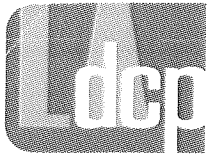


Council File 14-0057-S7

The City doesn't need technical consultants assigned to the Expedited Processing Section. Rather, the City needs to utilize technical consultants to update the General and Community Plans. Our planning process is expedited enough already. For example, new planning director Vince Bertoni is off to a running start by approving an expedited processing request from the Villa Carlotta developer (CPC-2016-0618-GPA-ZC-ZV-CUB-CU) for a general plan amendment dated February 19th, the day before on February 18th. Now that's expedited processing. Despite a city document titled "Request for Initiation of an Amendment to the City's General Plan" being blatantly illegal on its face, because if a developer is requesting it the City is not initiating it, Bertoni was able to review a 27 page 10 pt single spaced development appendix to determine that a general plan amendment for a .51 acre parcel was warranted only one day after the applicant signed the Master Land Use Permit Application affidavit on February 17th. And that's why there is the Neighborhood Integrity Initiative.

George Abrahams
3150 Durand Drive
Los Angeles, CA 90068
323 463 9209
ggg@copper.net



CPC 2014-0618 Executive Office

ORIGINAL



City Hall • 200 N. Spring Street, 5th Floor • Los Angeles, CA 90012

REQUEST FOR INITIATION OF AN AMENDMENT TO THE CITY'S GENERAL PLAN

By law, only the City may initiate an Amendment to the General Plan. Therefore you must request that the City initiate a Plan Amendment by completing the following:

I hereby request that the Director of Planning initiate a General Plan Amendment from: Medium Residential to: Limited Commercial on property located at: 5959 Franklin Avenue within the: Hollywood District/Community Plan.

By my signature below, I request the aforementioned General Plan Amendment and affirm my understanding that to ensure a comprehensive review of the request and to avoid the introduction of any "spot" planned land use, staff may recommend initiating additional properties ("added areas") within the immediate area for a similar General Plan Amendment and that, if so, updated application materials, including but not limited to, the radius maps and an expanded notification list, will be required.

(Signature) [Signature] Date 2/19/2014

Section Below For Staff Use Only

CASE NUMBER:

Pursuant to the Los Angeles City Charter and the Municipal code, I hereby:

Approve the initiation of the plan amendment(s) as requested by the Applicant/Representative Also initiate additional properties ("added areas") as recommended by staff within the immediate area for a similar change of the plan from R3-1 to C1-2D w/ CAP

Vincent P. Bertoni, AICP DIRECTOR OF PLANNING

[Signature] Date 02/18/16 per 2015 OK / NH / LW

EXPEDITED PERMIT FEE AGREEMENT

Section 19.01 W LAMC

City of Los Angeles - Department of City Planning

CASE No(s): GPA; ZC TO C1-1; CU FOR HOTEL WITHIN 500 FEET OF RESIDENTIAL; 12.24-F FOR REDUCED SETBACKS; CUB FOR ON-SITE ALCOHOL SALES

Project Address: 5959 W. Franklin Avenue

I hereby promise to pay all expenses for additional cost and physical resources necessary to expedite the permit process for the above development project. I understand that the expedited service charges are in addition to and separate from the fees charged elsewhere in the L.A. Municipal Code. **I also understand that the initial fee of \$15,000 is a deposit, and I agree to pay any additional costs that exceed this deposit to the City of Los Angeles for Planning Department Staff** as well as other City Departments for time used to expedite the subject case(s), including any costs accrued during any appeal(s) of the subject case(s). I am well informed that the processing of the case may be placed on hold if an invoice billing for the excessive costs becomes past due. In the event that the property is sold, I understand that I am still responsible for any costs accrued until such time as the new property owners accept responsibility of fees in writing by filing a new Expedited Permit Fee Form with the Planning Department.

Initial Deposit: \$15,000

COMPANY/OWNER/APPLICANT'S AFFIDAVIT

Under penalty of perjury the following declarations are made:

PDC 2016-0678

- The undersigned is the owner or lessee, or authorized agent of the owner or lessee with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes, lessee may not sign).
- The information presented is true and correct to the best of my knowledge.
- The undersigned has read and accepted the above statement.

Owner/Applicant: Villa Carlotta Bliss LLC For Owner/Applicant Authorized Signature Only:

Print Address: 6300 Canoga Ave #1100 Subscribed and sworn before me this (date):

Woodland Hills, CA 91367 _____, in the County of _____,

Telephone No.: (310) 773-9518 State of California

Authorized Signature: _____ Notary Public

Print Name: Gidi Cohen, Manager Stamp:

Email Address: _____

Date: 2/17/16

*Please note that the information listed above will be used for billing purposes. Please do not use a P.O. Box as the address.

Representative: Dana Sayles / Threelixity Accepted By Expedited Processing Section

Contact: Dana Sayles Signature: _____

Print Address: 4309 Overland Ave Date: February 11, 2016
Culver City, CA 90230 (The application must be filed within 90 days of the date referenced above.)

Telephone No.: 310.204.3500

ORIGINAL EPS STAFF SIGNATURE REQUIRED FOR FILING

MASTER LAND USE PERMIT APPLICATION
LOS ANGELES CITY PLANNING DEPARTMENT

**EXPEDITED
 PROCESSING
 CASE**

Planning Staff Use Only

ENV No. <u>ENV 2016-019-EAF</u>	Existing Zone <u>R3-1</u>	District Map <u>150A191</u>
APC <u>Central</u>	Community Plan <u>Hollywood</u>	Council District <u>4</u>
Census Tract <u>1895.00</u>	APN <u>5586-014-027, -026</u>	Case Filed With [DSC Staff] <u>C-van der Zweep</u>
		Date <u>2/25/2016</u>

CASE NO. CPC 2016-0618-GPA-ZC-ZV-CUB-CU

APPLICATION TYPE Zone Change, General Plan Amendment, Conditional Use Permit (CUP+CUB), Zone Variance
(zone change, variance, conditional use, tract/parcel map, specific plan exception, etc.)

1. PROJECT LOCATION AND SIZE

Street Address of Project 5959 W. Franklin Ave. / 1915 N. Tamarind Ave. Zip Code 90068

Legal Description: Lot 33 Block None Tract Hollywood Pineapple Tract No. 2

Lot Dimensions Approx. 150' x 150' Lot Area (sq. ft.) 22,372 SF Total Project Size (sq. ft.) 45,831 SF

2. PROJECT DESCRIPTION

Describe what is to be done: Zone Change from R3-1 to C1-2D to accommodate boutique hotel; General Plan Amendment to Hollywood Community Plan from Medium Residential to Limited Commercial land use; CUP to allow hotel in the C1 Zone within 500 feet of an R Zone; CUP to authorize authorize parking in R3 zone; CUB to allow the on-site sale of alcohol; Zone Variance for an increase in allowable density for a historic building.

Present Use: Multi-Family Residential Proposed Use: Hotel and Parking

Plan Check No. (if available) N/A Date Filed: N/A

Check all that apply:

<input type="checkbox"/> New Construction	<input checked="" type="checkbox"/> Change of Use	<input checked="" type="checkbox"/> Alterations	<input checked="" type="checkbox"/> Demolition
<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input checked="" type="checkbox"/> Residential	<input type="checkbox"/> Tier 1 LA Green Code

Additions to the building:

<input type="checkbox"/> Rear	<input type="checkbox"/> Front	<input type="checkbox"/> Height	<input type="checkbox"/> Side Yard
-------------------------------	--------------------------------	---------------------------------	------------------------------------

No. of residential units: Existing 52 To be demolished 2 Adding 0 Total 50

3. ACTION(S) REQUESTED

Describe the requested entitlement which either authorizes actions **OR** grants a variance:

Code Section from which relief is requested: _____ Code Section which authorizes relief: 11.5.6
General Plan Amendment, pursuant to LAMC Section 11.5.6, to the Hollywood Community Plan at 5959 W. Franklin Avenue from Medium Residential to Limited Commercial land use.

Code Section from which relief is requested: _____ Code Section which authorizes relief: 12.32
Zone Change, pursuant to LAMC Section 12.32, at 5959 W. Franklin Avenue from R3-1 to C1-2D to accommodate a boutique hotel in an existing building.

Code Section from which relief is requested: 12.13 A.1.5 Code Section which authorizes relief: 12.24 W.24 / 12.24 F
Conditional Use Permit, pursuant to LAMC Section 12.24 W.24, at 5959 W. Franklin Avenue to allow hotel in the C1 Zone within 500 feet of an R Zone, and setback and area relief, pursuant to LAMC Section 12.24 F, to allow for non-conforming yards and area incidental to the conditional use approval.

****SEE "ATTACHMENT A" FOR ADDITIONAL ACTIONS REQUESTED****

List related or pending case numbers relating to this site:
AA-2006-2594-PMLA, CPC-1986-831-GPC, ORD-164705, ORD-161116-SA10

4. OWNER/APPLICANT INFORMATION

Applicant's name Gidi Cohen Company Villa Carlotta Bliss, LLC
 Address: 6300 Canoga Avenue, Suite 1100 Telephone: (310) 773-9518 Fax: (424) 288-5612
Woodland Hills, California Zip: 91367 E-mail: mross@cgistrategies.com

Property owner's name (if different from applicant) Villa Carlotta Duplex, LLC c/o Gidi Cohen and Couch Duplex, LLC c/o Donald Couch
 Address: 6300 Canoga Avenue, Suite 1100 Telephone: (310) 773-9518 Fax: (424) 288-5612
Woodland Hills, California Zip: 91367 E-mail: mross@cgistrategies.com

Contact person for project information Dana A. Sayles, AICP Company three6ixty
 Address: 4309 Overland Avenue Telephone: (310) 204-3500 Fax: (310) 204-3505
Culver City, California Zip: 90230 E-mail: dana@three6ixty.net

5. APPLICANT'S AFFIDAVIT

Under penalty of perjury the following declarations are made:

- a. The undersigned is the owner or lessee if entire site is leased, or authorized agent of the owner with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes lessee may not sign).
- b. The information presented is true and correct to the best of my knowledge.
- c. In exchange for the City's processing of this Application, the undersigned Applicant agrees to defend, indemnify and hold harmless the City, its agents, officers or employees, against any legal claim, action, or proceeding against the City or its agents, officers, or employees, to attack, set aside, void or annul any approval given as a result of this Application.

