

Item 4

# THE MONTALBÁN FOUNDATION

1615 NORTH VINE STREET, HOLLYWOOD, CA 90028

January 26, 2015

Planning and Land Use Management Committee  
City Hall – Public Works Board Room 350  
200 N. Spring Street  
Los Angeles, CA 90012

Item No: 15-1320

Case No. CPC-2014-3706-VZC-HD-ZAA-SPR

Position: In favor of the MND for zoning variance for 1541 Wilcox Hotel.

Date: 1/26/2016  
Submitted in PLUM Committee  
Council File No: 15-1320  
Item No. 4  
Deputy: Comm. from Public

Dear Commission Members,

It is with great pleasure that we voice our support for the project named, 1541 Wilcox Hotel. The proposed project makes great use of the property as it upgrades the use from warehouse to hospitality. Hollywood is in need of more high quality hospitality solutions and the 1541 Wilcox Hotel project represents our positive and balanced approach for a healthy economy and safe community.

Our theatre, The Montalbán at 1615 Vine Street, is looking forward to this project being approved so as to provide more hotel space for the rising business and tourist demand in Hollywood. As we move forward, we look forward to hosting events that we develop to provide a complete business our tourist experience with 1541 Wilcox Hotel and other hospitality destinations in Hollywood.

This project, along with others in the Selma/Wilcox neighborhood, will pave the way for patrons coming to our venue by providing a convenient and safe environment that doesn't rely on the automobile for transportation to and from our venue. This new hotel will also create many opportunities for retailers and neighborhood restaurants as well.

We ask that you approve the committee report for requested actions on item number 15-1320  
Case Number: CPC-2014-3706-VZC-HD-ZAA-SPR.

Sincerely,



Gilbert Smith  
Chair  
Ricardo Montalbán Foundation

GIDEON KRACOV

Attorney at Law

801 South Grand Avenue  
11th Floor  
Los Angeles, California 90017

(213) 629-2071  
Fax: (213) 623-7755

Date: 01/26/2016  
Submitted in PLUM Committee  
Council File No: 15-1320  
Item No. 4  
Deputy Comm from Public

gk@gideonlaw.net  
www.gideonlaw.net

Via Hand Delivery

January 26, 2016

Hon. Jose Huizar, Chair  
Hon. Marqueeese Harris-Dawson  
Hon. Gilbert A. Cedillo  
Hon. Mitchell Englander  
Hon. Felipe Fuentes  
Los Angeles City Council  
Planning and Land Use Management Committee  
200 North Spring St., Room 350  
Los Angeles, CA 90012

Re: *Comments On 1541 Wilcox Hotel LLC ("Project")*  
*Mitigated Negative Declaration*  
*CPC-2014-3706-VZC-HD-ZAA-SPR*

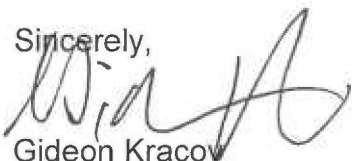
Dear Chair Huizar and Councilmembers:

This Office respectfully writes on behalf of the Unite HERE Local 11 and Robert Mazariegos in support of the appeals of the referenced Project by Fran Offenhauser, David Carrera and Stephen Nourmand, and to oppose the applicant's requested Vesting Zone and Height District Change. The Project is scheduled for a PLUM hearing January 26, 2016.

Attached are public record documents for the Administrative Record that support the argument that the Hollywood Redevelopment Plan land use authorities remain in place for this Project.

This comment letter is made to exhaust remedies under *Pub. Res. Code* § 21177 concerning the Project, and incorporates by this reference all written and oral comments submitted on the Project by any commenting party or agency. Thank you for consideration of these documents.

