



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT

City Planning Commission

Date: September 8, 2016
Time: After 8:30 A.M.*
Place: Los Angeles City Hall
Board of Public Works Hearing Room
200 North Spring Street, Room 350
Los Angeles, CA 90012

Public Hearings: May 25, 2016 and July 13, 2016
Appeal Status: Vesting Zone Change and Height District Change are appealable only by the applicant to City Council if disapproved in whole or in part. All other actions are appealable by any party to the City Council per 12.36-C.
Expiration Date: September 19, 2016
Multiple Approval: Yes

Case No.: CPC-2015-2893-VZC-HD-CUB-ZAA-SPR
CEQA No.: ENV-2015-2895-MND
Incidental Cases: N/A
Related Cases: N/A
Council No.: 13-O'Farrell
Plan Area: Hollywood
Specific Plan: N/A
Certified NC: Central Hollywood
GPLU: Regional Center Commercial
Current Zone: C4-2D-SN
Proposed Zone: (T)(Q)C4-2D-SN
Applicant: R.D. Olsen Development
Representative: Craig Lawson & Company, Donna Shen Tripp

PROJECT LOCATION: 6407 West Sunset Boulevard (6407-6411 West Sunset Boulevard and 1511 North Ivar Avenue and 1512 North Cahuenga Boulevard)

PROPOSED PROJECT: The demolition of a one-story, 4,000 square-foot drive-thru restaurant and the construction, use and maintenance of a 21-story hotel, approximately 232 feet in height with 275 guest rooms with kitchenettes, 1,900 square-feet of retail floor area, 135 vehicular parking spaces within a four-level subterranean garage, on a 23,651 square-foot site in the C4-2D-SN Zone.

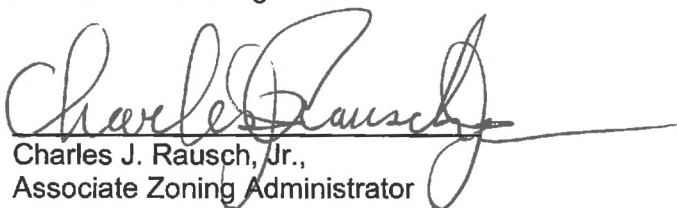
- REQUESTED ACTION:**
1. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, adopt the **Mitigated Negative Declaration**, (ENV-2015-2895-MND) for the subject use;
 2. Pursuant to Section 21081.6 of the California Public Resources Code, adopt the **Mitigation Monitoring Program** for ENV-2015-2895-MND;
 3. Pursuant to Sections 12.32. F and Q of the Los Angeles Municipal Code (L.A.M.C.), a **Vesting Zone Change** and **Height District Change** from C4-2D-SN to (T)(Q)C4-2D-SN to amend the D Limitation to allow a Floor Area Ratio (FAR) of up to 6.0:1;
 4. Pursuant to Los Angeles Municipal Code Section 12.24-W,1, a **Conditional Use** to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a 141,895 square foot hotel (exclusive of a 1,900 square foot ground floor retail space);
 5. Pursuant to Section 12.28-A of the L.A.M.C., a **Zoning Administrator's Adjustment** to permit a zero-foot rear yard (northerly) in lieu of the required 20 feet required by Section 12.11-C,3 of the L.A.M.C.; and
 6. Pursuant to Section 16.05 of the L.A.M.C., **Site Plan Review** for a development

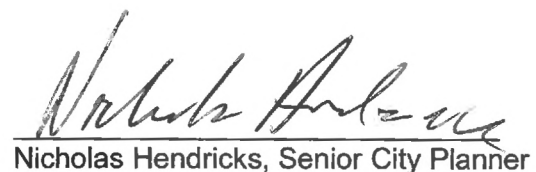
project which creates or results in an increase of 50 or more guest rooms;

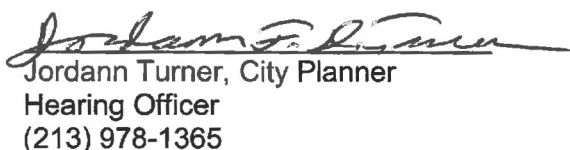
RECOMMENDED ACTIONS:

1. **Adopt** the **Mitigated Negative Declaration** (ENV-2015-2895-MND) and associated Mitigation Monitoring Program for the above-referenced project.
2. **Recommend** that the **City Council approve a Vesting Zone Change and Height District Change** from C4-2D-SN to (T)(Q)C4-2D-SN to amend the D Limitation to allow a Floor Area Ratio (FAR) of up to 6.0:1 in lieu of the permitted 3:1 FAR subject to the attached (T) and (Q) Conditions of Approval;
3. **Approve a Conditional Use** to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with the operation of the proposed hotel;
4. **Approve a Zoning Administrator's Adjustment** to permit a zero-foot rear yard (northerly yard) in lieu of the required 20 feet required by Section 12.11-C,3 of the L.A.M.C.;
5. **Approve a Site Plan Review** for a development project which creates or results in an increase of 50 or more guest rooms;
6. **Adopt** the attached findings;
7. **Advise** the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring; and
8. **Advise** the applicant that pursuant to State Fish and Game Code Section 711.4, Fish and Game Fee is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) Filing.

VINCENT P. BERTONI, AICP
Director of Planning


Charles J. Rausch, Jr.,
Associate Zoning Administrator


Nicholas Hendricks, Senior City Planner


Jordann Turner, City Planner
Hearing Officer
(213) 978-1365

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, Room 532, City Hall, 200 North Spring Street, Los Angeles, CA 90012* (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to these programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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PROJECT ANALYSIS

Project Description

The Applicant proposes the demolition of a one-story, 4,000 square-foot drive-thru restaurant and the construction, use and maintenance of a 21-story hotel, approximately 231 feet in height with 275 guest rooms (132 traditional rooms, 142 suites, 1 two-bedroom suite), 1,900 square-feet of retail floor area, 135 vehicular parking spaces within a four-level subterranean garage, on a 23,651 square-foot site in the proposed (T)(Q)C4-2D-SN Zone.

The following table summarizes Proposed Project data:

Description	Proposed Project
Rooms	275
Floor Area	Approximately 141,895 square feet
Building Height	Approximately 231 feet 3 inches (21-stories)
Retail	Approximately 1,900 square feet
Breakfast/Bufett Room	840 square feet
Automobile Parking	135 parking spaces
Bicycle Parking	32 total spaces

Project Details

The project is comprised of a 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The adjacent frontages along Cahuenga Boulevard and Ivar Avenue are characterized by two-story commercial buildings.

The project is located within the Hollywood regional center and proposes a hotel use within a building that is compatible in scale and enhances the character of the neighborhood, which includes multiple high-rise buildings. The project connects with the surrounding pedestrian oriented commercial district. Design elements reinforcing orientation to the street (including outdoor patio seating, separate entrances to hotel and retail spaces, and large expanses of glass providing views to the interior) will be located at the ground-floor of every street facing elevation to enhance the pedestrian experience. Guest rooms on the second level of the building podium will span the Cahuenga Boulevard and Ivar Avenue frontages to further activate the street. In addition, automobile parking will be subterranean, to minimize visibility.

Alcohol Service:

Alcohol service for on-site consumption only, would be limited to the hotel common areas (including lobby and outdoor patio), small meeting and guest rooms (through mini-bars and room service). No restaurant service is proposed for the rooftop area.

Project Location and Existing Uses:

The Project Site encompasses approximately 23,651 square feet of land and is located on Sunset Boulevard between Cahuenga Boulevard and Ivar Avenue. The Project Site is currently improved with a 1-story, approximately 3,973 square foot fast-food restaurant (with drive-through service) with 25 parking spaces.

Parking/Loading Access:

All required off-street vehicular parking will be provided on-site in four subterranean levels (Levels B1-B4). Guest access to vehicular parking is proposed from Cahuenga Boulevard. A total of 135 automobile parking spaces, which exceeds the 117 automobile parking spaces, and 4 required for the retail use. A total of 32 bicycle parking spaces are provided at the outside the building and on subterranean levels compliant with the City's bicycle parking regulations.

A service entrance is located from Ivar Avenue with the guest drop-off area located within Level 1 of the podium, thereby limiting the number of curb cuts. By containing loading areas on-site and enclosed within the building podium, the Proposed Project will limit their visibility from the street.

Landscaping:

The Applicant proposed landscaping along levels 2 through 21 as well as landscaping along Sunset Boulevard. The Applicant proposes Washingtonia robusta Mexican Fan Palms, which is located along nearby blocks of Sunset Boulevard. Additional landscaping and small outdoor patios adjacent to the building will further enhance the pedestrian experience. Roof terraces at Levels 2 and 21 will feature similar landscaping. The Level 21 roof terrace will also include a swimming pool.