Signature: 

Print: Donald Couch, Manager of Couch Duplex

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of _____

On _____ before me, _____
 (Insert Name of Notary Public and Title)

personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

 Signature (Seal)

6. ADDITIONAL INFORMATION/FINDINGS

In order for the City to render a determination on your application, additional information may be required. Consult the appropriate Special Instructions handout. Provide on attached sheet(s) this additional information using the handout as a guide.

NOTE: All applicants are eligible to request a one time, one-year only freeze on fees charged by various City departments in connection with your project. It is advisable only when this application is deemed complete or upon payment of Building and Safety plan check fees. Please ask staff for details or an application.

Planning Staff Use Only

Base Fee \$45,065.00	Reviewed and Accepted by [Project Planner]	Date
Receipt No. 28348	Deemed Complete by [Project Planner]	Date

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

State of California)

County of Los Angeles)

On February 12, 2016 before me, M. Wilson,
(here insert name and title of the officer)

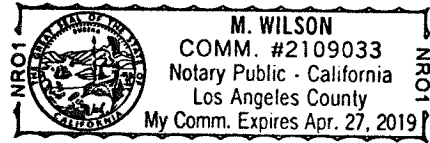
personally appeared Donald Couch

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.

Signature _____



(Seal)

OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgment to an unauthorized document and may prove useful to persons relying on the attached document.

Description of Attached Document

The preceding Certificate of Acknowledgment is attached to a document titled/for the purpose of _____

containing _____ pages, and dated _____.

The signer(s) capacity or authority is/are as:

- Individual(s)
- Attorney-in-Fact
- Corporate Officer(s) _____
Title(s) _____

- Guardian/Conservator
- Partner - Limited/General
- Trustee(s)
- Other: _____

representing: _____
Name(s) of Person(s) or Entity(ies) Signer is Representing

Additional Information	
Method of Signer Identification	
Proved to me on the basis of satisfactory evidence: <input type="checkbox"/> form(s) of identification <input type="checkbox"/> credible witness(es)	
Notarial event is detailed in notary journal on: Page # _____ Entry # _____	
Notary contact: _____	
Other	
<input type="checkbox"/> Additional Signer(s)	<input type="checkbox"/> Signer(s) Thumbprint(s)
<input type="checkbox"/> _____	

4. OWNER/APPLICANT INFORMATION

Applicant's name Gidi Cohen Company Villa Carlotta Bliss, LLC
 Address: 6300 Canoga Avenue, Suite 1100 Telephone: (310) 773-9518 Fax: (424) 288-5612
Woodland Hills, California Zip: 91367 E-mail: mross@cgistrategies.com

Property owner's name (if different from applicant) _____
 Address: _____ Telephone: () _____ Fax: () _____
 _____ Zip: _____ E-mail: _____

Contact person for project information Dana A. Sayles, AICP Company three6ixty
 Address: 4309 Overland Avenue Telephone: (310) 204-3500 Fax: (310) 204-3505
Culver City, California Zip: 90230 E-mail: dana@three6ixty.net

5. APPLICANT'S AFFIDAVIT

Under penalty of perjury the following declarations are made:

- a. The undersigned is the owner or lessee if entire site is leased, or authorized agent of the owner with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes lessee may not sign).
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- c. In exchange for the City's processing of this Application, the undersigned Applicant agrees to defend, indemnify and hold harmless the City, its agents, officers or employees, against any legal claim, action, or proceeding against the City or its agents, officers, or employees, to attack, set aside, void or annul any approval given as a result of this Application.

Signature: _____

Print: Gidi Cohen as Manager of Villa Carlotta Bliss, LLC

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of _____

On _____ before me, _____
 (Insert Name of Notary Public and Title)

personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

 Signature (Seal)

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Planning Staff Use Only

Base Fee	Reviewed and Accepted by [Project Planner]	Date
Receipt No.	Deemed Complete by [Project Planner]	Date

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CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

State of California)

County of Los Angeles)

On February 17, 2016 before me, M. Wilson, Notary Public,
(here insert name and title of the officer)

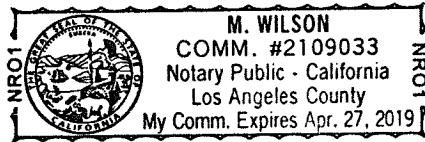
personally appeared Gidi Cohen

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Signature _____



(Seal)

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- Individual(s)
- Attorney-in-Fact
- Corporate Officer(s) _____
Title(s) _____

- Guardian/Conservator
- Partner - Limited/General
- Trustee(s)
- Other: _____

representing: _____
Name(s) of Person(s) or Entity(ies) Signer is Representing

Additional Information

Method of Signer Identification

Proved to me on the basis of satisfactory evidence:
 form(s) of identification credible witness(es)

Notarial event is detailed in notary journal on:

Page # _____ Entry # _____

Notary contact: _____

Other

Additional Signer(s) Signer(s) Thumbprint(s)

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Signature: _____

Print: Gidi Cohen as Manager of Villa Carlotta Duplex LLC

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of _____

On _____ before me, _____
 (Insert Name of Notary Public and Title)

personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.

 Signature (Seal)

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Planning Staff Use Only

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County of Los Angeles)

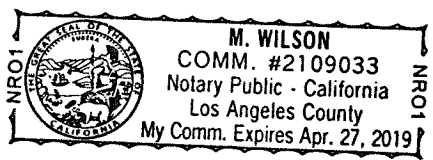
On February 17, 2016 before me, M. Wilson, Notary Public,
(here insert name and title of the officer)

personally appeared Gidi Cohen

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.



Signature [Handwritten Signature]

(Seal)

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- Attorney-in-Fact
- Corporate Officer(s) _____ Title(s)
- Guardian/Conservator
- Partner - Limited/General
- Trustee(s)
- Other: _____

representing: _____ Name(s) of Person(s) or Entity(ies) Signer is Representing

Additional Information	
Method of Signer Identification	
Proved to me on the basis of satisfactory evidence: <input type="radio"/> form(s) of identification <input type="radio"/> credible witness(es)	
Notarial event is detailed in notary journal on: Page # _____ Entry # _____	
Notary contact: _____	
Other	
<input type="checkbox"/> Additional Signer(s)	<input type="checkbox"/> Signer(s) Thumbprint(s)
<input type="checkbox"/> _____	

ATTACHMENT "A"
FINDINGS & SUPPLEMENTAL INFORMATION
5959 W. Franklin Avenue & 1913-15 N. Tamarind Avenue, Los Angeles, CA 90068

GPC 2016-0618

➤ **SITE INFORMATION**

- Address: 5959 W. Franklin Avenue & 1913-1915 N. Tamarind Avenue, Los Angeles, CA 90068
- Lot area: Approximately 22,372 square feet / 0.51 acres
- Assessor's Parcel Numbers: 5586-014-026 & 5586-014-027

➤ **ACTIONS REQUESTED**

- A **General Plan Amendment**, pursuant to Los Angeles Municipal Code ("LAMC") Section 11.5.6, at 5959 W. Franklin Avenue from Medium Residential to Limited Commercial to permit the rehabilitation, use, and maintenance of a 50-guestroom hotel;
- A **Zone Change**, pursuant to LAMC Section 12.32, at 5959 W. Franklin Avenue from R3-1 to C1-2D to permit a 50-guestroom hotel;
- A **Conditional Use Permit**, pursuant to LAMC Sections 12.24 W.24 and 12.24 F, at 5959 W. Franklin Avenue to operate a hotel in a C1-2D zone within 500 feet of a Residential zone, including relief pursuant to 12.24F to allow for area and yard relief for a legally non-conforming historic structure incidental to the Conditional Use Permit;
- A **Conditional Use Permit**, pursuant to LAMC Section 12.24 W.37, at 1915 N. Tamarind Avenue to operate a parking lot in an R3-1 zone to support the operations of an adjacent hotel.
- A **Conditional Use Permit**, pursuant to LAMC Section 12.24 W.4 for the on-site sale and dispensing of alcoholic beverages incidental to a proposed 50-guestroom hotel.
- A **Zone Variance**, pursuant to LAMC Section 12.27, to permit a density increase in the C1-2D zone to allow for a 50-guestroom hotel in lieu of the otherwise permitted 29 guestrooms in a legally non-conforming historic structure; *in relief from 12.13 C.4*

➤ **BACKGROUND INFORMATION**

SUBJECT PROPERTY

The Subject Property is located on two lots at 5959 W. Franklin Avenue and 1915 N. Tamarind Avenue, Los Angeles, California (the "Property"). The Property is legally described as Lot 33 of the Hollywood Pineapple Tract No. 2 and assigned Assessor Parcel Numbers 5586-014-027 (5959 W.

Franklin Avenue) and 5585-014-026 (1915 N. Tamarind Avenue). The properties are currently zoned R3-1, and are designated for Medium Residential use by the Hollywood Community Plan.

The Property, comprised of two legal lots, is nearly square, sloping slightly toward the north end of the lot with approximately 22,371.7 square feet or 0.51 acres of total surface land area. According to ZIMAS, the 5959 W. Franklin Avenue property comprises 14,939.9 square feet (0.34 acres) and the 1915 N. Tamarind Street property comprises 7431.8 square feet (0.17 acres). The site fronts approximately 150 feet along the north side of Franklin Avenue and approximately 150 feet along the west side of Tamarind Avenue.

