



Candy Rosales <candy.rosales@lacity.org>

Fwd: SUPPORT FOR DCP STAFF RECOMMENDATIONS TO RETAIN MR1 ZONING DESIGNATION FOR SUBAREA 39.4

1 message

la brea <labreacoalition@gmail.com>

Mon, Apr 16, 2012
at 10:09 AM

To: Candy Rosales <candy.rosales@lacity.org>

Please include the attached LWC letter for the HCP PLUM item #3, 17 April, to the City Council file, #12-0303, and all parties.

Thank you, Lucille Saunders

----- Forwarded message -----

From: la brea <labreacoalition@gmail.com>

Date: Mon, Apr 16, 2012 at 8:34 AM

Subject: SUPPORT FOR DCP STAFF RECOMMENDATIONS TO RETAIN MR1 ZONING DESIGNATION FOR SUBAREA 39.4

To: Kevin Keller <Kevin.Keller@lacity.org>, Mary Richardson <Mary.Richardson@lacity.org>, sharon.gin@lacity.org, Council Member Koretz <paul.koretz@lacity.org>

The La Brea Willoughby Coalition (“LWC”), strongly supports the Department of City Planning (“DCP”) Staff Report Findings and Recommendations to retain the MR1 zoning in subarea 39:4, as approved by the City Planning Commission earlier.

Please see the attached LWC letter and maps for more clarification and advocacy of these points and positions.

Do contact us for comments and questions.

Lucille Saunders, LWC

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"...To have a functioning democracy, you need an educated citizenry." Thomas Jefferson

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"...To have a functioning democracy, you need an educated citizenry." Thomas Jefferson

2 attachments

lwcsupportsstaffrechcppdf.pdf
125K

Exh G LWC maps.zip
8932K

12 April 2012

RE: SUPPORT FOR DCP STAFF RECOMMENDATIONS TO RETAIN MR1 ZONING DESIGNATION FOR SUBAREA 39.4

The La Brea Willoughby Coalition (“LWC”), strongly supports the Department of City Planning (“DCP”) Staff Report Findings and Recommendations to retain the MR1 zoning in subarea 39:4, as approved by the City Planning Commission earlier.

The CPC approved and passed on those recommendations (Exh E, p 29, below) to protect our area’s industrial-zoned lands, contiguous with industrial MR1 zones in Subareas 39.2,39.3, and 40 (see Exh G pp.168-170, corresponding attached maps).

We note, however, that the text box “Reason for Change” on p. 29 includes language that should be removed to reflect the intent of the zone designation. The offending language is emphasized by italics, below:

[HCP] Exhibit E, Proposed Land Use and Zone, p 29

SA 39:4 [Located on] Both sides of La Brea, generally between Romaine and Willoughby, extending west to include most of the eastern half of the block s. of Romaine, e. of Formosa, n. of Willoughby, w. of La Brea

Existing Land Use Designation: Limited Industrial

Existing Zoning: MR1-1 FAR 1.5:1

Existing Land Use: Industrial, Retail Commercial

Proposed Land Use Designation: Limited Industrial

Range of Zones: CM,CMX,P

Proposed Zone: MR1-2D FAR 3:1

Type of Change: Change Height District

Reason for Change: Increase FAR from 1.5:1 to 3:1 to promote industrial uses. Provide incentive for maintaining targeted media-related industrial uses *and increase housing production.*

[HCP] Exhibit F, pp. 65-66 Draft “Q” Qualified Condition and “D” Development Limitation Appendix as approved by the City Planning Commission – December 8, 2011

SubArea 39.4

Existing: (MR1-1 FAR 1.5:1)

No existing “Q” Qualified Condition. No existing “D” Development Limitation

Proposed: MR1-2D FAR 3:1 D: 1. A maximum FAR of 3:1 shall be permitted for developments which incorporate a minimum FAR of 0.7:1 for the following targeted media-related industrial uses: film, tape, television, video, internet and other media production, editing and reconstruction; film archiving, storage and exchange; studio equipment manufacture, rental and storage; music, film, television and internet publishing; sound recording; broadcast stu-

dios; facilities for the development of software and other computer and media-related products and services.