Entitlement Request:

The applicant has requested:

- Adoption of the Mitigated Negative Declaration and Mitigation Monitoring Program, (ENV-2015-2895-MND) for the subject use;
- A Vesting Zone Change and Height District Change from C4-2D-SN to (T)(Q)C4-2D-SN amend the D Limitation to allow a Floor Area Ratio (FAR) of up to 6.0:1 in lieu of the permitted FAR of 3:1.;
- a Conditional Use to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with an approximately 141,895 square foot hotel (exclusive of a 1,900 square foot ground floor retail space);
- a Zoning Administrator's Adjustment to permit a zero-foot rear yard (northerly) in lieu of the required 20 feet required by Section 12.11-C,3 of the L.A.M.C.; and
- a Site Plan Review for a development project which creates or results in an increase of 50 or more guest rooms

Project Background***Existing Land Use and Zoning:***

The subject property is located within the Hollywood Community Plan, Hollywood Redevelopment Area, Hollywood Supplement Signage District, Transit Priority Area (ZI-2452), and the Los Angeles State Enterprise Zone (ZI-2374). The Hollywood Community Plan designates the site for Regional Center Commercial land uses and is zoned C4-2D-SN.

Surrounding Land Uses

Surrounding uses include a mix of medium to high commercial uses. Directly north of the proposed project site are low rise commercial/retail uses in the C4-2D-SN zone. Directly east is the Los Angeles Film School also in the C4-2D-SN zone. Properties to the south are developed

with the Amoeba Music building and other uses in the C4-2D-SN zone. Properties to the west are developed with one and two story commercial buildings housing retail uses in the C4-2D-Sn zone.

Related Cases

Case No. CPC-2007-5866-SN. Approval of the amendment to the Hollywood Supplemental Signage District.

Ordinance 165,660-SA180. Amendment to Los Angeles Municipal Code, effective March 21, 1990, establishing 3:1 floor area ratio (FAR) on the project site.

Streets and Public Transit

Sunset Boulevard is designated as Avenue I with a required 100-foot public right-of-way consisting of a 35-foot half-width roadway and 15-foot sidewalks. No dedication is required along W. Sunset Boulevard to complete a 50-foot half right-of-way dedication.

Cahuenga Boulevard is designated as Modified Avenue II with a required 80-foot public right-of-way consisting of a 28-foot half-width roadway and 12-foot sidewalks. No dedication is required along N. Cahuenga Boulevard to complete a 40-foot half right-of-way dedication.

Ivar Avenue is designated as Modified Local Street – Standard with a required 80-foot public right-of-way consisting of a 28-foot half-width roadway and 12-foot sidewalks. The existing public right-of-way is 70 feet. A 14-foot dedication is required along N. Ivar Avenue to complete a 40-foot half right-of-way dedication.

The following lines provide service to and around the project site:

- Metro Red Line (Hollywood/Vine Station (0.5 miles);
- Metro Local Lines: 2, 217;
- Metro Rapid Line 780
- LADOT DASH Lines (Hollywood, Hollywood/Wilshire, and Beachwood Canyon)

Public Outreach

The Applicant has presented numerous organizations over the past year including Council District 13, the Council District 13 Design Review Committee, neighboring property owners, the Hollywood Chamber of Commerce, Discover Hollywood, and the Central Hollywood Neighborhood Council. In response, the design of the project has been rescoped and redefined. The original proposal consisted of a modern building with one level of retail, four stories of podium parking, and 19 stories of hotel rooms. The new proposal consists of a 21-story “modern art-deco” design with subterranean parking and activation on all three street facing frontages.

Issues and Responses

Environmental Adequacy/Project Impacts.

Various organizations and members of the public provided testimony and written letters questioning the adequacy of the environmental document prepared for the project. Issues revolved around traffic, cumulative impacts, risks to humans, and the needed for an environmental impact report (E.I.R.) based upon the project size and scope. The MND was circulated for public review on June 16 2016 through July 6, 2016. The applicant has provided response to the comments submitted. The comments and responses are contained within Exhibit “C”. The Los Angeles Department of City Planning has reviewed the final MND and

finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance.

Affordable Housing/Appropriateness of Development.

At the public hearing, members of the community stated that the project site should be developed for housing in lieu of hotels given the City's housing shortage. The site is zoned C4-2D-SN, which permit a variety of commercial uses as well as residential uses by right. For the project site, hotel use is also permitted by right. The Department of City Planning has various programs to encourage the production of housing within the City. However, hotel rooms are also lacking within the City and the Hollywood community. Although various hotels have been approved in the area recently, many are traditional hotels geared towards tourist and visitors. The proposed project includes suites marketed toward "long-term" visitors and families who may be conducting business in the area and/or require a longer stay. Thus as the primary use of the proposed project (hotel) and ancillary uses (retail) are permitted by right, the uses are appropriate for the site.

Labor/Community Benefits

At the public hearing, the issue of labor rights and fair wages were brought up as issues. Additionally, the applicant state a menu of community benefits they had agreed too. The applicant has proposed the following community benefits:

- Commitment to coordinate with CHNC to host a job fair for local hiring;
- One \$1,000 Scholarship and 2 Internships for Hollywood High School students;
- Enhanced Landscaped Streetscapes along Sunset Boulevard, Cahuenga Boulevard and Ivar Avenue extending past the project site; and
- Upgraded Left-Turn Signal at Hollywood Boulevard and Vine Street& Vine

The Zoning Code however does not provide a direct nexus between entitlements requested and labor/wage issues. Labor and wage issues are governed by various federal, state, and local laws that do not intersect with the Zoning Code. Additionally, as there is no direct nexus between the benefits and the requested entitlements, these community benefits that are not a part of the mitigations measures or conditions of approval are considered to be third party agreements and thus cannot be enforced by the City.

Design

The applicant presented the project twice to the CD13 design review committee on August 25, 2015 and January 11, 2016. The applicant provided staff with a revised set of plans that incorporates CD13 design committee comments. The changes are summarized in the table below:

Project Design Enhancements		
Issue	Original Design	Changes
Architectural Concepts	Modern	Contemporary Art Deco
Parking	Four levels above-grade	Four levels subterranean
Activation	Limited outdoor area	Outdoor area enhanced, third level balconies added.
Operable Windows	Consideration by applicant	Podium roof deck guestrooms will have sliding doors and private balconies.
Coloration and Materials	Modern	The podium was changed to utilize porcelain tiles, metal

		railings, limited structural glazing and entry canopies all set to accentuate the entry points to the hotel and assembly/mixed-use spaces inside.
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Conclusion

The proposed development of a new 275 room hotel will provide new facilities for visitors to the Hollywood community. The Project will facilitate the redevelopment of an underutilized parcel along Sunset Boulevard in the heart of Hollywood. The hotel has been designed to respond to the issues brought forward by the Central Hollywood Neighborhood Council and Council District 13. The modern art deco design strikes a balance between "old" and "new" Hollywood and will bring an enhanced pedestrian environment better connectivity to the surrounding area.

Based on the information submitted to the record, the surrounding uses, input from the public hearing, the proposed project's compliance with the Hollywood Community Plan, and good planning and zoning practices, the Department of City Planning recommends that the City Planning Commission approve the requested entitlements subject to the conditions of approval.

CONDITIONS FOR EFFECTUATING (T) TENTATIVE CLASSIFICATION REMOVAL

Pursuant to Section 12.32-G of the Municipal Code, the (T) Tentative Classification shall be removed by posting of guarantees through the B-permit process of the City Engineer to secure the following without expense to the City of Los Angeles, with copies of any approval or guarantees provided to the Department of City Planning for attachment to the subject planning case file.

Dedications and Improvements. Prior to the issuance of any building permits, the following public improvements and dedications for streets and other rights of way adjoining the subject property shall be guaranteed to the satisfaction of the Bureau of Engineering, Department of Transportation, Fire Department (and other responsible City, regional and federal government agencies, as may be necessary):

Responsibilities/Guarantees.

1. As part of early consultation, plan review, and/or project permit review, the applicant/developer shall contact the responsible agencies to ensure that any necessary dedications and improvements are specifically acknowledged by the applicant/developer.
2. **Bureau of Engineering.** Prior to issuance of sign offs for final site plan approval and/or project permits by the Department of City Planning, the applicant/developer shall provide written verification to the Department of City Planning from the responsible agency acknowledging the agency's consultation with the applicant/developer. The required dedications and improvements may necessitate redesign of the project. Any changes to project design required by a public agency shall be documented in writing and submitted for review by the Department of City Planning.
 - a. Street Dedications.
 1. Sunset Boulevard-None.
 2. Cahuenga Boulevard-None
 3. Ivar Avenue-None
 - b. Street Improvements.
 1. Sunset Boulevard – Repair all broken, off-grade or bad order concrete curb, gutter and sidewalk. Close all unused driveways with standard concrete curb height, gutter and sidewalk. Upgrade all driveways and access ramp to comply with ADA requirements.
 2. Cahuenga Boulevard - Repair all broken, off-grade or bad order concrete curb, gutter and sidewalk. Close all unused driveways with standard concrete curb height, gutter and sidewalk. Upgrade all driveways and access ramp to comply with ADA requirements.
 3. Ivar Avenue – Repair all broken, off-grade or bad order concrete curb, gutter and sidewalk. Close all unused driveways with standard concrete curb height, 2-foot

gutter and sidewalk. Upgrade all driveways and access ramp to comply with ADA requirements.