Sincerely,



Gideon Kracov  
Lawyer for Unite HERE Local 11 and Robert Mazariegos

179M  
#4





# CRA/LA

A DESIGNATED  
LOCAL AUTHORITY

[ABOUT US](#)
[MEETINGS &  
AGENDAS](#)
[DEVELOPMENT  
OPPORTUNITIES](#)
[PROJECT  
AREAS](#)


You have reached the website for CRA/LA, a Designated Local Authority and successor for the former Community Redevelopment Agency of the City of Los Angeles.

Please click on the link below for:

- [Successor Agency Agenda](#)
- [Oversight Board Agenda](#)

## CONTACT

448 South Hill Street  
Suite 1200  
Los Angeles, CA  
90013  
T: 213.977.1600  
F: 213.977.1665

## AB1X-26'S IMPACT ON BUILDING PERMITS

**Notice:** ABx1-26 does not abolish the 31 existing **Redevelopment Plans**. The land-use authorities in the Redevelopment Plans remain in effect and continue to be administered by the CRA/LA until transferred to the Department of City Planning.

Please contact the DLA representative at the Building and Safety Permit Plan Check at 201 North Figueroa Street, 4th

## FINANCIAL INFORMATION

- Audited Financial Statements
- Agreed-Upon Procedures Audit (6/28/2012)
- Due Diligence Reviews (Housing and Non-Housing Fund Balances)
- Finding of Completion (9/10/2013)
- Authorized Pay Rates

## ENFORCEABLE OBLIGATIONS

ROPS 16-17: July 2016-June 2017  
Subject to DOF Approval

Approved ROPS 15-16B

DOF Determination Letter

Approved ROPS 15-16A

DOF Determination Letter

[ROPS Archive](#)

## SALE OF REAL PROPERTY ASSETS

CRA/LA announces the availability of its real estate portfolio.

Cushman & Wakefield is  
Exclusive Broker

Click below to learn more about  
the asset sale.

[www.cralaassetsale.com](http://www.cralaassetsale.com)

Link to Press Release of Sale  
below

[PRESS RELEASE LINK](#)

**CRA/LA, A DESIGNATED LOCAL AUTHORITY**  
**(Successor Agency to the Community Redevelopment Agency of the City of Los Angeles, CA)**

**M E M O R A N D U M**

4

AD0000

**DATE:** JUNE 20, 2013

**TO:** GOVERNING BOARD

**FROM:** DAVID RICCITIELLO, CHIEF EXECUTIVE OFFICER

**STAFF:** JENNY SCANLIN, SENIOR OPERATIONS OFFICER

**SUBJECT:** **Transfer of Land Use Powers – Non-Monetary Action.** Resolution authorizing the transfer of all land use authority and functions of the successor agency to the City of Los Angeles' Planning Department and delegation of authority to the Chief Executive Officer to negotiate and execute a Memorandum of Understanding with the City of Los Angeles to effectuate such a transfer (CRA/LA, DLA-WIDE)

**RECOMMENDATION(S)**

That the Governing Board:

1. Approve a Resolution (Attachment A) authorizing the transfer of all land use plans and functions of the successor agency to the City of Los Angeles pursuant to Section 34173(i) of Assembly Bill 1484; and
2. Delegate authority to the Chief Executive Officer to effectuate such a transfer through the negotiation and execution of a Memorandum of Understanding between the CRA/LA, A Designated Local Authority ("CRA/LA-DLA") and the City of Los Angeles' Department of City Planning and to take such other actions as may be necessary to carry out the transaction.

**SUMMARY**

The recommended actions are intended to expedite the wind down of the Former Agency and to comply with the California Health and Safety Code provisions allowing for the transfer of certain functions and authorities of the Former Agency to the City of Los Angeles.

Assembly Bill 1484 included a provision that provides a legal mechanism to allow for the transfer of redevelopment land use authorities to the sponsoring body at the request of the city council. The Los Angeles City Council passed a motion on June 29, 2012, requesting a report from the Department of City Planning on the matter, and requesting that Council make the request for the transfer of land use powers. To date, the Los Angeles City Council has taken steps towards the transfer of powers including authorizing additional staffing for the Department of Planning and is expected to authorize the transfer by July 2013. Given that context, the recommended actions are intended to validate the continuing land use authorities of the Redevelopment Plans and prepare for the transition of these responsibilities in the next few months.