The parcel at 5959 W. Franklin Avenue is currently improved with one existing residential building with 50 apartment units totaling approximately 45,831 square feet. Assuming 10,671 square feet of buildable area, the existing building has a Floor Area Ratio ("FAR") of approximately 4.29 and a height of 63 feet, three inches as a legally non-conforming structure. Commonly known as "Villa Carlotta," the existing building was designated a Los Angeles Historic Cultural Monument in 1986 with the reference number HCM-315.

The parcel on the north section of the Subject Property at 1915 N. Tamarind Avenue is currently improved with a two-story, approximately 3,584 square foot residential duplex and detached garage which have been approved for demolition.

SURROUNDING PROPERTIES

The parcels immediately to the east of the Project from Tamarind Avenue to half of the block east of Canyon Drive are zoned C1-1D and designated Limited Commercial. These properties are improved with a variety of neighborhood serving commercial uses, including bookstores, offices, restaurants, a theater, clothing store, juice shop, liquor store and deli. Immediately to the west of the Project, three parcels are zoned R3-1 with a Medium Residential land use designation and improved with two-story multi-family properties. To the west of those properties, between Cheremoya Avenue and Beachwood Drive, is Cheremoya Avenue Elementary School in a Public Facilities zone. To the north of the R3-1 zones and the C1-1D zones, including the property which abuts the 1915 N. Tamarind Avenue lot, the parcels are zoned RD1.5-1XL, designated Low Medium II Residential, and are improved with single- and multi-family dwellings.

➤ STREETS AND CIRCULATION

Franklin Avenue, adjoining the Subject Property to the south is currently improved to a width of 80 feet. The Avenue is designated as a Modified Avenue II, requiring a 85-foot-wide right-of-way. Therefore, a 2.5-foot dedication would be required.

Tamarind Avenue, adjoining the Subject Property to the east is currently improved to a width of 70 feet. The Avenue is designated Local Street, requiring a 60-foot-wide right-of-way. Therefore, no further dedication would be required.

➤ **RELATED CASES**

SUBJECT PROPERTY

- Permit No. 12019-10000-02698 – On April 16, 2013, Los Angeles Department of Building and Safety issued a Demolition Permit to demolish a duplex structure on 1915 N. Tamarind Avenue.
- Permit No. 15016-10000-10904 – On November 5, 2015, Los Angeles Department of Building and Safety issued an Alter/Repair permit for interior upgrade to a historic residential building on 5959 W. Franklin Avenue.
- Permit No. 15041-20000-01901 – On December 7, 2015, Los Angeles Department of Building and Safety deemed information complete for an Alter/Repair permit for interior upgrade to a historic residential building on 5959 W. Franklin Avenue.
- Permit No. 16016-10000-00554 – On February 9, 2016, Los Angeles Department of Building and Safety reviewed an Alter/Repair permit for a voluntary seismic upgrade to fully comply with LABC Appendix A-1 on 5959 W. Franklin Avenue.

LOCAL/CITYWIDE ORDINANCES

- CPC-1986-831-GPC – Hollywood Community Plan Revision/General Plan Consistency Plan Amendment, Zone Changes, and Height District Changes – Proposal to restore R3-1 Zone to a portion of Subarea 23 in the Hollywood Community Plan.
- CPC-1984-1-HD – Change of height district within the “Core Area of LA” – General Plan Zone Consistency Program.

SURROUNDING PROPERTIES

- CPC-2007-1178-ZC-HD-CU-CUB-SPR – On March 12, 2009, the Los Angeles City Planning Commission approved a request for a zone change from C2-2D-SN to (T)(Q)C4-2-SN, as well as a height district change, to allow construction of a 225-room hotel in Hollywood at 1800 N Argyle Avenue. The City Planning Commission approved a Conditional Use per LAMC Section 12.24 T.3 to permit a hotel use, and a Conditional Use for a Hotel Use within 500 feet of a residential use, as various lots within this radius are zoned R3-1XL, R4-2 and -2D, and R5-2.
- ZA-2013-3421-MCUP-CU-SPP – On January 16, 2015, the Zoning Administrator approved a conditional use per LAMC Section 12.24 W.24 to permit hotel use within 500 feet of a residential zone. The Zoning Administrator also granted Project Permit Compliance for Vermont/Western SNAP per LAMC Section 11.5.7 for the change of use to a hotel and restaurant from a retail/office.
- La Mirage Inn – 6020 Franklin Ave – 21 room hotel in an R3-1 zone and within 500 feet of an R zone (500 feet from Subject Property)

- Vibe Hotel – 5920 Hollywood Blvd – 33 room boutique hotel in C4 zone and within 500 feet of an R zone (0.25 miles from the Subject Property)
- Hotel Covell – 4626 Hollywood Blvd – 5 room boutique hotel in C2 zone and within 500 feet of an R zone (2 miles from the Subject Property)

PROJECT DESCRIPTION

The Applicant, Villa Carlotta Bliss, LLC, proposes the rehabilitation of an existing residential apartment building and reuse as a 50-room boutique hotel on a 0.34 gross acre property located in the R3-1 Zone. The Project will also include the new construction of a surface parking lot to the north of the building, which will hold up to 39 vehicles with an attendant, or 19 vehicles unattended. The surface parking lot, located at 1915 N. Tamarind Avenue, will support the operations of the hotel at 5959 W. Franklin Avenue. The Project includes four levels of Type III-A construction with an adjacent surface parking lot. The existing building is 45,831 square feet, and a 4.29:1 legally non-conforming FAR and a legally non-conforming maximum building height of 63 feet and three inches.

HISTORY

Villa Carlotta was designed by Arthur E. Harvey in the classic Spanish Colonial Revival Style. It was built at the dawn of Hollywood's Golden Age; its construction coinciding with the Hollywoodland real estate development that gave the City the iconic Hollywood sign. Other famous projects by Arthur E. Harvey include the Chateau Elysee Hotel (now the Scientology Celebrity Center), the American Storage Company Building on Beverly Boulevard and the Selig retail store at 3rd Street and Western Avenue.

Luther T. Mayo, Inc. began construction of the Villa Carlotta in 1926 for silent film pioneer Thomas Ince. When Ince mysteriously died aboard William Randolph Hearst's yacht in 1924, Hearst was rumored to have financed the remainder of the project and gifted it to Ince's widow Eleanor. In the years following, Villa Carlotta became home to a host of Hollywood notables in the golden age of film: Louella Parsons, a popular columnist, who wrote her Los Angeles Examiner gossip column from her two-bedroom townhome at Villa Carlotta and was married in the lobby of the building in 1930; Marion Davies, an actress, also known for her relationship with publisher William Randolph Hearst; George Cukor, director of *My Fair Lady* and *A Star Is Born* (Cukor directed more actors honored with an Oscar for Best Actor than any other director to date); David O. Selznick, a Hollywood producer known for such Academy Award-Winning Productions as *Rebecca* and *Gone with the Wind*; and Wallace Neff, an architect widely credited with developing the California architectural style. The building enjoyed a second heyday as a haunt for rock and roll musicians in 1960's Bohemian Hollywood.

Today, Villa Carlotta maintains its original 1920's design, with the exception of structural retrofit work completed by the former ownership, which has held the historic building within the same family trust since 1957. Otherwise, it has not been altered or renovated, and much of the building is in substandard condition with decay, lead paint, asbestos, utilities, etc.

The Proposed Project seeks to bring Villa Carlotta back to its original Hollywood splendor and to again make it a valuable asset to the community. The Project seeks to make Villa Carlotta worthy again of both of its historical and architectural designations. The unique design of the Project presents an uncommon take on Los Angeles luxury, with considered spaces to rest, work, create and dream. It provides an alternative to travelers who wish to scratch the surface and delve into a different version of Hollywood, one that is rich in taste, culture and cinematic history.

GUESTROOMS

The Proposed Project involves renovation of the building into 50 high-quality guestrooms. The Project provides a mix of three guest room types with an average unit size of approximately 650 square feet. The units range in size from 270 to 1,192 square feet. All units currently have 10-foot, 8-inch floor-to-ceiling clearance (12-foot floor-to-floor height).

There are existing kitchens in each unit efficiently designed with plenty of storage space and featuring Energy Star-rated appliances including refrigerators, dishwashers and ranges. All bathroom and plumbing fixtures will be water-conserving. Each unit has compact private laundry facilities for added convenience of the residents. Each unit will maintain the original windows, which allow the guests a view of the street, side yard, or courtyard.

PARKING

As a Historic Cultural Monument, the Villa Carlotta is not required to provide additional parking as a result of the change of use. The site is physically constrained from providing parking on-site given the lot-coverage of the existing building. However, the Project includes the construction of 19 new parking spaces on the site of 1915 N. Tamarind Avenue by means of an at-grade surface parking lot adjacent to the hotel use. The surface parking lot will serve the operations of the hotel, thereby easing the street parking impact within the neighborhood. The lot has the capacity of up to 39 parking spaces with a valet parking attendant. Access to the surface parking lot is provided north of the building off Tamarind Avenue.

In accordance with LAMC Section 12.21.A 16(c) as a building undergoing a change of use, the Project is not required to provide bicycle parking spaces. Nonetheless, the Project will provide 20 new bike parking spaces, including four long-term bike parking spaces. The new proposed surface parking lot includes a total of six new trees at a ratio of one tree for every four parking spaces. These new trees include a combination of California Sycamores and Olive Trees, which will provide additional buffering between the proposed parking lot and abutting properties. The parking lot walls will also have a Creeping Fig wall-planting feature.

OPEN SPACE

The Project includes approximately 4,000 square feet of usable common and private open space areas, including a lush central courtyard, a rooftop terrace, and private balconies. The primary open space element of the Project is a central courtyard at the ground floor, separated from the adjacent parking lot by a site wall. This 1,808 square foot courtyard is shaded by existing palm trees and leads to the central ground floor lobby open to all guests and visitors. The hotel will also have a 1,600-square-foot rooftop terrace over a portion of the east wing of the building, which is the farthest portion from any adjacent

residential uses. The hotel proposes to serve a full line of alcoholic beverages and a light food program as an incidental amenity for guests and visitors, which will be available to consume in the open spaces of the lobby, courtyard, and rooftop terrace.