4. Install tree wells with root barriers and plant street trees satisfactory to the City Engineer and the Urban Forestry Division of the Bureau of Street Services. The applicant should contact the Urban Forestry Division for further information (213) 847-3077.

Notes:

Street lighting may be required satisfactory to the Bureau of Street Lighting (213) 847-1551.

Department of Transportation may have additional requirements for dedication and improvements.

- c. Roof drainage and surface run-off from the property shall be collected and treated at the site and drained to the streets through drain pipes constructed under the sidewalk through curb drains or connections to the catch basins.
- d. Sewer lines exist in Sunset Boulevard, Cahuenga Boulevard, and Ivar Street. All Sewerage Facilities Charges and Bonded Sewer Fees are to be paid prior to obtaining a building permit.
- e. An investigation by the Bureau of Engineering Central District Office Sewer Counter may be necessary to determine the capacity of the existing public sewers to accommodate the proposed development. Submit a request to the Central Office District of the Bureau of Engineering (213) 482-7048.
- f. Submit shoring and lateral support plans to the Bureau of Engineering Excavation Counter for review and approval prior to excavating adjacent to the right-of-way (213) 482-7048.
- g. Submit a parking area and driveway plan to the Central District Office of the Bureau of Engineering and the Department of Transportation for review and approval.

3. **Street Lighting.**

- a. Prior to recordation of the final map or issuance of the Certificate of Occupancy (C of O), street lighting improvement plans shall be submitted for review and the owner shall provide a good faith effort via a ballot process for the formation or annexation of the property within the boundary of the development into a Street Lighting Maintenance Assessment District.
 - b. Construct new street lights: one (1) on Sunset Boulevard. If street widening per BOE improvement conditions, relocate and upgrade street lights: two (2) on Cahuenga and one (1) on Ivar Avenue.
4. **Urban Forestry – Street Trees.** The developer shall plant street trees and remove any existing trees within dedicated streets or proposed dedicated streets as required by the Urban Forestry Division of the Bureau of Street Services. All street tree plantings shall be brought up to current standards. The actual number and location of new trees shall be determined at the time of tree planting. The contractor shall notify the Urban Forestry

Division at 213-847-3077 five working days prior to constructing the side walk for marking of the tree locations and species.

Note: Removal of parkway trees or Protected Trees requires the Board of Public Works' approval. Contact Urban Forestry Division at 213-847-3077 for tree removal permit information.

(Q) QUALIFIED CONDITIONS OF APPROVAL

Pursuant to Section 12.32-G of the Municipal Code, the following limitations are hereby imposed upon the use of the subject property, subject to the "Q" Qualified classification:

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the plans and materials stamped "Exhibit B" and dated July 8, 2016, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, and written approval by the Director of Planning, with each change being identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the subject conditions, and the intent of the subject permit authorization.
2. **Use.** Authorized herein is the construction, use and maintenance of a maximum 21-story hotel with up to 275 rooms. The total floor area on the project site shall not exceed 141,895 square feet. A new project shall be required to obtain a new approval pursuant to the "D" Development Limitation.
3. **Height.** The building height shall not exceed a 231 feet or 21 stories as shown on Exhibit "B".
4. **Signage.** All signage shall be in conformance with the Hollywood Signage Supplemental Sign District.

“D” DEVELOPMENT LIMITATIONS

Pursuant to Section 12.32-G of the Municipal Code, the following limitations are hereby imposed upon the use of the subject property, subject to the “D” Development Limitations.

1. **Floor Area.** A project on this site may be developed at a Floor Area Ratio of between 4.5:1 and not to exceed 6:1 provided that:
 - a. The Community Redevelopment Agency, any successor to the Community Redevelopment Agency, or the Department of City Planning of Los Angeles, pursuant to the transfer by ordinance of redevelopment land use plans and function to the City of Los Angeles (CF No. 12-0014-S4), finds that the project conforms to the Hollywood Redevelopment Plan with findings are required by Section 506.2.3 of the Redevelopment Plan.
 - b. The project applicant enters into an Owner Participation Agreement.
2. **Maximum Height.** No building or structure located on the subject property shall exceed a height of 231-feet, 3 inches, as shown on the attached Exhibit A, pursuant to Section 12.21.1 of the Municipal Code.

CONDITIONS OF APPROVAL

Pursuant to Sections 12.28, 12.24 and 16.05 of the Los Angeles Municipal Code, the following conditions are hereby imposed upon the use of the subject property:

Entitlement Conditions.

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the architectural and landscape plans, renderings, and materials submitted by the Applicant, stamped Exhibit B. No change to the plans shall be made without prior review by the Department of City Planning and written approval of the Director of Planning. Each change shall be identified and justified in writing. Minor deviations may be allowed in order to comply with the provisions of the Municipal Code, or the project conditions.
2. **Parking.**
 - a. Automobile parking shall be provided in conformance with L.A.M.C. Section 12.21-A,4.
 - b. **Electric Vehicle Parking.** The project shall include at least 20 percent of the total code-required parking spaces capable of supporting future electric vehicle supply equipment (EVSE). Plans shall indicate the proposed type and location(s) of EVSE and also include raceway method(s), wiring schematics and electrical calculations to verify that the electrical system has sufficient capacity to simultaneously charge all electric vehicles at all designated EV charging locations at their full rated amperage. Plan design shall be based upon Level 2 or greater EVSE at its maximum operating ampacity. Of the twenty percent EV Ready parking, five percent of the total code required parking spaces shall be further provided with EV chargers to immediately accommodate electric vehicles within the parking areas. When the application of either the required 20 percent or five percent results in a fractional space, round up to the next whole number. A label stating "EVCAPABLE" shall be posted in a conspicuous place at the service panel or subpanel and next to the raceway termination point.
 - c. Bicycle parking shall be provide in conformance with L.A.M.C. Section 12.21-A,16.
3. **Signage.** All signage shall be in conformance with the Hollywood Signage Supplemental Sign District.
4. **Department of Transportation.**
 - a. A minimum of 20-foot reservoir space be provided between any security gate(s) and the property line.
 - b. Parking stalls shall be designed so that a vehicle is not required to back into or out of any public street or sidewalk.
 - c. A parking area and driveway plan be submitted to the Citywide Planning Coordination Section of the Department of Transportation for approval prior to submittal of building permit plans for plan check by the Department of Building and Safety. Transportation approvals are conducted at 201 N. Figueroa Street Suite 400, Station 3.

5. **Trash/recycling.** Trash and Recycling pick-up and emptying or disposing of trash/recycling into outside containers is permitted to occur only between the hours of 7:00 a.m. and 8:00 p.m., Monday through Friday, and 10 a.m. to 4 p.m., Saturdays and Sundays.
 - a. Trash/recycling containers shall be locked when not in use.
 - b. Trash/recycling containers shall not be placed in or block access to required parking.
6. **Solar Panels.** The project shall comply with the Los Angeles Municipal Green Building Code, Section 99.05.211, to the satisfaction of the Department of Building and Safety.
7. **Lighting.** Outdoor lighting shall be designed and installed with shielding, such that the light source cannot be seen from adjacent residential properties, the public right-of-way, nor from above.
8. **Graffiti.** All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
9. **Landscaping.** The private terraces for the guest rooms on the third floor level shall be separated by permanent planters.
10. No live entertainment shall be permitted on the rooftop/pool deck. Ambient background music shall be permitted on the rooftop/pool deck between the hours of 7 a.m. and 11 p.m., daily.
11. **Fire Department.** Submit plot plans for Fire Department approval and review prior to the issuance of a building permit. The applicant is further advised that all subsequent contact regarding these conditions must be with the Hydrant and Access Unit. This would include clarification, verification of condition compliance and plans or building permit applications, etc., and shall be accomplished BY APPOINTMENT ONLY, in order to assure that you receive service with a minimum amount of waiting please call (213) 482-6504. You should advise any consultant representing you of this requirement as well.
 - a. Access for Fire Department apparatus and personnel to and into all structures shall be required.
 - b. Building designs for multi-storied residential buildings shall incorporate at least one access stairwell off the main lobby of the building; But, in no case greater than 150ft horizontal travel distance from the edge of the public street, private street or Fire Lane. This stairwell shall extend unto the roof.
 - c. Entrance to the main lobby shall be located off the address side of the building.
 - d. Any required Fire Annunciator panel or Fire Control Room shall be located within 50ft visual line of site of the main entrance stairwell or to the satisfaction of the Fire Department.
 - e. Where rescue window access is required, provide conditions and improvements necessary to meet accessibility standards as determined by the Los Angeles Fire Department.