**DISCUSSION & BACKGROUND****Location**

This action would affect CRA/LA-DLA's remaining 27 Project Areas in the Eastside, East Valley, Downtown, Harbor, Hollywood, and South Los Angeles Regions.


**Description, Context and History*****Background***

Under California Redevelopment Law, Redevelopment Plans ("Plans") of the Community Redevelopment Agency of the City of Los Angeles ("Former Agency") were vested with authority to regulate land use and development within redevelopment project areas, in addition to and beyond the scope of the authority of the Department of City Planning. For example:

- The Redevelopment Plans for most of the Former Agency's 27 active project areas were adopted with a map of land use designations with which proposed developments must comply. These redevelopment plans specify that City permits cannot be issued without at least some level of Former Agency signoff. Many proposed developments need only a ministerial signoff that the proposed project complies with the land use and other controls of the respective Plan. However, such land use designations can be more restrictive than the General Plan or zoning—and in most cases are—and variations from those restrictions require a Former Agency discretionary action for approval. Redevelopment law granted the authority for Plans to have these additional restrictions to assure the elimination, and prevent the recurrence, of blight through stricter controls on proposed development.
- Many Plans also provide for the adoption of development guidelines, most often implemented through "Designs for Development" that prescribe design guidelines and land use controls for proposed development.
- Many Plans require additional review of developments affecting potentially historic properties.

Further, over the 60+ year tenure of the Former Agency, redevelopment plan land use powers have, with the City's concurrence, become an inextricable part of the City's policies and processes for managing development. The Los Angeles Municipal Code contains hundreds of references to the Former Agency, uses Redevelopment Plan boundaries for reference, and relies on CRA/LA-DLA Board approval to grant the full exercise of development rights. Under the City's Zoning code, the CRA/LA-DLA must often take actions to approve increased building density and transfer of development rights and lower parking requirements.

In this context, the February 1, 2012 dissolution of the Former Agency raised significant questions from City departments, elected officials, community members, and developers with regards to the status of the Former Agency's land use authority and the potential impacts on land-use planning and development in the City. Such concerns were summarized by the Department of City Planning in a memo to the Office of the Mayor (Attachment B).

 The dissolution legislation did not abolish the existing Redevelopment Project Areas or eliminate the Redevelopment Plans. These Plans exist as legal expressions of public policy, and the land use designations and authorities granted in the Plans remain effective until each Plan's expiration date. To date, the Successor Agency, has assumed the administration land-use



regulations contained in the plans. However, with limited staffing available, it is imperative that this current administrative function transfer to the City within a short period of time.

#### *Summary of Authority and Functions*

It is anticipated that a Memorandum of Understanding between the CRA/LA-DLA and the City of Los Angeles' Department of City Planning will include provisions for all related land use authority and functions to transfer. Although the bulk of the work is incorporated in interpretation and application of all Plan Land Use provisions and Design for Developments for active Project Areas there are other significant powers and tasks that will transfer, including detailed Historic Preservation Review, incorporation of relevant data into the Department of City Planning's ZIMAS system and absorption of CRA/LA-DLA's density controls. Outstanding terms to be resolved include managing the review of existing Environmental Impact Reports including any addenda. Lastly, the Department of City Planning will become the Owner of Record for all Land Use and Planning archives of the CRA/LA-DLA.