ARCHITECTURE AND LANDSCAPE

The Project will restore the existing building façade but will otherwise not alter the exterior of the building. The hotel was originally designed in a Mediterranean Beaux Art style common in whimsical 1920's architecture. The exterior façade is treated in lightly textured stucco. The stucco will remain and receive new paint on the existing wooden window frames and trim on the balcony details. This color palette is true to the original style.

The original building façade offers various points articulation through window treatments, balconies, and architectural features. Complementary paint trim on the windows and balcony details also contribute to the existing articulation on all four stories, making the building an aesthetic asset for pedestrians and motorists alike.

The existing building has a minimal street setback typical to early century urban form. However, a modest landscape area softens the transition between the building façade and the sidewalk. Recessed windows on the ground floor are beautifully crafted and painted in a complementary trim, and architectural elements on lower portion of the second floor adds visual interest along the street.

The architectural plans have been reviewed and approved by the Office of Historic Resources and the LA Cultural Heritage Commission for consistency with the Secretary of the Interior's Standards for historic rehabilitation and renovation.

SUSTAINABILITY

Existing trees provide shade to the interior courtyard and surface parking lot and complements the architectural style. New shade trees will be California Sycamores and Olive Trees. The proposed landscape plan includes drought-tolerant plant material to conserve water. Plant material has been selected for temperature hardiness and low water use.

The building will be sustainably designed to meet and/or exceed all City of Los Angeles current building code and Title 24 requirements. As such, the development will incorporate eco-friendly building materials, systems, and features wherever feasible, including Energy Star appliances, water saving/low flow fixtures, non-VOC paints/adhesives, drought tolerant planting, and high performance building envelopment.

GENERAL PLAN AMENDMENT – ADDITIONAL FINDINGS

GENERAL PLAN LAND USE DESIGNATION

The Subject Property is located within the Hollywood Community Plan, which was adopted by City Council on December 13, 1988 pursuant to CF 86-0695-S1. The existing Plan designates the Subject Property as land use Medium Residential, with the corresponding R3-1 zone. Properties to the west and north of the Subject Property are also zoned R3-1 with a Medium Residential land use designation. However, starting with the lot directly to the east, seven contiguous lots are zoned C1 (5931 Franklin – 5821 Franklin) with the corresponding land use designation of Limited Commercial, except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue. The proposed zone change to C1-2D with a corresponding land use designation of Limited Commercial at 5959 W. Franklin Avenue is consistent with the land use designation of adjacent parcels along Franklin Avenue and is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

Framework Element

The Framework Element of the City of Los Angeles General Plan is a guide for the City of Los Angeles to implement growth and development policies by providing a comprehensive, long-range view of the City as a whole. It allows for amendments to the community plans to refine land use boundaries and categories to reflect local conditions, parcel characteristics, existing land uses, and public input. It also contains a number of policies to encourage land uses which support the existing and future needs of the City as a whole.

The General Plan text includes the following relevant land use goals, objectives, policies and programs for the Distribution of Land Use:

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.

The Project will restore and revitalize the existing building façade of Villa Carlotta, an iconic Hollywood landmark, as boutique hotel, providing an economic asset to the City of Los Angeles that supports the image and function of Hollywood as an international center of the motion picture industry. With the exception of structural retrofit work completed by the former ownership, Villa Carlotta maintains its original 1920's design. The Project will ensure that this historic property is preserved and treasured as an architectural relic from the golden age of Hollywood.

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.

The Subject Property is located approximately 450 feet away from the Hollywood Freeway (I-101) and within a mile of both the Hollywood/Vine and Hollywood/Western Metro Rail Stations. The proximity of these transportation opportunities will provide convenient vehicular and transit access to and from Villa Carlotta. Located within walking distance of cafes, restaurants, and Gelson's Market, guests can easily and conveniently access nearby dining establishments and food stores without driving or hiring a taxi service. Additionally, the current use of the Villa Carlotta structure as an apartment building is not required, as does not, provide any parking. Residents of the current Villa Carlotta are forced to use public on-street parking, in competition with the patrons of the commercial stores and shops along Franklin Avenue which are likewise grandfathered out of parking requirements. The Applicant will provide parking for up to 39 vehicles with an attendant on the surface parking lot to alleviate these current parking conditions and mitigate the potential impacts of hotel users' vehicular traffic on adjacent properties.

Policy 3.2.4: Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhance the character of commercial and industrial districts.

The Project is consistent with the existing land use pattern along Franklin Avenue. Seven contiguous lots fronting Franklin Avenue immediately adjacent to the east of the Subject Property, except for one, are zoned C1-1D, with the corresponding land use designation of Limited Commercial. These commercial lots are occupied by a series of shops, cafes, restaurants, a nationally renowned theatre, and a large Gelson's Market. The Project will be a natural continuation of these commercial properties fronting Franklin Avenue, and will add service sector employment opportunities comparable to other jobs located in the commercial uses along Franklin Avenue and elsewhere in Hollywood.

The preservation and reuse of the existing Villa Carlotta building to a relatively low-impact commercial use is contiguous and compatible with other development in the immediate vicinity, including the nearby residential uses. The Project will retain the existing footprint of the Villa Carlotta. Currently, the Villa Carlotta contains 50 market rate units with zero parking spaces, requiring nearby residents to use scarce on-street parking in competition with the patrons of the commercial stores and shops along Franklin Avenue which are likewise grandfathered out of parking requirements. The Applicant will provide parking for up to 39 vehicles with an attendant on the surface parking lot to alleviate these current parking conditions, enhancing both the current residential neighborhood experience and the character of commercial lots along Franklin Avenue.

Hollywood Community Plan

The Hollywood Community Plan includes the following relevant land use goals, objectives, and policies:

Objective 1: To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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 2: *To designate lands at appropriate locations for the various private uses and public facilities in the quantities and densities required to accommodate population and activities projected to the year 2010.*

Objective 4a: *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.*

Land Use Policy (p. HO-2): *Parking areas should be located between commercial and residential uses on the commercially-zoned properties where appropriate to provide a buffer, and shall be separated from residential uses by means of at least a solid masonry wall and landscaped setback.*

The Project includes a 50-room hotel and, as such, meets the objectives and policies of the Hollywood Community Plan, which is part of the Land Use Element of the Citywide General Plan and guides land use and entitlement requirements in the Community Plan area. Though adjacent to commercial properties, the Hollywood Community Plan designated this parcel as Medium Residential to reflect the current use of the building. Revitalizing Villa Carlotta as a boutique hotel will provide an economic asset to the Community Plan area and the City of Los Angeles that supports the image and function of an international center of the motion picture industry.

Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, thus respecting the intentions of the Plan while making the Property a valuable part of the Hollywood business community. The LAMC defines a hotel as a “residential building designated or used for or containing six or more guest rooms, or suites of rooms...” (LAMC 12.03). Hotel use is also permitted in certain Residential zones. By changing to a hotel use, the building will maintain its residential character while extending the commercial corridor which exists on the north side of Franklin Avenue.

With the exception of structural retrofit work completed by the former ownership, Villa Carlotta remains in its original 1920’s condition. The investment required by the Proposed Project will ensure that this historic property is preserved and treasured as an architectural relic from the golden age of Hollywood. It will enable the re-transformation of Villa Carlotta to its historic Hollywood roots, drawing tourists and promoting the economic well-being of the neighborhood, perpetuating its image as the international center of the motion picture industry.

The Property is also at an appropriate location for the Proposed Project. Seven contiguous lots fronting Franklin Avenue immediately adjacent to the east of the Subject Property (5931 Franklin – 5821 Franklin), except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue, are zoned C1-1D, with the corresponding land use designation of Limited Commercial. These commercial lots are occupied by a series of shops, cafes, restaurants, a nationally renowned theatre, and a large Gelson’s Market. The Project will be a natural continuation of these commercial properties fronting Franklin Avenue, and will add service sector employment opportunities comparable to other jobs located in the commercial uses along Franklin Avenue and elsewhere in Hollywood. The preservation and reuse of an existing building to a relatively low-impact commercial use is contiguous and compatible with other development in the immediate vicinity, thereby creating an appropriate pattern of development based on accepted planning principles and standards.

The surface parking lot on Tamarind Avenue is situated to provide an appropriate buffer between the Project and adjacent residential properties.

CHARTER FINDINGS

Pursuant to Sections 556 and 558 of the City Charter, the subject General Plan Amendment is in substantial conformance with the purposes, intent and provisions of the General Plan. The Los Angeles Municipal Code permits the filing, review, and determination of General Plan Amendment applications as outlined in Section 11.5.6. Provided findings of fact are made herein for the subject case action, the decision maker may act appropriately.

ZONE CHANGE – ADDITIONAL FINDINGS

Pursuant to LAMC Section 12.10, Hotel/Transient Occupancy uses are not permitted in the R3 zone, which is the current zoning designation of the Subject Property. In order to legally operate a 50-guestroom hotel on the site, the Project requests a Zone Change from R3-1 to C1-2D on the 5959 W. Franklin Avenue portion of the Subject Property. A Zone Change requires findings from the Zoning Administrator, pursuant to LAMC Section 12.32, that the Project is in conformance with public necessity, convenience, general welfare and good zoning practice.

Public Necessity: The requested zone change from R3-1 to C1-2D would allow the physical rehabilitation of the Villa Carlotta building which was financially infeasible under the current use. The revitalization of such an iconic building will re-establish it as a Hollywood landmark, opening it to the public, making it a valuable asset to the Hollywood business community and furthering the development of the region as a major international center of the motion picture industry. It will draw tourists and artists seeking space to rest, work, create and dream back into the heart of Hollywood and provide an additional customer base for the local businesses along Franklin Avenue. Accordingly, the requested zone change would result in a project that is consistent with public necessity.