- f. No building or portion of a building shall be constructed more than 150 feet from the edge of a roadway of an improved street, access road, or designated fire lane.
- g. Adequate public and private fire hydrants shall be required.
- h. Any roof elevation changes in excess of 3 feet may require the installation of ships ladders.
- i. Where above ground floors are used for residential purposes, the access requirement shall be interpreted as being the horizontal travel distance from the street, driveway, alley, or designated fire lane to the main entrance of individual units.
- j. The entrance or exit of all ground dwelling units shall not be more than 150 feet from the edge of a roadway of an improved street, access road, or designated fire lane.
- k. The Fire Department may require additional vehicular access where buildings exceed 28 feet in height.

Conditional Use

- 12. Approved herein is a Conditional Use to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption which shall be limited to the following locations:
 - a. Ground floor lounge/restaurant area (including outdoor seating area);
 - b. Second floor meeting rooms; and
 - c. Controlled-access liquor cabinets ("mini bars") located inside guest rooms
- 13. **Sidewalk dining.** The outdoor seating area located within the public right-of-way shall obtain approval of a revocable permit from the Department of Public Work, Bureau of Engineering (BOE). A copy of the approved permit shall be submitted to the Development Services Center or Conditions Compliance Unit along with a plans showing the layout of tables and chairs approved by BOE.
- 14. The authorization granted herein for the sale of a full line of alcoholic beverages for on-site consumption on the subject premises is for the duration of establishment. Thereafter, a new authorization shall be required to continue the sale of alcoholic beverages for on-site consumption.
- 15. If at any time during the period of the grant, should documented evidence be submitted showing continued violation(s) of any condition(s) of the grant, resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties, the Zoning Administrator shall have the right to require the applicant to file a plan approval application together with the associated fees and to hold a public hearing to review the applicant's compliance with, and effectiveness of, the conditions of the grant. The applicant shall be required to submit a summary and supporting documentation demonstrating how compliance with each condition of the grant has been attained. Upon review, the Zoning Administrator may modify, add or delete conditions and reserves the right to conduct the public hearing for nuisance abatement revocation purposes if so warranted by documentation.

16. No dancing, live entertainment, karaoke or pool or billiard tables are permitted on the premises.
17. The operator shall be responsible for mitigating the potential negative impacts of its operation on surrounding users, especially, noise derived from patrons exiting and crowd control during entry and exiting.
18. Within six months of the effective date of this action, all employees involved with the sale of alcoholic beverages shall enroll in the Los Angeles Police Department "Standardized Training for Alcohol Retailers" (STAR). Upon completion of such training, the applicant shall request the Police Department to issue a letter identifying which employees completed the training. The applicant shall transmit a copy of the letter from the Police Department to the Conditional Compliance Unit of the Department of City Planning as evidence of compliance. Employees shall attend the training on an annual basis.
19. An electronic age verification device shall be retained on the premises available for use during operational hours. This device shall be maintained in operational condition and all employees shall be instructed in its use.
20. No cover charge or admission fee shall be charged to enter the premises and the premises shall not be utilized in any manner that would characterize the use as a night club. The subject premises shall not be leased to third-party promoters, rave parties or similar events.
21. The business operator shall maintain on the premises, and present upon request to any law enforcement officer, a copy of the Business Permit, Insurance information, and a valid emergency contact phone number used by the business.
22. The applicant shall be responsible for maintaining free of litter the area adjacent to the premises.
23. The approved conditions shall be retained on the premises at all times and produced immediately upon request of the Police Department or Department of City Planning. All employees working in the restaurant shall be knowledgeable of these conditions and shall sign a document acknowledging receipt of these conditions.
24. **Prior to the beginning of operations**, the applicant shall notify the Condition Compliance Unit via email or U.S. Mail when operations are scheduled to begin and shall submit a copy of the Certificate of Occupancy for the Case File. The notification shall be submitted to planning.ccu@lacity.org, with the subject of the email to include the case number, "**CPC-2015-2893-VZC-HD-CUB-ZAA-SPR/Operation Notification**". The applicant shall also submit (attached or mailed) evidence of compliance with any conditions which require compliance "prior to the beginning of operations" as stated by these conditions.
25. **Prior to the beginning of operations**, the manager of the facility shall be made aware of the conditions and shall inform his/her employees of the same. A statement with the signature, printed name, position and date signed by the manager and his/her employees shall be provided to the Condition Compliance Unit within 30 days of the beginning day of operation of the establishment. The statement shall read as follows,

We, the undersigned, have read and understand the conditions of approval to allow the sale and dispensing of a full line of alcoholic beverages for on-site

consumption in conjunction with the operation of a hotel known as "Ivar Gardens", and agree to abide and comply with said conditions.

26. Should there be a change in the ownership and/or the operator of the business, the property owner and the business owner or operator shall provide the prospective new property owner and the business owner/operator with a copy of the conditions of this action prior to the legal acquisition of the property and/or the business.
27. **MViP – Monitoring, Verification and Inspection Program.** At any time, before, during, or after operating hours, a City inspector may conduct a site visit to assess compliance with, or violations of, any of the conditions of this grant. Observations and results of said inspection will be documented and used to rate the operator according to the level of compliance. If a violation exists, the owner/operator will be notified of the deficiency or violation and will be required to correct or eliminate the deficiency or violation. Multiple or continued documented violations or Orders to Comply issued by the Department of Building and Safety which are not addressed within the time prescribed therein, may result in denial of future requests to renew or extend this grant.

Zoning Administrator's Adjustment

28. **Rear Yard.** The project shall be permitted zero-foot rear yard (northerly yard) setback as shown in Exhibit "B".

Environmental Conditions

29. **Biological Resources.** Removal of trees in the public right-of-way requires approval by the Board of Public Works. The required Tree Report shall include the location, size, type, and condition of all existing trees in the adjacent public right-of-way and shall be submitted for review and approval by the Urban Forestry Division of the Bureau of Street Services, Department of Public Works (213-847-3077). The plan shall contain measures recommended by the tree expert for the preservation of as many trees as possible. All replacement trees in the public right-of-way shall be provided per the current Urban Forestry Division standards.
30. **Geology and Soils.**
 - a. The project shall comply with the conditions contained within the Department of Building and Safety's Geology and Soils Report Approval Letter for the proposed project, and as it may be subsequently amended or modified.
 - b. Chapter IX, Division 70 of the Los Angeles Municipal Code addresses grading, excavations, and fills. All grading activities require grading permits from the Department of Building and Safety. Additional provisions are required for grading activities within Hillside areas. The application of BMPs includes but is not limited to the following mitigation measures:
 - i. A deputy grading inspector shall be on-site during grading operations, at the owner's expense, to verify compliance with these conditions. The deputy inspector shall report weekly to the Department of Building and Safety (LADBS); however, they shall immediately notify LADBS if any conditions are violated.
 - ii. "Silt fencing" supported by hay bales and/or sand bags shall be installed based upon the final evaluation and approval of the deputy inspector to minimize water

and/or soil from going through the chain link fencing potentially resulting in silt washing off-site and creating mud accumulation impacts.

- iii. "Orange fencing" shall not be permitted as a protective barrier from the secondary impacts normally associated with grading activities.
- iv. Movement and removal of approved fencing shall not occur without prior approval by LADBS.

31. Greenhouse Gas Emissions.

- a. Low- and non-VOC containing paints, sealants, adhesives, solvents, asphalt primer, and architectural coatings (where used), or pre-fabricated architectural panels shall be used in the construction of the Project to reduce VOC emissions to the maximum extent practicable.
- b. Any new construction shall include 20 percent of parking spaces set aside for EV ready parking.

32. Hazardous and Hazardous Materials.

- a. Prior to the issuance of any use of land, grading, or building permit, the applicant shall obtain a sign-off from the Fire Department indicating that all on-site hazardous materials, including contamination of the soil and groundwater, have been suitably remediated, or that the proposed project will not impede proposed or on-going remediation measures.
- b. Prior to the issuance of a building permit, the applicant shall develop an emergency response plan in consultation with the Fire Department. The emergency response plan shall include but not be limited to the following: mapping of emergency exits, evacuation routes for vehicles and pedestrians, location of nearest hospitals, and fire departments.

