

# Sunset and Gordon

Date: 12/11/2018  
Submitted in PLUM Committee  
Council File No. 08-1509-53, 52  
Item No. 4 & 5  
Deputy Communication from Applicant

Presentation to Planning  
and Land Use  
Management Committee  
December 11, 2018





# Sunset and Gordon (2014)





## Sunset & Gordon Project Evolution

PROJECT COMPONENT	CRA Approved Project (Approved 2007)	City Approved Project (Approved 2008)	Modified Project (Submitted 2015)
FLOOR AREA	324,432 sf	324,901 sf	324,693 sf
BUILDING HEIGHT	260 feet 23 stories = 18 story tower, 5 story podium	260 feet 23 stories = 18 story tower, 5 story podium	250 feet 22 stories = 18 story tower, 4 story podium
RESIDENTIAL DENSITY	311 dwelling units	305 dwelling units	299 apartment units <ul style="list-style-type: none"> <li>• 254 market rate + 15 “very low” (5%) + 15 “workforce (5%) + 15 “moderate” (5%)</li> </ul>
OFFICE SPACE	40,000 sf	40,000 sf	38,440 sf
RETAIL / RESTAURANT	13,500 sf <ul style="list-style-type: none"> <li>• including 8,500 sf restaurant</li> </ul>	13,500 sf <ul style="list-style-type: none"> <li>• including 8,500 sf restaurant</li> </ul>	7,670 sf <ul style="list-style-type: none"> <li>• 3,700 sf restaurant</li> <li>• 3,970 sf retail (including up 1,475 sf coffee shop)</li> </ul>
PARK	21,177 sf	21,177 sf	18,962 sf
SIGNAGE	2 Supergraphics	2 Supergraphics	No Supergraphics

## Sunset & Gordon Project Evolution: New Project Benefits

- Addresses **affordable housing** needs in Hollywood by including 5 % each of “very low,” “moderate” and “workforce” units – **a total of 45 income-restricted units**
- **EV ready parking** in 20% of parking spaces (EV installed in 5%)
- **Extensive bike parking facilities** – 401 bicycle parking stalls
- **Improved bus stop** adjacent to building (north side of Sunset east of Gordon)
- **Traffic improvements** to ease traffic flow
- **Robust TDM Plan** with transit pass discounts, unbundled parking, carpooling incentives, and other measures
- **Designated Uber/Lyft drop-off/pick-up zone** on Sunset
- Reopens 18,962 sf **public park**



## Sunset & Gordon Project: Responses to Coalition Appeal

- **Appeal recycles prior arguments; all assertions lack merit**
- **Traffic:** No significant impacts with mitigation to residential street segments (cut-through traffic), Sunset/Vine intersection, or from queuing
  - Sunset/Vine impacts are less than significant without mitigation under latest trip generation methodology
  - TDM Plan will further reduce impacts
  - City's draft VMT Calculator confirms no impact
- **Housing:** No housing/population displacement impact
  - 9 units demolished; **45 affordable units created**
- Supplemental EIR **Project description, objectives, and mitigation measures** fully comply with CEQA
- Supplemental EIR is the **appropriate CEQA document**, given the limited project changes



## Sunset & Gordon Project: Responses to Coalition Appeal

- **Hollywood Community Plan:** No increase in density on the Project site; no station area master plan is required
- **City Charter:** General Plan amendment complies with Charter section 555
  - Future use of site has significant physical identity and will contribute to the social, physical, and economic identity of the surrounding area
- **VTTM:** Fully complies with Map Act requirement for consistency with applicable land use plans
- **CUP for Alcoholic Beverages:** Restaurant use has long existed at this site; would not result in an undue concentration of beverage licenses in the community