#### Transfer of Redevelopment Land Use Powers

CRA/LA-DLA and the City of Los Angeles' Planning Department have been collaborating since early 2012 to identify and address potential land use issues resulting from the Former Agency's dissolution and wind-down. One of the more challenging issues has been the lack of a legal mechanism for the City of Los Angeles to assume the Former Agency's significant land use authorities. Fortunately, the June 2012 passage of Assembly Bill 1484, the Redevelopment Dissolution / Unwind Trailer Bill, authorized the transfer of redevelopment land use functions from the DLA to the City of Los Angeles upon the City's request. On June 29, 2012, a City Council motion asked the Department of City Planning to report to Planning and Land Use Management Committee on the status of the transition of CRA/LA-DLA's land use authorities to the City of Los Angeles (see Attachment C, Council Motion). The motion also requested that Council request the transfer of CRA/LA-DLA's land use authorities. Per a recommendation from the Chief Administrator's Office, on December 19, 2012, the City Council took action providing City Planning authority to hire six staff positions to assume the workload of the CRA/LA-DLA land use function and report back to council for further actions certifying the City's acceptance of land use authority (see Attachment D, Council Actions). Currently, the Planning Department is in the process of hiring staff, drafting ordinances and amendments to the code to address the transfer of authority, and collaborating with the CRA/LA-DLA on a Memorandum of Understanding that will layout all functions and authorities to be assumed and create a mechanism for their transfer.

#### Basis for Approval

The recommended action is consistent with and authorized by provisions of Assembly Bills 1x-26 and 1484, including but not limited to the following:

Section 1 [Intent of the Legislature]: It is the intent of the Legislature to do all of the following in this act: (j)(4) *"Require successor agencies to expeditiously wind down the affairs of the dissolved redevelopment agencies and to provide the successor agencies with limited authority that extends only to the extent needed to implement a winddown of redevelopment agency affairs."*

Chapter 2, Section 34173, which provides: *"Except for those provisions of the Community Redevelopment Law that are repealed, restricted, or revised pursuant to the act adding this part, all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies under the Community Redevelopment Law, are hereby vested in the successor agencies."*



Community Redevelopment Agency  
of the CITY OF LOS ANGELES

DATE /

FILE CODE /

1200 West 7th Street / Suite 500  
Los Angeles / California 90017-2381

T 213 977 1600 / F 213 977 1665  
[www.crala.org](http://www.crala.org)

**VIA EMAIL & FAX**

January 28, 2012


Robert "Bud" Ovrom - General Manager  
Department of Building and Safety  
201 N. Figueroa, Suite 1000  
Los Angeles, CA 90012

Michael LoGrande - General Manager  
City Planning Department  
200 N. Spring Street, Room 525  
Los Angeles, CA 90012

**RE: IMPACT OF AB1X-26 ON BUILDING PERMITS**

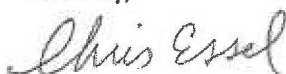
Dear Bud and Michael:

As you know, under AB1X-26, on February 1, 2012, redevelopment agencies throughout the State of California will be dissolved and successor agencies appointed to wind down their operations. With respect to the Community Redevelopment Agency of the City of Los Angeles, the City, by resolution, elected not to serve as the successor agency but did elect to retain the housing assets and functions. At this time, no local agency is expected to elect to serve as the successor agency prior to February 1, 2012. This means that a designated local authority will be formed to assume the responsibilities of the successor agency. In other words the Community Redevelopment Agency of the City of Los Angeles, a public body corporate and politic will be succeeded by the CRA/LA, a designated local authority ("CRA/LA"). The California Department of Finance has indicated that the Governor will appoint a three member governing board shortly.

 ABX1-26 does not abolish the 31 Redevelopment Plans that exist in the City of Los Angeles. The land-use designations and authorities granted in the Redevelopment Plans remain effective and will continue to be administered by the CRA/LA until a transition plan is developed and implemented. In addition, the CRA/LA will continue to have a representative at the Building and Safety Permit Plan Check at 201 North Figueroa Street, 4<sup>th</sup> Floor, as the first point of contact for review of permits located within Redevelopment Plan Areas. Please share this information with your staff.

Thank you for your assistance during this challenging and unprecedented time.