Convenience: The Subject Site is located approximately 450 feet away from the Hollywood Freeway (I-101) and within a mile of both the Hollywood/Vine and Hollywood/Western Metro Rail Stations. The proximity of these transportation opportunities will provide convenient vehicular and transit access to and from Villa Carlotta. Located within walking distance of cafes, restaurants, and Gelson's Market, guests of the Villa Carlotta will easily and conveniently access nearby dining establishments and food stores without driving or hiring a taxi service. Additionally, the Applicant will provide parking for up to 39 vehicles with an attendant on the surface parking lot on Tamarind Avenue to alleviate the potential impacts of vehicular traffic on adjacent residential properties as well as enhancing both the current residential neighborhood experience and the character of commercial lots along Franklin Avenue. Accordingly, the requested zone change would result in a project that is consistent with convenience.

General Welfare: The Subject Site is located immediately to the west of seven contiguous lots (5931 Franklin – 5821 Franklin) which are zoned C1 with the corresponding land use designation of Limited Commercial, except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue. These commercial lots are occupied by shops, cafes, restaurants, a theatre, and Gelson's Market. These lots demonstrate the

propriety and success of commercial zoning and land uses along Franklin Avenue, and the Project will be a natural continuation of these C1 zones, Limited Commercial land use designated properties. As such, the requests herein involve a zone and use that is consistent with the Community Plan's intent to maintain and implement uses in appropriate areas based upon type and intensity of use.

Today, Villa Carlotta largely remains in its original 1920's design, with the exception of structural retrofit work completed by the former ownership, but is in dire need of costly refurbishment. The Project would allow the revitalization of Villa Carlotta back to its original Hollywood splendor, enhancing the aesthetic character of the Subject Site and surrounding neighborhood and perpetuating the Hollywood image as the international center of the motion picture industry. Maintaining the existing design of the building preserves the surrounding residential character, maintains a consistent urban street wall, and minimizes conflicts between cars and pedestrians.

The Project will also be designed in conformance with all applicable building and safety and fire codes which are intended to promote the general welfare. The Project proposes to enhance the public realm by adding drought-resistant landscaping to the currently barren parkways along Tamarind Avenue and to upgrade the tree wells along Franklin Avenue to landscaped parkways, thus enhancing the pedestrian experience for all. The Project will also add California native shade trees (California Sycamores and Olive Trees) to the existing trees on the Property and in the public right-of-way. Accordingly, the requested zone change would result in a project that is consistent with general welfare.

Good Zoning Practice: Seven lots fronting Franklin Avenue immediately to the east of the Subject Property (5931 Franklin – 5821 Franklin) are zoned C1 with the corresponding land use designation of Limited Commercial, except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue. These commercial lots are occupied by shops, cafes, restaurants, a theatre, and a large Gelson's Market. The requested zone change would complement this existing land use pattern along Franklin Avenue. Additionally, the proposed surface parking lot will provide a proper transition from the hotel use residential use, protecting and providing a buffer to the residences surrounding the Property. The Project will provide a wall and landscaping as an appropriate buffer between the surface parking lot and the residential neighborhood surrounding it.

Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, thus respecting the intentions of the Plan while making the Property a valuable part of the Hollywood business community. The LAMC defines a hotel as a "residential building designated or used for or containing six or more guest rooms, or suites of rooms..." (LAMC 12.03). Hotel use is also permitted in certain Residential zones. By changing to a hotel use, the building will maintain its residential character while extending the Commercial zoning which exists on the north side of Franklin Avenue. Accordingly, the proposed combination of designations and zoning for the Project are consistent with the objectives and policies of the General and Community Plan, and therefore good zoning practice.

CONDITIONAL USE PERMIT – ADDITIONAL FINDINGS

Pursuant to LAMC Section 12.24 W.24, a Conditional Use Permit is necessary for a hotel in the CR, C1, C1.5, C2, C4 and C5 zones when any portion of a structure proposed to be used as a hotel is located within 500 feet of any A or R zone. The Project is requesting a Zone Change to C1 and is adjacent to an R3-zoned parcel. As a result, the zone change also requires a Conditional Use Permit.

Pursuant to LAMC Section 12.24 F, the Director has discretion to grant relief to height and area provisions when incidental to the conditional use approval. The Proposed Project includes a Zone Change to C1-2D and a General Plan Amendment to a Limited Commercial land use designation. This requested commercial zoning would thus require a Conditional Use Permit to operate a hotel within 500 feet of a residential zone. The existing historic Villa Carlotta building has legally non-conforming area and yards, and thus requires technical relief from the Zoning Code resulting from the change of use application. Therefore, the Applicant is seeking relief from the area provisions of the LAMC incidental to this Conditional Use Approval.

Pursuant to LAMC Section 12.24 W.37, a Conditional Use Permit is necessary to accommodate a parking lot in the R zone. The Project is requesting a Zone Change to C1 and is adjacent to an R3-zoned parcel. While the Project is requesting a Zone Change from R3 to C1 on the 5959 W. Franklin Avenue lot, the Applicant seeks to avoid the intrusion of the C1 zone into the adjacent residential neighborhood. The Project is therefore requesting a Conditional Use Permit to use the 1915 N. Tamarind Avenue property as new parking to serve the hotel.

A Conditional Use Permit requires the following findings from the Zoning Administrator, pursuant to LAMC Section 12.24 E:

- 1. The Proposed 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.***

USE (Area/Yards)

The Proposed Project will enhance the built environment in the surrounding neighborhood, and provide a service beneficial to the surrounding community and region. The Property currently contains an aging multi-family residential building with very small units, no parking, and no common area amenities necessary for a successful residential community. The change of use from a residential to hospitality use will increase the longevity of the building as well as the economic vitality of the Hollywood area, serving the needs of the tourism, entertainment, and corporate sectors by providing creative and historic guest accommodations. Hotels along Franklin Avenue are in high demand. A Best Western Plus currently exists at 6141 Franklin Avenue and La Mirage Inn at 6026 Franklin Avenue, both less than a half mile from the Subject Site. Villa Carlotta will provide a high-quality luxury experience in a historic Hollywood setting that is unlike both the Best Western

Plus and La Mirage Inn. The design of the Project considers spaces to rest, work, create and dream. It provides an alternative to travelers who wish to scratch the surface and delve into a different version of Hollywood, one that is rich in taste, culture and cinematic history. Therefore, the Project will provide a beneficial service to the city and region.

The Project will also enhance the public realm by adding new drought-resistant landscaping to the currently barren parkways along Tamarind Avenue and upgrade the tree wells along Franklin Avenue to landscaped parkways. The Project will also add California native shade trees (California Sycamores) to the existing trees on the Property and in the public right-of-way. Therefore, the Project will enhance the built environment of the community.

The Project will retain the existing footprint of the Villa Carlotta. Currently, the building is 63 feet and 3 inches tall with nonconforming setbacks. The C1 zone allows unlimited height for buildings in Height District 1. Therefore, the Applicant is not seeking height relief for the Proposed Project. However, to maintain the nonconforming setbacks, the Applicant is seeking relief per Subsection F to allow for a 7 ¾-foot front yard, variable 1-foot 5-inch side yards, and 12-foot 1-inch rear yard in lieu of the otherwise required 10-foot front yard, 7-foot side yard, and 16-foot rear yard per LAMC Section 12.13 C. While the proposed zone change and land use designation will bring the existing historical building into legal conformance as a hotel, the C1-2D Zone allows a maximum FAR of 1.5:1 and maximum floor area of 33,699 square feet. Therefore, pursuant to Subsection F, the Applicant is also seeking relief to allow an FAR of 2.05:1 and total floor area of 45,831 square feet. The Proposed Project will increase the property size through the addition of a rear surface parking lot, thereby decreasing the Floor Area Ratio of the existing building down from 4.29:1 to more accurately match the surrounding zoning in the area.

PARKING

The hotel use, along with the proposed addition of on-site parking, will ease the potential intrusion of parking from the hotel that neighbors currently experience in the area. The building does not currently possess any parking and has grandfathered rights to retain zero parking. As a historic structure, the LAMC exempts the building from compliance with current parking codes/ordinances. Thus, to date, all residents have historically utilized on-street parking within the greater neighborhood. Rental prices generally cater to middle income residents who own at least one car, but many of the older properties do not offer on-site parking. Though not required because of the building's age and status as a Historic Cultural Monument, the Applicant is proposing to accommodate up to 39 new parking spaces on an adjacent lot to serve the hotel and to ease the impacts of a new commercial use on its neighbors. Nevertheless, the parking needs of a hotel use are anticipated to be lighter than the current multi-family residential use. Therefore, the Project will provide an essential service to the community.

The proposed parking lot will provide a much-needed public benefit of additional off-street parking to serve the hotel use of the Project. Since the Project involves an existing Los Angeles Historic Cultural Monument (HCM-315), the Project itself is not required to provide additional parking pursuant to LAMC Section 12.24.A (x)(2). Indeed, the Subject Property would require extensive demolition to the detriment of this historical monument in order to provide parking on the same lot as the existing building. Nevertheless, the Applicant of the Project desires to provide parking for the

operational success of the 50-guestroom hotel and as a way to minimize the parking impact of the new business on the surrounding neighborhood.

Currently, the Villa Carlotta contains 50 units with zero parking spaces, requiring residents to use scarce on-street parking available to the public. Notably, the commercial stores along Franklin Avenue likewise maintain grandfathered out of parking requirements, and patrons of those local businesses also seek on-street parking in the same vicinity. The change of use of the building to hotel, along with the provision of additional parking, will provide an essential service to the community by freeing up considerable on-street parking spaces for residents of the neighborhood and patrons of businesses along Franklin Avenue.

The parking lot will simultaneously act as an appropriate buffer between the commercial hotel use and the adjacent residential uses. A wall and added landscape will create a pleasing visual barrier that will assist the transition for street users and block potential noises from residential neighbors and/or hotel noises. Six native and climate-appropriate trees (California Sycamore and Olive trees) will be planted on the parking lot property, providing aesthetic beauty, shade, and decreasing the “heat island” effect. These measures will perform a beneficial function for the community.