2.A maximum FAR of 1.5:1 shall be permitted for developments which do not incorporate 0.7:1 FAR of the targeted media-related industrial uses mentioned above in Section 1 of this Development Limitation.

Increase FAR from 1.5:1 to 3:1 to promote industrial uses. Limit height on the Willoughby frontage to provide a transition between industrial uses and low scale residential uses.

MR1 zoning is consistent with [HCP] Findings, p F-4, Goals, Objectives, and Policies, as

Existing industrial lands in the Hollywood Community Plan Area are proposed to be retained and protected under the Proposed Plan to ensure the economic sustainability of the community, City, and the region. Hollywood's media and entertainment industry are important to the local and regional economy and are supported by the Plan Area's industrial land use designations and zoning which permit the types of uses required by movie studios, post-production firms, prop houses, transportation companies, and other related businesses.

Goal 3J: Industrial growth that provides job opportunities for the City's residents and maintains the City's fiscal viability.

Objective 3.14: Provide land and supporting services for the retention of existing and attraction of new industries.

Policy 3.14.2: Provide flexible zoning to facilitate the clustering of industries and supporting uses, thereby establishing viable "themed" sectors (e.g., movie/television/media production, set design, reproductions, etc.).

Policy 3.14.4: Limit the introduction of new commercial and other non-industrial uses in existing commercial manufacturing zones to uses which support the primary industrial function of the location in which they are located.

Long held MR1 property owners, limited by the past and current zoning, are allowed to build restaurants and retail but only within industrial sites (like a studio commissary), not stand alone. This is preferable and will encourage industry's high paying and long-term jobs to stay in Hollywood, one of LWC's goals.

LWC is concerned to hear about a proposal to revise the SA 39.4 MR1 zoning to M1. M1 zoning would allow stand alone retail and restaurant uses--though there are abundant vacancies on La Brea and Melrose, 1-block south of the SA 39:4, already zoned M1.

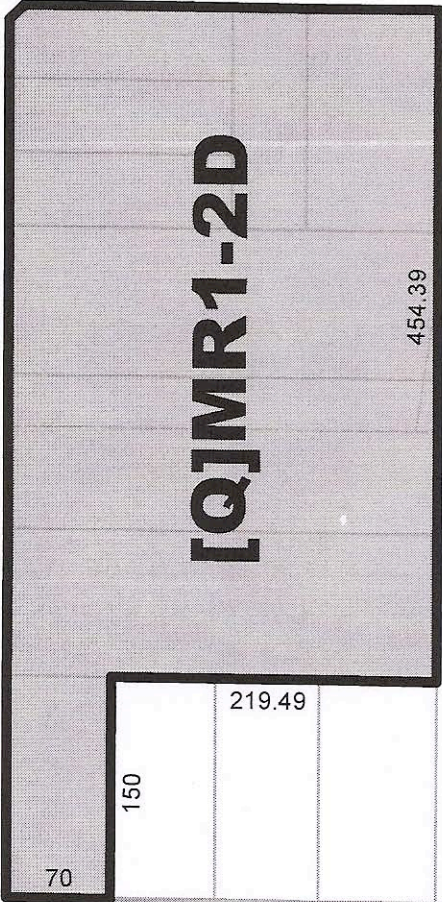
The LWC strongly opposes any proposed change in the SA 39.4 from MR1 to M1 as such a proposal would not meet the goal, objectives and policies listed above.