Sincerely,



Christine Essel  
Chief Executive Officer

**RJN 00100**

REPORT TO CRA/LA DLA GOVERNING BOARD  
ON  
ADMINISTRATION OF REDEVELOPMENT PLAN LAND USE POWERS

FEBRUARY 16, 2012



## ADMINISTRATION OF REDEVELOPMENT PLAN LAND USE POWERS

### PURPOSE

To brief the CRA/LA DLA Governing Board on the current status of Redevelopment Plans and related land use powers in light of the CRA/LA's dissolution under AB1x-26.

### REPORT

#### *Background*

Under California Redevelopment Law, Redevelopment Plans ("Plans") of the former Community Redevelopment Agency of the City of Los Angeles ("CRA/LA") were invested with authority to impose land use designations and development parameters within redevelopment project areas, in addition to and beyond the scope of the authority of the Department of City Planning. For example:

- Most of the CRA/LA's 31 active project areas were adopted with a map of land use designations with which proposed developments must comply. These redevelopment plans specify that permits cannot be issued without at least some level of CRA/LA signoff. Many proposed developments need only a ministerial signoff that the proposed project complies with the land use and other conditions of the respective Plan. However, such land use designations can be more restrictive than the General Plan or zoning—and in most cases are—and variations from those restrictions require a CRA/LA discretionary action for approval. Redevelopment law granted the authority for Plans to have these additional restrictions to assure the elimination, and prevent the recurrence, of blight through stricter controls on proposed development.
- Many Plans provide for the adoption of development guidelines, most often implemented through "Designs for Development" that prescribe design guidelines and land use controls such as use limitations, height, bulk, setback and massing requirements or limitations and architectural or design rules, for proposed development.
- Many Plans require additional review of developments affecting potentially historic properties.

Further, over the 60+ year tenure of the CRA/LA its land use powers have, with the City's concurrence, become an inextricable part of the City's policies and processes for managing development. The Los Angeles Municipal Code contains hundreds of references to the CRA/LA, uses Redevelopment Plan boundaries for reference, and relies on CRA/LA Board approval to grant the full exercise of development rights. Under the City's Zoning code, the CRA/LA must often take actions to approve increased building density and transfer of development rights and lower parking requirements. The attached table summarizes the land use provisions inherent in each Plan, as well as the adopted design controls in each project area (Attachment A).

In this context, the February 1, 2012 dissolution of the CRA/LA has raised significant questions from City departments, elected officials, community members, and developers with regards to the status of the CRA/LA's land use authority and the potential impacts on land-use planning

and development in the City. Such concerns were summarized by the Department of City Planning in a memo to the Office of the Mayor (Attachment B).

#### *Current Efforts*

A Land Use Working Group including staff of the CRA/LA Designated Local Authority ("DLA"), the Department of City Planning ("DCP"), the Office of the Mayor, and the City Attorney's Office is convening regularly to evaluate the impacts of AB1x-26, identify the immediate and long term issues, and craft potential solutions. The primary goal of the Land Use Working Group is to minimize disruptions in our communities and in the development community, and attempt to provide continuity in processing development applications.

Importantly, the legislation does not abolish the City's 31 existing Redevelopment Project Areas or eliminate the Redevelopment Plans. These Plans continue to exist as legal expressions of public policy, and the land use designations and authorities granted in the Plans remain effective until each Plan's expiration date or until a transition plan is implemented that creates an alternate mechanism for implementing those controls. The DLA formed to succeed the CRA/LA has assumed the administration of Plan land-use regulations. Accordingly, CRA/LA Chief Executive Officer Christine Essel distributed a letter clarifying the status of the Plans and the DLA's development review (Attachment C), emphasizing that at present all CRA/LA land use authorities are intact and being administered per the usual process.