A parking attendant will be provided to valet the vehicles on multiple shifts. These new job opportunities will perform an essential economic function for the community and city.

Therefore for all of the reasons cited above, the Proposed 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’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.***

USE (Area/Yards)

The Project will be compatible with and will support the surrounding properties, as it proposes a new use in an existing building that has been in the neighborhood since the early 20th century, like several of its neighbors. The Project will not alter the existing façade apart from general maintenance and historic preservation measures, and thus will continue to add visual interest to the immediate neighborhood.

The existing building is four stories with one fifth-story unit, which is similar to the Scientology Center across the street (5930 Franklin Avenue) and a four-story building on 5870 Franklin Avenue. Many of the surrounding multi-family residences are two stories with generous massing and not out of keeping with the size of the Project’s existing building. Therefore, the Project’s size, height, and significant features are compatible with adjacent properties as well as the public welfare.

The proposed use will also be compatible with the existing uses in the neighborhood. The seven contiguous lots (5931 Franklin – 5821 Franklin) immediately to the east of the Subject Property are zoned C1 (except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue) with the corresponding land use designation of Limited Commercial. These commercial lots are occupied by a series of shops,

cafes, restaurants and a large Gelson's Market, which the hotel guests will patron. Furthermore, the operation of a hotel is compatible with surrounding multi-family use since hotels generate relatively few vehicle trips, noise, or nuisances compared with other commercial uses. The proposed surface parking lot, as well as the parking lot wall and landscaping, will provide a proper transition from the hotel use to the residential use, protecting and providing a buffer to the residences surrounding the Property. Therefore, the Project's location, operations, and significant features are compatible with the adjacent properties as well as the public health and welfare.

The subject site is located approximately 450 feet away from the Hollywood Freeway (I-101) and within a mile of both the Hollywood/Vine and Hollywood/Western Metro Rail Stations. The proximity of these transportation opportunities will provide convenient vehicular and transit access to and from Villa Carlotta. Located within walking distance of cafes, restaurants, and Gelson's Market, guests will easily and conveniently access nearby dining establishments and food stores without driving or hiring a taxi service. Additionally, the Applicant will provide parking for up to 39 vehicles with an attendant on the surface parking lot to alleviate any potential impacts of vehicular traffic on adjacent residential properties. Therefore, the Project's location is compatible with the adjacent properties as well as the public health and welfare.

Overall, the Proposed 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.

PARKING

The location of the parking lot behind the hotel building on Tamarind Avenue is an appropriate location, rather than on Franklin Avenue, which maintains an active and interesting streetscape with minimal setback. Placing the parking lot between the hotel and residential properties north of the Project will serve to buffer noise and foot traffic incidental to the hotel use. The size and height of the surface parking lot are minimal, and thus will not adversely affect the neighboring residential structure. Therefore, the location, size, and height are compatible with and will not adversely affect adjacent properties.

The parking lot will accommodate up to 39 vehicles. To achieve full occupancy, a parking attendant will be provided to manage tandem parking strategies. The provision of parking, which is not required due to the historic status of Villa Carlotta, is planned in order to furnish guests with this convenient amenity, as well as to mitigate the impacts of the hotel on the neighboring community. Currently, the existing apartment building of Villa Carlotta does not provide parking and residents must use public on-street parking to accommodate their vehicles. Therefore, the proposed parking lot for the hotel use will improve the current parking conditions in the neighborhood resulting from the existing apartment operations. Furthermore, having a parking attendant at the site provides an additional source of neighborhood surveillance and "eyes on the street" which enhances the public safety of adjacent properties and the surrounding neighborhood.

Therefore, for all the reasons stated above, the Proposed 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.

3. The Proposed Project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

The Proposed Project is subject to the Hollywood Community Plan, but not subject to any specific plan. The Hollywood Community Plan includes the following relevant land use goals, objectives, and policies:

Objective 1: *To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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 2: *To designate lands at appropriate locations for the various private uses and public facilities in the quantities and densities required to accommodate population and activities projected to the year 2010.*

Objective 4a: *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.*

Land Use Policy (p. HO-2): *Parking areas should be located between commercial and residential uses on the commercially-zoned properties where appropriate to provide a buffer, and shall be separated from residential uses by means of at least a solid masonry wall and landscaped setback.*

The Project includes a 50 guest room hotel and, as such, meets the objectives and policies of the Hollywood Community Plan, which is part of the Land Use Element of the Citywide General Plan and guides land use and entitlement requirements in the Community Plan area. Though adjacent to commercial properties, the Hollywood Community Plan designated this parcel as Medium Residential to reflect the current use of the building. Revitalizing Villa Carlotta as a boutique hotel will provide an economic asset to the Community Plan area and the City of Los Angeles that perpetuates the image and function of Hollywood as an international center of the motion picture industry. Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, thus respecting the intentions of the Plan while making the property a valuable part of the Hollywood business community.

With the exception of structural retrofit work completed by the former ownership, Villa Carlotta maintains its original 1920's design. The investment required by the Proposed Project will ensure that this historic property is preserved and treasured as an architectural relic from the golden age of Hollywood..

The Proposed Project is also at an appropriate location. Seven contiguous lots lie immediately adjacent to the east of the Subject Property (5931 Franklin – 5821 Franklin), which are zoned C1 (except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue) with the corresponding land use designation of Limited Commercial. These commercial lots are occupied by a series of shops, cafes, restaurants, a nationally renowned theatre, and a large Gelson's Market. The Project will be a

natural continuation of these commercial properties and will add service sector employment opportunities comparable to other jobs located in the commercial uses along Franklin Avenue and elsewhere in Hollywood. The preservation and reuse of an existing building to a relatively low-impact commercial use is contiguous and compatible with other development in the immediate vicinity, thereby creating an appropriate pattern of development based on accepted planning principals.

CONDITIONAL USE PERMIT for ALCOHOL (CUB) – ADDITIONAL FINDINGS

Pursuant to LAMC Section 12.24 W.1, a Conditional Use Permit is necessary to sell or dispense alcoholic beverages for consumption on the premises in the C1 Zone or accessory to the operation of a hotel. The hotel program of the Project proposes the service of a full line of alcoholic beverages to be available en-suite and in the communal spaces of the lobby, courtyard, and rooftop. Therefore, the Project is requesting a Conditional Use Permit to sell and dispense alcohol as an accessory to the proposed hotel.

A Conditional Use Permit requires the following findings from the Zoning Administrator, pursuant to LAMC Section 12.24 E:

- 1. The Proposed 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 intent of the proposed beverage service at the Villa Carlotta is to provide an incidental amenity for hotel guests. As evidenced by the vivacity of the food and beverage establishments along Franklin Avenue to the east of the Project Site, this commercial corner of the neighborhood features an existing character of hospitality uses. Therefore, a beverage program incidental to the proposed hotel would not be inconsistent with existing neighborhood conditions. By providing a modest beverage program at the hotel, guests will be able to enjoy a drink in the historic environs of the hotel without having to drive to an off-site location. The beverage program would provide a hospitality service in the hotel rooms (i.e. room service and mini bar) and common areas. This amenity is essential to welcoming the entire community into this historic building as a public space, establishing the refurbished hotel as a community resource for all to enjoy. The proposed beverage service would be contained within the interior lobby, courtyard, and rooftop of the hotel. No live entertainment will be permitted in any of these outdoor spaces, and amplified music will be prohibited to minimize any impact on surrounding neighborhood in terms of noise or gatherings.

Therefore for all of the reasons cited above, the Proposed Project will enhance the built environment in the surrounding neighborhood and will perform a function or provide a service that is essential or beneficial to the community, city, or region.

- 2. The Proposed 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 Proposed Project involves the renovation of the Villa Carlotta and change of use from Apartments to Hotel. This change of use will allow the renovation and retrofitting of the building to be financially feasible. Under current operations, no renovation had been possible and the building has fallen into a significant level of decay and left with obsolete plumbing, electrical, and materials. The renovation of the Villa Carlotta and its accessory beverage service will not degrade adjacent properties or the neighborhood. Rather, it will create a shared space where guests, visitors, and local residents may enjoy the interior of the Villa Carlotta, which is currently closed to the public.

Though a line of full alcoholic beverages is requested, no degradation to public safety is anticipated, since a staff of hotel managers, service providers, as well as bar staff will be on hand to monitor consumption. As a luxury hotel, the safety and comfort of all guests as well as of the surrounding neighborhood is paramount to the success of the business, and excessive drinking or destructive behavior would be avoided for the benefit of all. No live entertainment will be permitted in any of these outdoor spaces, and ampicide music will be prohibited to minimize any impact on surrounding neighborhood in terms of noise or gatherings. While the sale of alcoholic beverages is often indicated as a contributor to the public nuisance behaviors of individuals, standard conditions imposed on the applicant in the form of restrictions on time of operation and restrictions of alcoholic served in the outdoor patio among others will act as protective measures on behalf of residents, businesses, and visitors to the area and to clearly define the operation parameters for the use of the site.

Therefore, for all the reasons stated above, the Proposed 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.

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

The Proposed Project is subject to the Hollywood Community Plan, but not subject to any specific plan. The Hollywood Community Plan includes the following relevant land use goals, objectives, and policies:

Objective 1: *To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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 2: *To designate lands at appropriate locations for the various private uses and public facilities in the quantities and densities required to accommodate population and activities projected to the year 2010.*

Objective 4a: *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.*

Land Use Policy (p. HO-2): *Parking areas should be located between commercial and residential uses on the commercially-zoned properties where appropriate to provide a buffer, and shall be separated from residential uses by means of at least a solid masonry wall and landscaped setback.*

The Project includes a 50-guestroom hotel and, as such, meets the objectives and policies of the Hollywood Community Plan, which is part of the Land Use Element of the Citywide General Plan and guides land use and entitlement requirements in the Community Plan area. Though adjacent to commercial properties, the Hollywood Community Plan designated this parcel as Medium Residential to reflect the current use of the building. Revitalizing Villa Carlotta as a boutique hotel will provide an economic asset to the Community Plan area and the City of Los Angeles that perpetuates the image and function of Hollywood as an international center of the motion picture industry. Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, thus respecting the intentions of the Plan while making the property a valuable part of the Hollywood business community.