33. Noise

- a. Construction and demolition shall be restricted to the hours of 7:00 am to 6:00 pm Monday through Friday, and 8:00 am to 6:00 pm on Saturday.
- b. To the maximum extent practical, demolition and construction activities shall be scheduled so as to avoid operating several pieces of equipment simultaneously, which causes high noise levels.
- c. The project contractor shall use power construction equipment with state-of-the-art noise shielding and muffling devices. On-site power generators shall use either plug-in electric or solar generators.
- d. An acoustical sound blanket shall be erected along the Project Site's northerly property line to absorb construction noise levels generated by earthmoving equipment and foundation construction.
- e. An information sign shall be posted at the entrance to each construction site that identifies the permitted construction hours and provides a telephone number to call and receive information about the construction project or to report complaints

regarding excessive noise levels. Any reasonable complaints shall be rectified within 24 hours.

- f. The Applicant shall provide a courtesy notice of the project's construction related activities to adjacent business owners a minimum of two weeks prior to commencement of construction.

34. Transportation/Traffic

- a. Implementing measure(s) detailed in DOT's communication to the Planning Department (DOT Case No. CEN 15-43958 dated January 6, 2016, See Appendix G to this MND) shall be complied with. Such report and mitigation measure(s) are incorporated herein by reference.
- b. A Construction work site traffic control plan shall be submitted to DOT for review and approval in accordance with the LAMC prior to the start of any construction work. The plans shall show the location of any roadway or sidewalk closures, traffic detours, haul routes, hours of operation, protective devices, warning signs and access to abutting properties. All construction related traffic shall be restricted to off-peak hours.
- c. All delivery truck loading and unloading shall take place on site or within the boundaries of an approved traffic control plan and the alley.
- d. The developer shall install appropriate traffic signs around the site to ensure pedestrian and vehicle safety.
- e. The applicant shall be limited to no more than two trucks at any given time within the site's staging area.
- f. There shall be no staging of hauling trucks on any public streets, unless specifically approved as a condition of an approved haul route.
- g. No hauling shall be done before 9 a.m. or after 3 p.m. Trucks shall be spaced so as to discourage a convoy effect.
- h. A minimum of two flag persons are required. One flag person is required at the entrance to the project site and one flag person at the next intersection along the haul route.
- i. Truck crossing signs are required within 300 feet of the exit of the project site in each direction.
- j. Loads shall be secured by trimming and watering or may be covered to prevent the spilling or blowing of the earth material.
- k. Trucks and loads are to be cleaned at the export site to prevent blowing dirt and spilling of loose earth.
- l. A log documenting the dates of hauling and the number of trips (i.e. trucks) per day shall be available on the job site at all times.
- m. The applicant shall identify a construction manager and provide a telephone number for any inquiries or complaints from residents regarding construction

activities. The telephone number shall be posted at the site readily visible to any interested party during site preparation, grading and construction.

- n. The Applicant shall plan construction and construction staging as to maintain pedestrian access on adjacent sidewalks throughout all construction phases. This requires the Applicant to maintain adequate and safe pedestrian protection, including physical separation (including utilization of barriers such as k-rails or scaffolding, etc.) from work space and vehicular traffic and overhead protection, due to sidewalk closure or blockage, at all times.
- o. Temporary pedestrian facilities shall be adjacent to the project site and provide safe, accessible routes that replicate as nearly as practical the most desirable characteristics of the existing facility.
- p. Covered walkways shall be provided where pedestrians are exposed to potential injury from falling objects.
- q. The Applicant shall keep sidewalk open during construction until only when it is absolutely required to close or block sidewalk for construction staging. Sidewalk shall be reopened as soon as reasonably feasible taking construction and construction staging into account.

Administrative Conditions

- 35. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning for placement in the subject file.
- 36. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.
- 37. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assign. The agreement must be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.
- 38. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public officials, legislation or their successors, designees or amendment to any legislation.
- 39. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
- 40. **Building Plans.** Page 1 of the grants and all the conditions of approval shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety.

41. **Corrective Conditions.** The authorized use shall be conducted at all time with due regards to the character of the surrounding district, and the right is reserved to the City Planning Commission, or the Director pursuant to Section 12.27.1 of the Municipal Code to impose additional corrective conditions, if in the Commission's or Director's opinion such conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
42. **Expediting Processing Section.** Prior to the clearance of any conditions, the applicant shall show that all fees have been paid to the Department of City Planning Expedited Processing Section.
43. **Indemnification and Reimbursement of Litigation Costs.**

Applicant shall do all of the following:

- a. Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
- b. Reimburse the City for any and all costs incurred in defense of an action related to or arising out of, in whole or in part, the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages and/or settlement costs.
- c. Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$25,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (b).
- d. Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement (b).
- e. If the City determines it necessary to protect the City's interests, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City.

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commission, committees, employees and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.

Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the Applicant otherwise created by this condition.

NOTE TO THE STATE OF CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL (ABC)

CONDITIONS IDENTIFIED FOR CONSIDERATION BY THE STATE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL RELATIVE TO THE SALE AND DISTRIBUTION OF ALCOHOLIC BEVERAGES

In approving the instant grants, the City Planning Commission has not imposed Conditions specific to the sale or distribution of alcoholic beverages, even if such Conditions have been volunteered or negotiated by the applicant, in that the City Planning Commission has no direct authority to regulate or enforce Conditions assigned to alcohol sales or distribution.

The City Planning Commission has identified a set of Conditions related to alcohol sales and distribution for further consideration by the State of California Department of Alcoholic Beverage Control (ABC). In identifying these conditions, the City Planning Commission acknowledges the ABC as the responsible agency for establishing and enforcing Conditions specific to alcohol sales and distribution. The Conditions identified below are based on testimony and/or other evidence established in the administrative record, and provide the ABC an opportunity to address the specific conduct of alcohol sales and distribution in association with the Conditional Use granted herein by the City Planning Commission.

They may include those identified during hearing testimony, received as part of correspondence via stakeholder groups, city agency, other responsible agency, Council District, Mayor's office, etc.)

For the lounge/restaurant:

1. The sale of a full line of alcoholic beverages shall be limited from 6 a.m. to 2 a.m. daily.
2. No "Happy Hour" type of reduced-price alcoholic beverage or "2 for 1" promotion shall be allowed at any time. Discounted food promotions are encouraged.

3. No cocktail lounge shall be maintained on the premises separate from the dining area.
5. No alcohol shall be allowed to be consumed on any adjacent property under the control of the applicant.
6. There shall be no exterior advertising of any kind or type, including advertising directly to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of this condition.
7. The sale of alcohol shall be incidental to the sale of food, except in the lounge.
8. The sale of alcoholic beverages for consumption off the premises is prohibited.
9. Fortified wine (greater than 16% alcohol) shall not be sold.
10. There shall be no cocktail lounge or separate bar area.
11. No signs are permitted on the outside of the building or directed from the inside to the outside which display or advertise the availability of alcoholic beverages.
12. The off-site sale of alcoholic beverages as a secondary use (i.e., "take out") is not permitted.
13. All service of alcoholic beverages shall be conducted by a waitress or waiter or bartender.
14. The alcoholic beverage license shall not be exchanged for a public premises type license nor operated as a public premises.
15. Signs shall be prominently posted in English and the predominant language of the facility's clientele, if different, stating that California State Law prohibits sale of alcoholic beverages to persons who are under 21 years of age.

FINDINGS

General Plan Findings

1. General Plan

- a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

- b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public

services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a

Modified Avenue II. All street are fully dedicated to the standards setforth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

"For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time."

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

"...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective 'a' and at least one other of the following objectives:

- a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;
- b) to provide for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.
- c) to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and

- d) to encourage the development of appropriately designed housing to provide a balance in the community.
- e) to provide for substantial, well designed, public open space in the Project Area
- f) to provide social services or facilities for social services which address the community's needs.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective 'a' of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective "c" of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 1. The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard District or Hollywood Core Transition District.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is

locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 2. Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

- 3. Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other

applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

Zone Change and Height District Change Findings; "T", "Q" Classification Findings

2. **Pursuant to Section 12.32-C of the Municipal Code, the zone change is in conformance with the public necessity, convenience, general welfare and good zoning practice.**
 - a. **Public Necessity:** In 2013, the Chief Legislative Analyst reported (Council File No. 13-0991) that Hollywood was one of several areas in the City with high demand for hotel rooms, stating that it had approximately 3,000 hotel rooms and that between 2009 and 2014, there was a projected growth in the occupancy rate of over 10% (from 70.1% in 2009 to a projected occupancy rate of 82.9% in 2014). Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone with a maximum of 6.0:1 FAR provided that the project is approved by the City Planning Commission, would allow the construction of a 275-room hotel on an under-utilized site, increasing the number of hotels room in Hollywood. The proposed hotel/restaurant project approved herein is permitted under the new "D" Development Limitation with a maximum FAR of 6.0:1 FAR.
 - b. **Convenience:** Hollywood is one of the City's largest tourist attractions where hundreds of thousands of people from around the world visit throughout the year. Hollywood is also one of the most transit-rich areas within the City, serviced by the Los Angeles County Metropolitan Transportation Authority bus system, the Metro Rail Red Line and the City of Los Angeles Department of Transportation DASH service. Two Metro Red Line Rail stations, at Hollywood Boulevard and Highland Avenue and at Hollywood Boulevard and Vine Street, and local and regional bus lines along Sunset Boulevard, Hollywood Boulevard, Vine Street and Highland Avenue are all approximately one half mile from the project site. Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone would allow the employees and patrons of the hotel and restaurant access and convenience to a variety of modes of transportation.