Because the legislation seems to restrict the amendment or termination of the Plans, the DLA is currently obligated to administer land use designations and authorities for each Plan. The Land Use Working Group anticipates that it would be in the best interest of both the City and the DLA to ultimately transition the administration of many, if not all, Plan land-use functions to another entity such as DCP. However, adopted land use controls authorized by but not specifically enumerated within the Plans, such as Designs for Development, may be amended or rescinded. DLA staff and the Land Use Working Group are evaluating these various adopted controls and will make recommendations with the goal of streamlining the approval process and minimizing the administrative burden on the DLA while continuing to protect the affected communities from adverse development, or development that conflicts with goals of protecting and enhancing the City's most vulnerable communities.

Other notable topics of discussion in the Land Use Working Group include estimating the potential cost of administration of these controls, exploring ways to fund the entity that might ultimately take on the responsibilities for implementing these land use controls, and the potential timing for implementation. Over the next several months, staff will seek counsel and input from the Governing Board to resolve these issues, and present proposed solutions for review and approval.

Christine Essel  
Chief Executive Officer

By

---

David Riccitiello  
Chief Operating Officer

ATTACHMENTS

Attachment A – Summary of Redevelopment Plan Land Use Powers  
Attachment B – Letter from Department of City Planning Director Michael LoGrande  
Attachment C – Letter from CRA/LA Chief Executive Officer Christine Essel



Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

CRA Project Area (Exp.)	# of Plan Areas	Community Plan(s)	Redevelopment Plan Land Use Powers	Adopted Land Use Controls
<u>Downtown Region</u>				
Bunker Hill (2012)	1	Central City	Permit Review for Land Use Conformance; Maximum Lot coverage; Limit on number of residential units; FAR limits; reduced parking	Specific Plan in process; D4D Downtown Design Guide and Street Standards (City adopted April 24, 2009)
Central Business District (2010)	1	Central City	Expired	Potential pending TFAR approvals on projects with DDAs or OPAs; South Park Open Space Maintenance Fee; D4D Downtown Design Guide and Street Standards (City adopted April 24, 2009)
Central Industrial	2	Central City, Central City North	Permit Review for Land Use Conformance	D4D Development and Design Controls for Recycling Centers and Pallet Yards; draft Design Guidelines
Chinatown	2	Central City North, Central City	Permit Review for Land Use Conformance; Limit on number of residential units	Historic Chinatown Signage Guidelines for East and Central Plazas (May 2010 draft); Historic Survey 1980.
City Center	1	Central City	Permit Review for Land Use Conformance; TFAR Approvals; FAR limitations; Limit on number of residential units	D4D Downtown Design Guide and Street Standards (City adopted April 24, 2009); D4D Billboards and Signs; Broadway Theater and Entertainment District Design Guide (City adopted 10-26-09); Broadway Streetscape Master Plan (June 2010 draft). Glass block Restoration Plan; CCE Vision & Action Plan (working draft)
Council District 9 Corridors South of the Santa Monica Freeway	2	Southeast LA, South LA	Permit Review for Land Use Conformance; Prohibited Uses	D4D Billboards and Signs; draft Design Guidelines

Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

Little Tokyo (2013)	1	Central City	Permit Review for Land Use Conformance	D4D Planning and Design Guidelines; East First Street Facades Design Guidelines (not adopted by CRA/LA Board); D4D Downtown Design Guide and Street Standards
Proposed Cornfield Arroyo Seco	2	Central City North, Northeast LA	n/a	n/a
<u><b>Hollywood &amp; Central Region</b></u>				
East Hollywood/Beverly Normandie	2	Hollywood, Wilshire	None	
Hollywood	1	Hollywood	Permit Review for Land Use Conformance; Historic rehabs to standards of Interior Secretary; Overall FAR Limits; Increased FAR possible with Development Agreement; Limit on number of residential units	HWD Blvd District UD Plan; SUN Blvd District UD Plan (with CPC for review and comment); Hollywood/Franklin Urban Design Plan; Sunset Boulevard/Civic Center Urban Design Plan (December 2011 draft to CPC); Transportation Plan; Historic Survey Update 2011.
Mid City Corridors	3	Wilshire, West Adams-Baldwin Hills, South LA	Permit Review for Land Use Conformance; Discretionary Action required for Residential Uses on Commercial Land	D4D Billboard and Signs
Pico Union 1	1	Westlake	Permit review for land use conformance; height and far limitations; parking and loading requirements	D4D Billboards and Signs; draft Design Guidelines
Pico Union 2	2	Westlake, South LA	Permit review for land use conformance; height limits	D4D Billboards and Signs; draft Design Guidelines
Proposed NELA River Corridor	2	Northeast LA, Silver Lake-Echo Park	n/a	Grant funds to support zoning refinement and street standards revisions