With the exception of structural retrofit work completed by the former ownership, Villa Carlotta remains in its original 1920's condition. The investment required by the Proposed Project will ensure that this historic property is preserved and treasured as an architectural relic from the golden age of Hollywood.

The Proposed Project is also at an appropriate location. Seven contiguous lots lie immediately adjacent to the east of the Subject Property (5931 Franklin – 5821 Franklin), which are zoned C1 (except for one C2-1 / P-1 lot at 5873 W. Franklin Avenue) with the corresponding land use designation of Limited Commercial. These commercial lots are occupied by a series of shops, cafes, restaurants, a nationally renowned theatre, and a large Gelson's Market. The Project will be a natural continuation of these commercial properties and will add service sector employment opportunities comparable to other jobs located in the commercial uses along Franklin Avenue and elsewhere in Hollywood. The preservation and reuse of an existing building to a relatively low-impact commercial use is contiguous and compatible with other development in the immediate vicinity, thereby creating an appropriate pattern of development based on accepted planning principals.

Pursuant to LAMC 12.24 W.1(a), the Zoning Administrator shall make all of the following findings in addition to the findings otherwise required by LAMC 12.24 E:

4. *The Proposed use will not adversely affect the welfare of the pertinent community.*

The Subject Property is located within a mixed-use neighborhood characterized by commercial, institutional, and residential uses. As such, several food or beverage establishments currently exist in the neighborhood, primarily along Franklin Avenue. The proposed beverage service will be incidental to the hotel at the Villa Carlotta, one of the oldest structures in the neighborhood and one that contributes to the Old Hollywood character of Franklin Avenue. The provision of a beverage program in the Villa Carlotta is an opportunity to provide a community amenity to guests, visitors, and residents alike by opening the doors of the Carlotta for all to enjoy. Though the sale of alcoholic beverages is often indicated as a contributor to the public nuisance behaviors of individuals, standard conditions imposed on the applicant in the form of restrictions on time of operation and

restrictions of alcoholic served in the outdoor patio among others will act as protective measures on behalf of residents, businesses, and visitors to the area and to clearly define the operation parameters for the use of the site.

5. *The approval of the application will not result in or contribute to an undue concentration of such establishments.*

The Subject Property is located within a mixed-use neighborhood characterized by commercial, institutional, and residential uses. As such, several food or beverage establishments currently exist in the neighborhood. As determined by the Applicant's radius map study, there are nine establishments that sell alcoholic beverages within a 600-foot radius:

- Oaks Gourmet Market (Full line - Off-site)
- Victors Square Restaurant (Beer/Wine)
- Gelson's Market (Full line – Off-site)
- Church of Scientology (Beer/Wine)
- La Poubelle (Full line)
- Taiyo (Full line)
- Locali (Beer/Wine – Off-site)
- Birds Café (Full line)
- Franklin & Company (Full line)

As the list demonstrates, many of the establishments are markets or restaurants which define the orderly, neighborhood-scale character of hospitality in the area. The sale and dispensing of alcoholic beverages for on-site consumption in conjunction with upscale hotel service is generally expected and should not result in adverse effects in the community. The conditions imposed on the Applicant should also serve to mitigate any possible adverse impacts on the welfare of the surrounding area. Therefore, this application will not result in or contribute to an undue concentration of such establishments.

6. *The use will not detrimentally affect nearby residential zones or uses.*

The requested hotel use with accessory beverage program will not detrimentally affect nearby residential zones or uses. The proposed Project, located on 5959 Franklin Avenue, is buffered from residential uses on Tamarind Avenue with a landscaped surface parking lot on the northerly adjacent parcel. The hotel and beverage use will extend the vibrant commercial character of Franklin Avenue west across Tamarind Avenue. The alcohol-service use will be sufficiently buffered from nearby residential uses as it will be located primarily within the building lobby. The outdoor courtyard and rooftop, will also be available to the beverage program. The courtyard is surrounded on three sides by the existing building and will be buffered on the fourth side by the surface parking lot, and the rooftop will be adequately set back from the roof edge and well away from the ground level.

Therefore, any such impacts created by alcohol service at the Project will not adversely affect the other zones in the surrounding neighborhood.

➤ **QUESTIONS REGARDING THE PHYSICAL DEVELOPMENT OF THE SITE**

- a. Total Square Footage - Building: 45,831 sf
- b. Total Square Footage - Establishment: 4,388 sf (980 sf lobby + 1,808 sf courtyard + 1,600 roof)
- c. Total Occupancy as Determined by LAFD: Assuming A-1 Occupancy @ 15 sf/person
 - 63 persons (Lobby)
 - 120 persons (Courtyard)
 - 106 persons (Roof)

Total Indoor Seats: 36 seats (Lobby)
Total Outdoor Seats: 49 seats (Courtyard)
 75 seats (Roof)

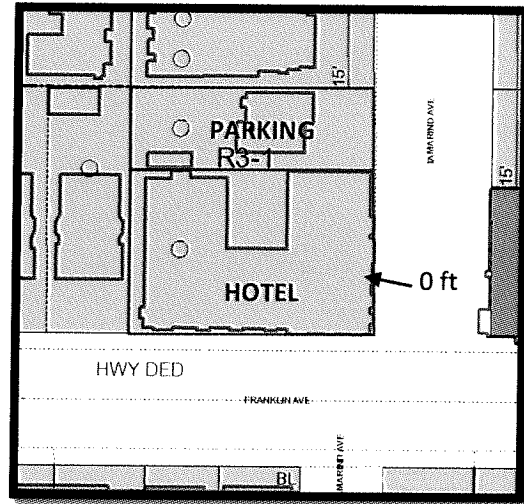
- d. Will there be an option to consume alcohol outdoors: Yes
- e. The outdoor area is not on the public right-of-way.
- f. The Proposed Project is not adding floor area.

g. Parking

- i. No parking is required on-site for a Los Angeles Historic Cultural Monument and none is provided on-site given the physical constraints of maining the existing building.
- ii. N/A; No parking is being designated for this use.
- iii. N/A; No floor area is to be added.
- iv. Off-site parking (19 surface/39 valet) will be provided for the proposed hotel on 1915 Tamarind Avenue, which will be secured via covenant (to be approved by LADBS).
 - i. Map of off-site parking (Map A)
 - ii. Valet service will be provided (Charges TBD)

h. The Subject Property is within 1,000 feet of the following:

- i. Cheremoya Avenue Elementary School (6017 Franklin)
- ii. Church of Scientology Celebrity Center Intl (5930 Franklin) – Also has CUB for beer/wine
- iii. First Presbyterian Church of Hollywood (1760 Gower)
- iv. Monastery of the Angels (1977 Carmen)



Map A. Location of off-site parking for Villa Carlotta

- i. N/A; the proposed project does not involve message parlors or sexual encounter establishments.

➤ **QUESTIONS REGARDING THE OPERATION OF THE ESTABLISHMENT**

- a. Hours of Operation: 24 hours (Hotel)
7:00 am to 2:00 am (Bar/Common Areas)
Hours of Alcohol Sales: 24 hours (Room Service)
7:00 am to 2:00 am (Bar/Common Areas)
- b. Will there be entertainment such as piano bar, dancing, live entertainment, movies, karaoke, or video games? Piano and acoustic music only
- c. There will be no minimum requirement for entry to the establishment, as it is shared space open to all hotel guests.
- d. No accessory retail uses will be on the site.
- e. Security
 - i. Approximately 12 employees will be on-site at any given time.
 - ii. No security guards will be provided on-site as hotel staff will supervise the property.
 - iii. LAPD has not issued any citations or violations.
- f. Alcohol
 - i. A full-line of alcoholic beverages is requested.
 - ii. Fortified wine will not be sold.
 - iii. No alcohol will be consumed on any adjacent property.
 - iv. Signs will not be visible from the exterior that advertises the availability of alcohol.
 - v. Food
 - 1. A kitchen may be on-site.
 - 2. Alcohol may be sold without a food order.
 - 3. The sale of alcohol may exceed the sale of food items on a quarterly basis.
 - 4. No menu attached; food program is not yet developed.
 - vi. On-Site
 - 1. No, the bar will be maintained incidental to a hotel, not a restaurant. A food program may be arranged to serve food for the convenience of the guests.
 - 2. No off-site sales of alcohol will be offered.
 - 3. Happy Hour is anticipated between 4-8 pm.
 - vii. Off-Site
 - 2. No cups, glasses, or other containers will be sold which might be used for the consumption of alcohol on the premises.
 - 3. Beer or wine coolers will not be sold in single cans or containers.

ZONE VARIANCE – ADDITIONAL FINDINGS

Pursuant to LAMC Section 12.27, the Applicant is seeking a variance to permit a 72% density increase in the C1-2D zone to allow for the maintenance of a 50-guestroom hotel in a legally non-conforming historic building in lieu of the otherwise permitted 29 guestrooms by the C1 Zone.

Consistent with Charter Section 562, no variance may be granted unless the Zoning Administrator finds all of the following:

- 1. That the strict application of the provisions of the zoning ordinance would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the zoning regulations;***

In order to preserve the existing footprint and historic fabric of the Villa Carlotta, strict application of the zoning ordinance, which would otherwise require significant changes to the historic structure, results in practical difficulties and unnecessary hardships.