- c. General Welfare: Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone to with a maximum of 6.0:1 FAR provided that the project is approved by the City Planning Commission, would allow the redevelopment of an under-utilized site within a Regional Center. The Framework Element defines Regional Centers as areas intended to “provide a significant number of jobs and many non-work destinations” and therefore require access to bus and rail transit and good quality street, area, and pedestrian lighting... to generating feelings of safety, comfort, and well being necessary for ensuring public nighttime use of transit facilities.” The proposed 275-room hotel and restaurant will provide a significant number of jobs within approximately one half mile of a variety of modes of public transit. The project will also include a ground floor retail space with approximately 1,500 square feet open to the sidewalk which would improve pedestrian safety, comfort, and well-being along the street during evening hours.
- d. Good Zoning Practices: Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone with a maximum of 6.0:1 provided that the project is approved by the City Planning Commission, would allow the redevelopment of an under-utilized site within a Regional Center. Regional Centers are intended to contain a diversity of uses such as corporate and professional offices, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supporting service and the development of sites and structures integrating housing with commercial uses is encouraged. The proposed 275-room hotel will provide short-term, overnight accommodations for visitors and tourists to the entertainment and cultural facilities in the Hollywood area and the proposed restaurant will further support workers, residents and visitors to the Hollywood area with additional dining options.
- e. “T” and “Q” Classification Findings. Pursuant to LAMC Sections 12.32-G,1 and G,2(a), The current action, as recommended, has been made contingent upon compliance with new “T” and “Q” conditions of approval, and project specific conditions of approval imposed herein. Such limitations are necessary to ensure the identified dedications, improvements, and construction notices are issued to meet the public’s needs, convenience and general welfare served by the required actions. The conditions that limit the operations, scale and scope of development, are also necessary to protect the best interests of and to assure a development more compatible with surrounding properties and the overall pattern of development in the community, to secure an appropriate development in harmony with the General Plan, and to prevent or mitigate the potential adverse environmental effects of the subject recommended action.

For the reasons stated above, the zone and height district change requests are beneficial in terms of the public necessity, convenience, general welfare, and good zoning practice, and are consistent with the General Plan.

Conditional Use Findings

3. **The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city or region.**

The proposed project is the construction, use and maintenance of a 21-story hotel and with ground floor retail. The applicant is seeking a Conditional Use to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption located within the

ground floor lobby and restaurant, second floor meeting rooms and “mini-bars” located within each hotel room in conjunction with the operation of the hotel.

The Proposed Project will include extended stay hotel rooms and perform a function that is essential to the community, City, and region by attracting and retaining short-term and long-term business visitors and vacationers in Hollywood, which is a dense, transit rich, regional center with infrastructure to accommodate this compatible use. The convenience of transportation systems, combined with the proximity to employment, retail, restaurants, and entertainment will reduce vehicular trips by hotel guests, who will primarily be visiting for work and vacation. Hotel and retail employees will also benefit from access to these alternate modes of transportation, contributing to goals of reducing traffic congestion and improving air quality. An additional benefit will be creation of temporary jobs associated with initial construction and subsequent tenant improvements, as well as permanent job opportunities through operation of hotel and retail spaces.

4. **The project’s location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

The project site is zoned C4-2D and has a land use designation of Regional Center Commercial, which is consistent with and permits the proposed hotel use. The context-sensitive design of the proposed building is compatible in scale and enhances the character of the neighborhood, which includes multiple high-rise buildings. The project will connects with the surrounding pedestrian oriented commercial district with ground floor retail and hotel uses that will activate the pedestrian environment, improving safety in the surrounding neighborhood. The project will not adversely affect or degrade adjacent properties, but will instead promote economic well-being and neighborhood revitalization by providing hotel and retail staff and visitors the opportunity to walk to employment, shopping, dining, and entertainment destinations. The Proposed Project will reduce reliance on the automobile by situating hotel and retail uses within an established, dense, transit rich community, which will mitigate traffic congestion, air pollution, and urban sprawl.

There are sensitive uses located with a 1,000-foot radius of the Project Site, including the Frances Howard Goldwyn - Hollywood Regional Branch Library (1626 N. Ivar Avenue, approximately 600 feet away) and several multi-family and mixed-use buildings with residential uses. However, the request for the service of alcohol is for on-site consumption only and will not have negative spillover effects on surrounding properties. Physical barriers between the Project Site and nearby sensitive uses, in addition to the mix of nearby, related commercial and hotel uses will allow the Proposed Project to be compatible with adjacent properties and the surrounding neighborhood.

5. **The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.**

- a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as

including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use

Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards set forth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

Policy 3.8: Provide bicyclists with convenient, secure and well-maintained bicycle The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment

Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist of are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective ‘a’ and at least one other of the following objectives:

- a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;
- b) to provide for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.
- c) to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and
- d) to encourage the development of appropriately designed housing to provide a balance in the community.
- e) to provide for substantial, well designed, public open space in the Project Area
- f) to provide social services or facilities for social services which address the community’s needs.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective ‘a’ of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective "c" of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 1. The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard District or Hollywood Core Transition District.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 2. Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

3. **Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

6. **The proposed use will not adversely affect the welfare of the pertinent community.**

The request for the sale of a full line of alcohol for on-site consumption for the proposed hotel will not adversely affect the welfare of the community; rather, the proposed hotel use will be a benefit to the community, City, and region. Located in a Regional Commercial Center, it will transform an underutilized site currently occupied by a surface parking lot and drive-through fast-food establishment that are disconnected from the surrounding, pedestrian oriented, retail and entertainment district, into an important focal point that seamlessly fits within its context. By attracting and retaining business visitors and tourists in the area, it will enhance revitalization efforts and further activate the pedestrian experience, which may improve public safety.

Availability of alcoholic beverages is a typical hotel characteristic expected by discerning travelers and a necessity for the hotel to compete with similar businesses in the area. The conditional use would allow for alcohol in a carefully controlled hotel setting, including common areas (small meeting rooms, and guest rooms (through mini-bars and room service). Alcohol will not be a focal point of the Proposed Project. Instead, it will be an amenity that complements other food and beverage options provided to hotel guests and visitors. Alcohol service will be completely on-site and for on-site consumption. With extended stay guestrooms, the hotel's emphasis will be on short-term and long-term business visitors and not on large-scale events and conferences that would draw large numbers of visitors for special events.

The City Planning Commission has imposed numerous conditions to integrate the uses into the community as well as protect surrounding uses from adverse potential impacts. Therefore, the granting the sale of alcohol will not adversely affect the welfare of the pertinent community.

7. **The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.**

The Proposed Project is located in a dense, transit rich area of Hollywood with entertainment, office, commercial, and retail uses and growing residential population. There is, consequentially, a large concentration of alcohol uses in the immediate area; however, it is not uncommon to have clusters of this nature in highly urbanized, pedestrian-oriented neighborhoods like Hollywood. Moreover, the geography of the census tract does not recognize the Regional Center land use designation of the area,

which is intended to support high intensity uses, including entertainment and cultural institutions and related commercial uses. The number of allocated licenses is primarily calculated based upon resident population and often does not take into account employment and visitor populations. The subject site is located in a heavily urbanized urban corridor with a high concentration of offices, restaurants, entertainment venues, retail and other commercial uses, and a higher number of the alcoholic beverage licenses is anticipated.

The Project Site is within Census Tract #1907.00. According to the California Department of Alcoholic Beverage Control, there is an allocation of 2 off-site licenses and 3 on-site licenses to this Census Tract. Due to the Regional Center Commercial, high density character of the area, 3 off-site and 54 on-site licenses currently exist in this area. Thus, granting of the proposed CUB request will be in the context of an already existing higher concentration of alcohol establishments than allocated in the Census Tract.

A high concentration can be considered undue when the addition of a CUB will negatively impact a neighborhood. It is not undue, however, when the approval of the CUB does not negatively impact an area, but instead provides a benefit to public welfare and convenience. While the Census Tract is numerically overrepresented with alcohol licenses, based on the number of licenses allocated, the Proposed Project will not adversely affect community welfare because the hotel is desirable for economic health of the area.

Approval of the CUB request would allow for alcohol to be served in a carefully controlled hotel setting. Alcohol will not be a focal point of the Proposed Project. The sale of alcoholic beverages is of importance to the successful operation of the hotel and ability to cater to its clientele. As alcohol service would be incidental to the hotel's primary operations, hotel facilities will not take on negative characteristics of a nuisance bar nor attract undesirable elements to the neighborhood.