RJN 00095

Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

Westlake	2	Westlake, Wilshire	Permit review for land use conformance; limit on the number of buildings and dwelling units; "special consideration" for structures of historical significance.	D4D Billboards and Signs; draft Design Guidelines; Historic Survey 2009
Wilshire Center/Koreatown	1	Wilshire	Permit Review for Land Use Conformance	D4D Billboards and Signs; Historic Survey 2009
<u>Eastside Region</u>				
Adelante Eastside	2	Boyle Heights, Northeast LA	Permit Review for Land Use Conformance	D4D Billboards and Signs; D4D Wireless Facilities; Historic Survey 2009
Monterey Hills (2014)	1	Northeast LA	Limit on number of residential units across Plan area (exceeded)	None
<u>South Los Angeles Region</u>				
Broadway/Manchester	2	Southeast LA, South LA	Permit Review for Land Use Conformance; Restricted Commercial/Industrial Uses; Parking standards; Commercial FAR limits; Historic Building controls	Billboards & Signs DFD
Crenshaw	1	West Adams-Baldwin Hills	Permit Review for Land Use Conformance; Regional Center requirements; Parking standards; Historic Building controls	Billboards & Signs DFD

RJN 00096



Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

Crenshaw/Slauson	1	West Adams-Baldwin Hills	Permit Review for Land Use Conformance; Parking standards; Historic Building controls	Billboards & Signs DFD
Exposition/University Park (2013, 2030)	2	South LA, Southeast LA	Permit Review for Land Use Conformance; Set-back requirements; Parking and loading requirements; Residential density bonus; Historic Building controls; USC Campus controls; Neighborhood Commercial Center requirements	Billboard DFD in Expanded Area (4th Amendment)
Normandie 5 (2013)	1	South LA	Permit Review for Land Use Conformance; Historic Building controls; Specific Residential Land Use controls; New Construction controls; Sign standards; Commercial Development controls	Billboards & Signs DFD
Vermont/Manchester	2	South LA, Southeast LA	Permit Review for Land Use Conformance; Restricted Commercial Uses; Alternate Use allowances; Parking & Loading standards; Historic Building controls	Billboards & Signs DFD

RJN 00097

Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

Watts (2013)	1	Southeast LA	Permit Review for Land Use Conformance; Set-back requirements; Lot coverage and FAR limits; Parking and loading requirements; Lighting and landscaping requirements; Historic Building controls	Billboards & Signs DFD
Watts Corridors	1	Southeast LA	Permit Review for Land Use Conformance; Restricted Commercial/Industrial Uses; Alternate Uses allowances; Parking & Loading standards; Historic Building controls	Billboards & Signs DFD
Western/Slauson	1	South LA	Permit Review for Land Use Conformance; Parking & Loading standards; Historic Building controls	None
<u>East Valley Region</u>				
Laurel Canyon	1	North Hollywood-Valley Village	The Plan was amended in 2009 and allows for permit review for land use conformance	None
North Hollywood	1	North Hollywood-Valley Village	Permit Review for Land Use Conformance; Discretionary land uses require Owner Participation Agreement	Design Guidelines

