulevard, 1511 North Ivar Avenue, 1512 North Cahuenga Boulevard) - Case No. CPC-2015-2893-VZC-HD-CUB-ZAA-SPR
CF 17-0029 - PLUM Hearing Date: May 2, 2017
Support for Project Approval

Dear Councilman Huizar:

This office represents R.D. Olson Development with regard to its pending application for a new 275 guest room hotel along Sunset Boulevard between Cahuenga Boulevard and Ivar Avenue in Hollywood (the "Project"). Approval of the Project will result in the replacement of a dated fast-food, drive-thru establishment with a thoughtfully designed modern, art deco hotel that can accommodate extended-stay visitors, including businesspeople and families. **On behalf of our client, we respectfully request that the Planning and Land Use Management ("PLUM") Committee recommend that the City Council deny the pending Appeals and approve the Project in accordance with staff's recommendation and the City Planning Commission's action.**

Detailed responses to the various points raised in each of the Appeals were prepared and incorporated into the subject administrative record.¹ The expanded Mitigated Negative Declaration ("MND") and associated supplemental reports illustrate that all impacts will be mitigated to a less

¹ Responses to the Appeals were submitted to assigned City Planner Jordann Turner on April 14, 2017.

The Honorable Jose Huizar, Chair
Planning and Land Use Management Committee
April 21, 2017
Page 2

than significant level in accordance with the California Environmental Quality Act ("CEQA"). City staff recommended, and the City Planning Commission determined, that findings for Project approval can be made.

The proposed hotel is expected to produce over \$30 million in Transient Occupancy Tax revenue for the City during just the first ten years of operation. Finally, the Project enjoys community support, including endorsements from the Central Hollywood Neighborhood Council and Hollywood Chamber of Commerce.

Thank you for your consideration and attention to this matter. As always, please do not hesitate to contact me at any time with any questions or comments you may have.

Sincerely,

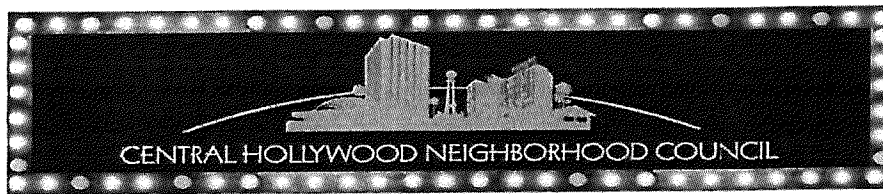
GAINES & STACEY LLP

By


FRED GAINES

cc: Councilmember Marqueece Harris-Dawson (Via Email)
Councilmember Gilbert A. Cedillo (Via Email)
Councilmember Mitchell Englander (Via Email)
Councilmember Curren D. Price, Jr. (Via Email)
Sharon Dickinson, Legislative Assistant (Via Email)
Jordann Turner, Department of City Planning (Via E-mail)
Chris Robertson, Council District 13 (Via E-mail)

EXHIBIT “B”



Date: April 25, 2016

APPLICANT: RD Olsen Hotel Project

Project Address: 6409 W. Sunset Blvd

Agenda item: G7-A from 4-25-16 CHNC Regular Board Meeting

Central Hollywood Neighborhood Council (CHNC) is a Certified NC and accepts Board recommendation to support the following project: RD Olsen Hotel Project, 6409 W. Sunset Blvd

Presenter, Ira Handelman, introduced the project, noting that he came before the PLU committee with a 3:2 vote to support the project. He related that the hotel project generates little traffic. It is a limited service business hotel. Traffic and impact is much less than residential. Height is consistent with height of buildings around it. It's a niche market hotel; a limited service hotel.

Anthony (Tony) Wrozac, Architect, with RD Olsen Development, gave a slide show presentation including images of their other hotel projects. Their demographic is a business traveler hotel. Their market is not the party market; 50% of their rooms are for extended stay, with kitchens, for families, when business is low, over weekends.

Donna Shen Tripp, VP of Craig Lawson & Co., LLC, Land Use Consultants: Project location is at the Jack in the Box site, Sunset and Cahuenga. CUB is for hotel guest use only; not for rooftop. No hotel operator or retail tenants yet identified. Rooftop pool will not be opened to outside entities.

Gregory M. Villegas, Director of Construction, Main access is on Cahuenga. Access walking in at Sunset and walking out at Ivar. There is a 2nd floor podium. Roof deck is on the 21st floor with pool and laundry. They changed the architecture from four floors of above-parking to all parking underground and changed the design to conform with the old art deco style architecture. They are asking for a height change to amend the D limitation for the FAR, site plan review and CUB.

MOTION: to support **Case # CPC 20152893CUCUBSPR**. Project address: **6409 W. Sunset Blvd.**, for a zone change, height limit change, FAR up to 6:10 and CUP for sale of alcoholic beverages for onsite consumption with condition that the GM comes to CHNC for a job fair collaboration, and to qualify and clarify what the community benefits are and will be via letter, CUB contingent upon support of LAPD, and a one thousand dollar scholarship from the high school and at least two paid internship positions locally.

Moved by Elvina seconded by Robert roll call vote was taken & motion was approved.

Thank you for your cooperation in this matter, if you have any question, please contact:

CHNC President Irma Garate irmagaratechnc@gmail.com

CHNC Vice President Elvina Beck elvina@chnc.org

CHNC Secretary Punam Gohel gohelp.chnc@gmail.com

Post Office Box 93907, Hollywood, California 90093

EXHIBIT “C”



July 11, 2016

Planning Department
City of Los Angeles
200 N. Spring Street, Room 525C
Los Angeles, CA 90012

Re: Case No. CPC-2015-2893-VZC-HD-CUB-ZAA-SPR

Dear Sir:

On behalf of the Hollywood Chamber of Commerce, I am writing to advise you of our support for the proposed Hollywood Ivar Gardens Hotel at 6409 Sunset Blvd.

Hollywood has long been the top tourist destination in Los Angeles County, and yet hotel development has lagged here, while neighboring cities have benefitted. As a result, there has been a "leakage" of occupancy taxes that should rightfully be claimed by the City of Los Angeles. This hotel and others proposed will allow the City to better compete for those taxes.

The site proposed for this hotel is currently underutilized, housing a fast-food restaurant and surface parking lot. The proposed use is much better in an urban context and will help to activate this important intersection. The fact that there will be retail frontage along the three street edges will also make this location more pedestrian-friendly. We are particularly pleased that the developers are proposing to place their parking underground. We have no issue with the proposed height or density of the project and believe it is consistent with the neighborhood.

We urge you to approve the project and believe it will be an asset to Hollywood.

Sincerely,

Leron Gubler
President & CEO

Since 1921...
Promoting and enhancing the business, cultural and
civic well-being of the greater Hollywood community