The Project Site is located in the Los Angeles Police Department's Hollywood Division. The Proposed Project will cater to business visitors and vacationers who will activate the surrounding area with increased pedestrian activity. In addition, hotel staff will be on site 24 hours a day. Increased activity associated with hotel operations and ongoing presence of eyes on the street may contribute to further crime reduction in the surrounding area.

Finally, to ensure the Proposed Project will not create detrimental impacts on the surrounding area, the specific detail of any proposed restaurant establishment that might be proposed for the future in the ground floor retail space will be reviewed pursuant to a separate Conditional Use Permit. This will allow for comprehensive review of a restaurant tenant's CUB request with input from the Los Angeles Police and Fire Departments. Security and floor plans, seating limitations, and other recommended conditions, as well as mode and character of the operation, will be addressed and assured through imposition of site-specific conditions. This extra protection will mitigate potential adverse impacts linked to on-site alcohol sales and consumption within the ground floor retail space.

8. **The proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.**

The Project Site is not immediately adjacent to residentially zoned communities. The nearest residential area is zoned R4-2D, approximately 700 feet southeast. While most buildings within 1,000 feet of the Project Site are used entirely for commercial purposes, there are some multi-family and mixed-use buildings within this radius that contain residential uses, including the following:

- Sunset + Vine Apartments (apartments above retail, 1555 N. Vine Street);
- Triangle Square Apartments (senior housing, 1602 N. Ivar Avenue);
- Cosmo Lofts (live-work units, 1617 Cosmo Street); and
- 1600 Vine Apartments (apartments above retail, 1600 N. Vine Street).

All of the above-noted buildings are on C4-2D zoned parcels with Regional Center Commercial General Plan Land Use Designation and are shielded from the Project Site by surrounding commercial buildings.

The Frances Howard Goldwyn - Hollywood Regional Branch Library (1626 N. Ivar Avenue) is approximately 760 feet away from the Project Site. Like the above-noted buildings with residential uses, the library is physically separated from the Project Site by commercial buildings. The closest sensitive use to the Project Site is the Los Angeles Film School, which is across Ivar Avenue at 6353 W. Sunset Boulevard.

Alcohol service would be incidental to the hotel's primary operations and managed in accordance with rules and regulations of the California Department of Alcoholic Beverage Control. Spill-over parking into residential areas is not anticipated due to adequacy of on-site parking and availability of nearby and convenient public transportation options. Therefore, service of alcoholic beverages at the proposed hotel will not detrimentally affect character of development in the immediate neighborhood.

Zoning Administrator's Adjustment

9. **While site characteristics or existing improvements make strict adherence to the zoning regulations impractical or infeasible, the project nonetheless conforms with the intent of those regulations.**

The proposed project includes the construction of a new 21-story hotel with approximately 1,900 square feet of ground floor retail space. The site is approximately 23,651 square feet in area. Three sides of the project site abut public streets, with only the northerly side abutting another commercially zoned and developed property. The first and second story of the project abut another property on its northerly side.

The applicant is requesting relief from Section 12.11-C of the Municipal Code to allow a zero-foot rear yard in lieu of the required 20 feet. The ground level includes the hotel lobby, retail space and access to the hotel portions of the building. Based upon community input, the project includes the retail space along the first floor to further activate Cahuenga Boulevard and Ivar Avenue and which necessitated the addition of guestrooms to the second floor. Those guestrooms have been designed to wrap around the "face" of the building to further activate the side streets (Cahuenga Boulevard and Ivar Avenue). Additionally, in an effort to respect the scale and massing of the building along Ivar Avenue and Cahuenga Boulevard, the proposed hotel building's second floor height and setbacks are designed to maintain the existing street wall and thus present a more visually consistent street wall. The required 20-foot rear yard setback is for the northern property line. The encroachment into the 20-foot rear yard setback is essentially limited to three second floor guestrooms and a portion of the roof garden. Above the second floor level the proposed hotel would comply with the required 20-foot setback.

Commercial buildings in the C Zones require no yards. Residential building require side and rear yards. There is an anomaly in the Zoning Code which labels hotels as residential buildings though they are commercial enterprises. The yard requirements are built into the Code to provide light and air for residential uses. The proposed second floor is located above the first floor of the entrance and loading dock. The second floor includes the project's roof garden and two room wings whose rear walls are adjacent to the staircase and a windowless northern wall which is the same height as the adjacent building. The guestrooms receive ample light from their east and west facing walls. As is common in all hotels there is only one window wall facing out-ward with the remaining walls windowless. Those the rooms will receive ample light from the windows on their outward facing walls. Providing the Code required residential side yard setbacks would further reduce the building footprint area of this relatively small lot. The reduction of buildable area makes it a hardship to build a hotel development in a Regional Commercial Center area which properties generally have no building setbacks. The surrounding properties have zero setbacks which are consistent with the development pattern of the Regional Commercial Center, regardless of whether the properties are commercial buildings or mixed-use projects with ground floor retail and residential units.

The granting of this adjustment will result in development compatible and consistent with the surrounding uses in that said vicinity uses are highly urbanized and developed with primarily commercial buildings which do not require setbacks. The Proposed Project's upper floors will be stepped back significantly from the rear property line.

10. **In light of the project as a whole including any mitigation measures imposed, the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

The granting of the adjustment to reduce the rear yard setback will not result in adverse impacts to the surrounding properties or to the subject property as the surrounding buildings in the area and most buildings in the Regional Commercial Center area have zero yard setbacks. Moreover, as previously discussed, the Project was designed such that the tower portion of the project is set back approximately 87 ft. from the northerly property line. The ground floor along the northerly portion of the Project Site is proposed to be developed with vehicular access driveways, stairwell, and a trash enclosure. The second floor within the 20 ft. rear yard area is proposed to be developed with a roof garden and only three hotel guest rooms in the northeast and northwest corners of the Site. The existing commercial building located to the north of the Site is of a similar height as the proposed second floor of the proposed project.

Furthermore, above the second floor, and with respect to all other development standards, the proposed project conforms to the requirements of the Municipal Code. In addition, A Mitigated Negative Declaration (ENV-2015-2895-MND) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND there is no substantial evidence that the proposed project will have a significant effect on the environment.

Therefore, the project as a whole as designed, including any mitigation measures imposed will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

11. **The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan and any applicable specific plan.**

- a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

- b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards set forth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that

all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective ‘a’ and at least one other of the following objectives:

- a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;
- b) to provide for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.
- c) to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and
- d) to encourage the development of appropriately designed housing to provide a balance in the community.
- e) to provide for substantial, well designed, public open space in the Project Area

- f) to provide social services or facilities for social services which address the community's needs.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective 'a' of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a setback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective "c" of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 1. The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard District or Hollywood Core Transition District.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail

spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

2. **Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

3. **Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

Site Plan Review Findings

12. **The project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and does not conflict with any applicable regulations, standards, and any applicable specific plan.**

- a. **General Plan Land Use Designation.** The subject property is located within the area Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

- b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use

(integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed

and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards set forth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and

nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective ‘a’ and at least one other of the following objectives:

- a. to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;

- b. to provide for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.
- c. to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and
- d. to encourage the development of appropriately designed housing to provide a balance in the community.
- e. to provide for substantial, well designed, public open space in the Project Area
- f. to provide social services or facilities for social services which address the community's needs.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective 'a' of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective "c" of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 1. The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard District or Hollywood Core Transition District.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 2. Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

- 3. Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments and responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency finds that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

The proposed hotel project approved herein is permitted under the new "D" Development Limitation with a maximum FAR of 6.0:1 FAR. Therefore, the project is in substantial conformance with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.

13. **The project consists of an arrangement of buildings and structures (including height, bulk and setbacks), off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements that is or will be compatible with existing and future development on neighboring properties.**

Arrangement of Buildings and Structures (Height, Bulk, Setbacks)

Arrangement of the Proposed Project's buildings and structures, including height, massing, and setbacks, will be compatible with surrounding development. The proposed project is a 21-story, approximately 231 feet, 3 inches tall, mixed-use hotel and retail building. It includes 275 guest rooms, approximately 139,995 square feet of hotel floor area, and approximately 1,900 square feet of ground-floor, retail floor area

Height

Arrangement of the Proposed Project's buildings and structures, including height, massing, and setbacks, will be compatible with surrounding development. In terms of height, the area immediately surrounding the project site includes multiple high-rise buildings demonstrating that high-rise projects fit well within the neighborhood context. Directly east of the project site, across Ivar Avenue is The Los Angeles Film School (6373 W. Sunset Boulevard), which occupies a 9-story building. Immediately southwest, across the intersection of Sunset Boulevard and Cahuenga Boulevards, is the CNN Building (6430 W. Sunset Boulevard), which is 14 stories. Additional high-rise buildings within one-quarter mile of the Project Site are at 6464 W. Sunset Boulevard (11 stories), 1480 N. Vine Street (19 stories), and 6255 W. Sunset Boulevard (22 stories).