Sincerely,
Lucille Saunders,
President, La Brea Willoughby Coalition

N FORMOSA AV

60

60 WILLOUGHBY AV

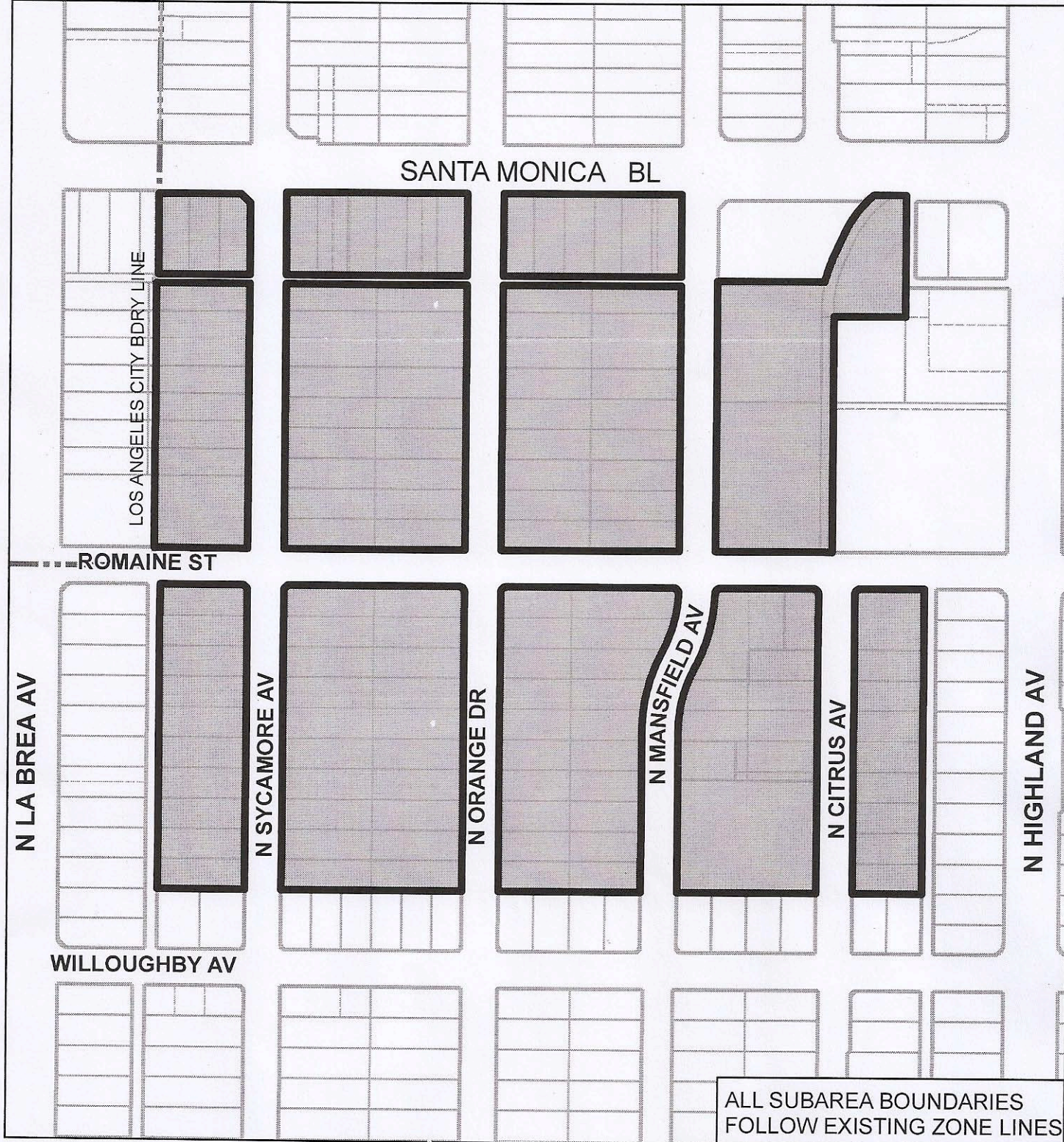


ROMAINE ST

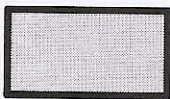
LOS ANGELES CITY BDRY LINE

N LA BREA AV

N DETROIT ST



ALL SUBAREA BOUNDARIES FOLLOW EXISTING ZONE LINES

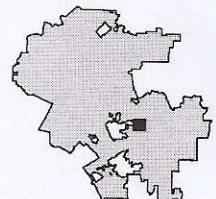


[Q]MR1-1



NOT TO SCALE

C.M. 144 B 181, 144 B 185	CPC 2005-6082 CPU CPC 1997-0043 CPU
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ROMAINE ST

LOS ANGELES CITY BDRY LINE

MR1-2D

N LA BREA AV

MR1-2D

WILLOUGHBY AV

ALL SUBAREA BOUNDARIES
FOLLOW EXISTING ZONE LINES,



NOT TO SCALE

C.M. 144 B 181

CPC 2005-6082 CPU
CPC 1997-0043 CPU