The Project proposes a change of use resulting from the rehabilitation of an existing historic apartment building into a 50-room boutique hotel on a 0.34 gross acre property. Pursuant to LAMC Section 12.10, Hotel uses are not permitted in the R3 zone, which is the current zoning designation of the Subject Site. In order to legally operate a 50-guestroom hotel on the site, the Project requires a Zone Change from R3-1 to C1-2D, consistent with the other C1 commercial zoning in the surrounding vicinity. Even with the Zone Change to C1, however, the minimum lot area per guestroom is 500 square feet, resulting in a maximum allowable density of 29 guestrooms.

The building currently exists as a legally non-conforming structure with regard to the underlying residential density which only permits one dwelling unit per 800 square feet, resulting in 18 apartment units by right in lieu of the 50 existing dwelling units. To that end, a hotel use with 50 guestrooms more closely conforms to the density of the current underlying R3 zone, which has the same lot area minimums as the proposed C1 zone. The Villa Carlotta Project will convert 50 dwelling units to 50 guest rooms, and will retain the majority of the existing building intact, with minor renovations to restore the building to its original 1920's condition. It would pose practical difficulties and unnecessary hardships on the developer and the historic nature of the property to reconfigure the existing building with Historic Cultural Monument status to remove 21 units/guestrooms in order to comply with C1 lot area and requirements. Furthermore, taken as a comprehensive project, the existing parcels contain a total of 52 residential units and would result in a net decrease of two units, effectively maintaining the prevailing density in the immediate surrounding area.

As an existing residential use, the Proposed Project is technically not able to take advantage of LAMC 12.24.X which permits adaptive reuse within historically-designated buildings from non-residential to residential/ guest-room uses. In addition, the Proposed Project is not located within a designated Adaptive Reuse Incentive Area. However, the proposed adaptive reuse of the Villa Carlotta from apartment building to hotel is consistent with the City's Adaptive Reuse Ordinance by "facilitating the conversion of older, economically distressed, or historically significant buildings to apartments, live/work units or visitor-serving facilities. This will help to reduce vacant space as well as preserve [Los Angeles's] architectural and cultural past..." The Project is in fact a "reverse"

adaptive reuse project from a residential use to a commercial/visitor-serving use. Therefore, while the Proposed Project is wholly consistent with the spirit and intent of Adaptive Reuse Ordinance and policies of the city, the Project does not technically qualify as an Adaptive Reuse Project and thus is required to seek zoning deviations from the LAMC.

	Existing Residential	Proposed Hotel	C1/R3 Zoning Regulations	Difference
Density (Res)	299 sf/du	-	800 sf/du	- 501 sf/du
Density (Guest)	-	299 sf/guestroom	500 sf/guestroom	- 201 sf/du
Residential Units	50 dwelling units	-	18 dwelling units	+32 du
Guestrooms	-	50 guestrooms	29 guestrooms	+21 du

For the reasons stated above, the strict application of the zoning ordinance would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent to regulate density in the C1 zone and adaptive reuse of historic structures.

2. That there are special circumstances applicable to the subject property such as size, shape, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity;

The existence of the legally non-conforming density and historical significance of the Villa Carlotta structure constitute special circumstances that does not apply generally to other properties in the same zone and vicinity.

The proposed change of use from residential apartment building to boutique hotel triggers current density requirements in the C1 zone, allowing a maximum of 18 dwelling units or 29 guestrooms by right. The current density of the Villa Carlotta is already non-conforming. In the underlying R3 zone, only 18 total dwelling units are allowed by right on the 5959 W. Franklin Avenue parcel, whereas 50 units currently exist. However, the change of use from apartments to hotel guest-rooms results in the net decrease of two units due to the demolition of two units to provide operational parking for the project and changes the use of the units to guestrooms, which actually improving the non-conforming density when taken as a whole project. If the building were to continue use and operations as an apartment building, the Project would be permitted to maintain grandfathered non-conforming density as a historic structure.

Additionally, the existing Villa Carlotta building is designated as Los Angeles Historic Cultural Monument number HCM-315. Out of respect for its historic fabric, the Project will not alter the existing façade of the Villa Carlotta except for general maintenance and historic preservation measures, and thus will continue to add visual interest to the immediate neighborhood.

No additional development or guestrooms beyond the existing 50 units/guestrooms is proposed. Further, the 50 guestrooms would not be out of character with the density of existing multi-family residential development elsewhere in this neighborhood.

Therefore, the existing historic status of the building, and the legal non-conforming density is a unique circumstance applicable to this property that is not generally applied to other properties in the same zone and vicinity.

3. That the variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question;

The Proposed Project is a change of use from 50 residential apartment units on-site to 50 guestrooms for a hotel use. These guestrooms are subject to the provisions of the Zoning Ordinance for new construction. However, no new construction is proposed; rather, the Applicant is proposing to restore the historic Villa Carlotta to its original 1920's condition with minor cosmetic improvements and functional enhancements to the building. The Zoning Ordinance is intended to promote compatibility of land uses, and the change of use to hotels with guestrooms does not change the character of the existing building. Given the present circumstances of the property (the non-conforming existence of 50 units), limiting the allowable density to 29 guestrooms would unfairly prevent the applicant from providing reasonably full occupancy of the existing building.

As an existing residential use, the Proposed Project is technically not able to take advantage of LAMC 12.24.X which permits adaptive reuse within historically-designated buildings from non-residential to residential/ guest-room uses. In addition, the Proposed Project is not located within a designated Adaptive Reuse Incentive Area. However, the proposed adaptive reuse of the Villa Carlotta from apartment building to hotel is consistent with the City's Adaptive Reuse Ordinance by "facilitating the conversion of older, economically distressed, or historically significant buildings to apartments, live/work units or visitor-serving facilities. This will help to reduce vacant space as well as preserve [Los Angeles's] architectural and cultural past..." The Project is in fact a "reverse" adaptive reuse project from a residential use to a commercial/visitor-serving use. Therefore, while the Proposed Project is wholly consistent with the spirit and intent of Adaptive Reuse Ordinance and policies of the city, the Project does not technically qualify as an Adaptive Reuse Project and thus is required to seek zoning deviations from the LAMC.

The change of use from apartment building to boutique hotel will be virtually imperceptible to the general public, and will provide a benefit to the greater community by introducing an economic asset to the Hollywood Community Plan area and the City of Los Angeles that supports Hollywood as an international center of the motion picture industry. Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, respecting the intentions of the Plan while making the property a valuable part of the Hollywood business community.

Therefore, for the reasons stated above, granting of the variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question.

4. That the granting of the variance will not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the property is located;

The Project involves adaptive reuse of an existing aging apartment building with 50 units to a boutique hotel with 50 guestrooms. Other than the minor cosmetic improvements and functional enhancements needed to restore the building to its original 1920's condition, there are no significant physical changes to the interior or exterior of the existing building. Therefore, the variance to allow 21 additional guestrooms within the existing building envelope and interior structure will be imperceptible to the greater Hollywood community. Without exterior construction, there are also no adverse environmental impacts, and insignificant impacts on existing residents or surrounding property owners.

No additional development beyond the existing 50 units/guestrooms is proposed. Further, the 50 guestrooms would not be out of character with the density of existing multi-family residential development elsewhere in this neighborhood.

Therefore, for the reasons stated above, the granting of these variances will not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the property is located.

5. That the granting of the variance will not adversely affect any element of the General Plan.

The Proposed Project is subject to the Hollywood Community Plan, but not subject to any specific plan. The Hollywood Community Plan includes the following relevant land use goals, objectives, and policies:

Objective 1: *To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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.*

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Objective 4a: *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.*

Land Use Policy (p. HO-2): *Parking areas should be located between commercial and residential uses on the commercially-zoned properties where appropriate to provide a buffer, and shall be separated from residential uses by means of at least a solid masonry wall and landscaped setback.*

The Project includes a 50 guestroom hotel and, as such, meets the objectives and policies of the Hollywood Community Plan, which is part of the Land Use Element of the Citywide General Plan and

guides land use and entitlement requirements in the Community Plan area. Though adjacent to commercial properties, the Hollywood Community Plan designates this parcel as Medium Residential to reflect the current use of the building. Revitalizing Villa Carlotta as a boutique hotel will provide an economic asset to the Community Plan area and the City of Los Angeles that supports the image and function of Hollywood as an international center of the motion picture industry. Furthermore, as per the Hollywood Community Plan land use designation, a boutique hotel maintains a form of residential use, thus respecting the intentions of the Plan while making the property a valuable part of the Hollywood business community.

The preservation and reuse of an existing building to a relatively low-impact commercial use is contiguous and compatible with other development in the immediate vicinity, thereby creating an appropriate land use pattern of development based on accepted planning principles.

For the reasons stated above, the granting of the variance will not adversely affect any element of the General Plan.



Findings / Specialized Requirements

TIME EXTENSION— Zone Change in Conjunction with a General Plan Amendment

The time for the City Planning Commission to act on a Zone Change application (after acceptance as complete, including the completed CEQA processing) is 75 days. The City Planning Department and the City Planning Commission will handle General Plan Amendment cases in a timely manner; however, the Planning Department has no time limit in which to prepare its report to the Commission on the Plan Amendment. In order to ensure a comprehensive review of the request it may take longer than 75 days. If your application includes a request for a Zone Change you may avoid having your case delayed or denied due to inconsistency with the existing General Plan or lack of time to resolve controversial issues, by authorizing a Time Extension.

Check one:

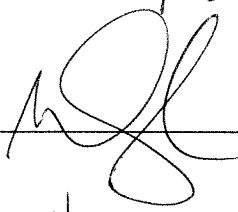
I hereby consent to a Time Extension for the Zone Change portion of my request so that it can be processed simultaneously with any General Plan Amendment initiated by the Director of City Planning for the subject site and any recommended Add Areas.

I do not consent to a Time Extension for my Zone Change request. I understand that by law the City cannot approve a Zone Change which is inconsistent with the General Plan; nonetheless I instruct staff to process the Zone Change pursuant to LAMC 12.32 C.

N/A – my request does not include a Zone Change.

Dana A. Sayles, Representative, Three Sixty

Print name



Signature

2/24/2014

Date