Bulk

In terms of massing, the Proposed Project comprises a 21-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. This two-part composition in which a tower extends above a podium is common for high-rise buildings in the area, including those at 6430 and 6464 W. Sunset Boulevard. The adjacent frontages along Cahuenga Boulevard and Ivar Avenue are characterized by two-story commercial buildings, which are in keeping with the proposed two-story podium.

The table below includes a list of existing or under construction developments within approximately 1,000 feet of the subject property.

Address	Approved FAR
1800-1802 Argyle Ave	6:1
6252 West Hollywood Blvd	6:1
6415 Selma Avenue	5.3:
1523 Wilcox Avenue	6:1
1601 Vine Street	6:1
1540 Vine Street	4.5:1
6121 West Sunset Boulevard	6:1

Accordingly, the height and FAR of the proposed project is consistent with several existing developments within the surrounding area.

Setbacks

All setbacks of the Proposed Project exceed Los Angeles Municipal Code ("LAMC") requirements. L.A.M.C. Section 12.22.A.18(c)(3) does not require yard setbacks for residential portions of a building located in the C4 Zone used for combined commercial and residential uses, if such portions are used exclusively for residential uses and abut a street, if the first floor of the building at ground level is used for commercial uses or access to the residential portions of the building. Although three side of the project site abut public streets, the northerly side of the Site abuts another property. As part of the entitlement request, the applicant has requested a Zoning Administrator's Adjustment to permit a zero rear yard setback. With the granting of this adjustment will result in development compatible and consistent with the surrounding uses in that said vicinity

uses are highly urbanized and developed with primarily commercial buildings which do not require setbacks. The upper floors will be stepped back significantly from the rear property line.

Off-street Parking Facilities

Off-street parking for vehicles and bicycles are designed to be compatible with surrounding development. All required off-street vehicular parking will be provided on-site in four subterranean levels. Access to parking will be from a vehicular entrance at Cahuenga Boulevard on Level 1. A total of 135 automobile parking spaces, which exceeds the Zoning Code required 117 automobile parking spaces required under LAMC Section 12.21.A.4 for hotel use and 4 required for retail. Additionally, 16 long-term bicycle parking spaces will be secured at the subterranean levels and will comply with the City's bicycle parking regulations pursuant to LAMC Section 12.21.A.16. 16 short-term bicycle parking spaces will be located outside the building, near pedestrian entrances. Provision of bicycle parking will contribute to goals of reducing traffic congestion and improving air quality, which will improve the environment for existing and future development in the neighborhood.

Loading Areas

Configuration of loading areas will be compatible with surrounding properties, and all loading areas will be contained on-site. Vehicular access to the is limited to one guest entrance for automobiles off Cahuenga Boulevard and one entrance for service trucks off Ivar Avenue. A guest drop-off area will be located within Level 1 of the podium. This configuration is compatible with existing and future development on adjacent and neighboring properties by reducing the amount of curb cuts currently at the subject site, which will create a more pedestrian friendly environment. By containing loading areas on-site and enclosed within the building podium, the proposed project will limit their visibility from the street. They will also not

Lighting

The Proposed Project's lighting scheme will be compatible with surrounding development. Exterior lighting will illuminate on-site facilities in order to provide sufficient lighting for circulation and security, while minimizing impacts on adjacent properties. Ground level lighting for the hotel and retail uses will activate and enhance the pedestrian environment at night.

Landscaping

Landscaping at the Project Site, located along adjacent sidewalks and roof terraces at Levels 2 and 21, will be compatible with surrounding development. All adjacent sidewalks, which currently generally lack trees, will have regularly spaced, Washingtonia robusta Mexican Fan Palms. As this type of tree is planted along nearby blocks on W. Sunset Boulevard in a similar configuration; this landscape scheme will provide continuity in streetscape design, reinforcing a sense of place in the neighborhood. Additional landscaping and small outdoor patios adjacent to the building will further enhance the pedestrian experience. Roof terraces at Levels 2 and 21 will feature similar landscaping. The Level 21 roof terrace will also include a swimming pool. Landscaping at the Proposed Project will accommodate the required public right-of-way, enhance the surrounding urban environment, and encourage and support pedestrian activity.

Trash Collection

Trash collection infrastructure at the Project Site will be compatible with surrounding development. The Proposed Project will provide adequate, on-site space for trash receptacles in order to ensure safe and efficient handling of solid waste. Trash collection infrastructure will be completely enclosed and shielded from pedestrians, as well as surrounding properties.

14. That any residential project provides recreational and service amenities in order to improve habitability for the residents and minimize impacts on neighboring properties.

The Proposed Project does not have any residential component. However, as a hotel that includes extended stay guestrooms, the Proposed Project will provide a number of amenities for guests, including food and beverage service in the lobby and an outdoor patio at the intersection of Sunset Boulevard and Cahuenga Boulevards, roof terraces, swimming pool, and fitness center. Extended stay guestrooms include a kitchen. These amenities will serve to enhance the residential experience for guests and will minimize impacts on services and properties within the surrounding area.

Environmental Findings

15. **Environmental Finding.** A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments and responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency finds that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

16. **Flood Insurance.** The National Flood Insurance Program rate maps, which are a part of the Flood Hazard Management Specific Plan adopted by the City Council by Ordinance No. 172,081, have been reviewed and it has been determined that this project is located in Flood Zone X, areas determined to be outside the 0.2% annual chance floodplain. Currently, there are no flood zone compliance requirements for construction in these zones.

PUBLIC HEARING AND COMMUNICATIONS

Summary of Public Hearing Testimony and Communications

On May 25, 2016 and July 13, 2016, the Hearing Officer held hearings to take public testimony regarding the proposed project. The hearings were held at Los Angeles City Hall, Room 1020. Approximately a total of 25 people attended both hearings including the applicant and team members, community members, members of organizations including Unite Here (Local 11), C.L.U.E., Hollywood Chamber of Commerce, Carpenters Contractor Cooperation Committee, L.A.P.D., and a representative from Council District 13. The following is a summary of the testimony received at the public hearings:

Applicant Presentation. Donna Shen Tripp, the applicant's representative, presented the project and spoke about the goals, scope, outreach efforts, design iterations, and requested entitlements with the following highlights:

- Project provides total of 275 rooms (132 traditional rooms and 143 suites)
- Contemporary art deco design
- Casual dining lounge on first floor and small meeting rooms on second floor
- Roof terrace provided, but not open to public
- Willing to work with labor community
- All parking provided underground
- Central Hollywood Neighborhood Council voted to support project
- 20% of parking will be EV charge ready
- Landscaping along Ivar Avenue north of project site.
- Will hold job fair
- Supports local hiring
- \$1,000 scholarship for local students.

Speakers. A total of 14 members of the public provided formal public testimony, approximately 10 spoke in opposition and/or stated concerns with the project; 1 speaker spoke in support (Hollywood Chamber of Commerce), and two speakers provided general comments. The comments that were raised during the public hearing include the following:

Comments in support:

- The redevelopment of the project site will add tremendous value to the area.
- Brings pedestrian amenities (trees, etc)
- Site is underutilized.
- Support project hotel projects
- Appreciates undergrounding of parking

Comments in opposition:

- Subsidiary of developer has been involved with wage fraud issues;
- Expect more community benefits, job training and local hiring;
- Size and process
- Building should be shorter
- Number of alcohol license, how many bars?
- Construction noise will negatively impact business (day spa)
- City needs more housing

- Low quality jobs will be produced
- Adequacy of MND (cancer risks, etc, not analyzed)
- MND fails to consider cumulative impacts, EIR should be conducted.
- 18 hotels within ½ mile of project site
- Project needs cumulative traffic study

General comments:

- Labor willing wants to work with developer
- LAPD will work with applicant to address concerns with any potential change of character in operation of hotel.
- Hotel should have fair wages

Applicant Response. The applicant team provided the following responses addressing comments and questions raised by the public and Hearing Officer:

- The requested CUB does not include the retail space and is for the hotel only. Will include sidewalk easement
- Proposed additional trees along Ivar Avenue are beyond project boundaries.
- The MND adequately analyzed project-related impacts, including those related to traffic, noise, shade/shadow and land use. The traffic study done within parameters prescribed by DOT. An extensive related project list was used. 69 total projects were included in the traffic study.
- Soils report approved by LADBS.
- Talking to labor groups regarding project construction
- Building 21-story in height.

Summary of Written Testimony. Written comments were provided by members of the public, the Hollywood Chamber of Commerce, Abundant Housing LA, ADAMS BROADWELL JOSEPH & CARDOZO, and SWAPE.