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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.

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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)