Summary of CRA/LA Land Use Powers by Project Area

DRAFT February 7, 2012

Pacoima/Panorama City	7	Sylmar, Arleta-Pacoima, Sunland-Tujunga, Sun Valley-La Tuna Canyon, North Hollywood-Valley Village, Mission Hills-Panorama City, Reseda-West Van Nuys	None	None
<u>West Valley Region</u>				
Reseda/Canoga Park	2	Canoga Park-Winnetka, Reseda-West Van Nuys	None	None
<u>L.A. Harbor Region</u>				
Beacon Street (2012)	1	San Pedro	Permit Review for Land Use Conformance; Lot coverage restrictions	None
L.A. Harbor Industrial Center (2017)	1	Wilmington-Harbor City	Permit Review for Land Use Conformance; Detailed development regulations in the Redevelopment Plan including land use, FAR, building height, setbacks, circulation and parking, landscaping, and building material	Design Guidelines DFD
Pacific Corridor (2032)	1	San Pedro	Permit Review for Land Use Conformance	Adopted design guidelines (authorized in the Redevelopment Plan) and appointed Design Advisory Panel

CRA/LA, A DESIGNATED LOCAL AUTHORITY  
(Successor Agency to the Community Redevelopment Agency of the City of Los Angeles, CA)

M E M O R A N D U M

**3**

**DATE:** SEPTEMBER 3, 2015  
**TO:** GOVERNING BOARD  
**FROM:** STEVE VALENZUELA, CHIEF EXECUTIVE OFFICER  
**STAFF:** BARRON MCCOY, CHIEF OPERATING OFFICER  
CRAIG BULLOCK, SPECIAL OPERATIONS OFFICER

HW6990  
ROPS N/A

**SUBJECT:** **Land Use Approval, 6630 and 6634 Sunset Blvd. – Non-Monetary Action.**  
Resolution certifying that the proposed development of a 6-story mixed use development, exceeding a 2:1 FAR, incorporating the façade of a historic structure containing 34 market-rate residential units and ground floor retail/commercial space conforms to the Hollywood Redevelopment Plan and authorization for the Chief Executive Officer to negotiate and execute a Owner Participation Agreement with A.J. Kahair Construction Inc. for the redevelopment of the aforementioned property.

**RECOMMENDATIONS**

That the Governing Board take the following actions:

1. Adopt a Resolution (Attachment A) certifying that the Governing Board has reviewed and determined that the proposed development of a 6-story mixed use development, exceeding a 2:1 FAR, incorporating the façade of a historic structure containing 34 market rate residential units and ground floor retail/commercial space conforms to the Hollywood Redevelopment Plan.
2. Authorize the CEO, or designee, to negotiate and execute an Owner Participation Agreement (OPA) with A.J. Kahair Construction Inc. to allow construction of a 6-story mixed use development, exceeding a 2:1 FAR, incorporating the façade of a historic structure containing 34 market-rate residential units and ground floor retail/commercial development on the property located at 6630 and 6634 Sunset Boulevard.

**SUMMARY**

The recommended actions facilitate the development of a 39,405 square foot, 6-story mixed use development, with a 2.8:1 FAR, which incorporates the façade of a historic structure, and includes 34 market-rate residential units and 5,034 square feet of ground floor retail/commercial development on a 13,824 square foot (0.32 acres) parcel.

The recommended actions would allow the developer to satisfy "D" conditions prescribed by Ordinance No. 165658 (Attachment C) passed by the Los Angeles City Council on March 21, 1990. The "D" condition within the ordinance stipulates that any development with FAR over 2:1 is not permissible without entering into an owner participation agreement with CRA/LA.

## **DISCUSSION & BACKGROUND**

### **Location**

The Project Site, located at 6630 and 6634 Sunset Boulevard, consists of two parcels totaling 13,824 square feet (0.32 acres). The Project Site is bounded by Sunset Boulevard to the north, Cherokee Avenue to the west, Seward Street to the east, and Leland Way to the south. A two-story retail/commercial space, which is designated as a historic resource, is currently located on a portion of the Project Site (i.e. 6634 Sunset Boulevard).

### **Developer Entity**

The Developer is A.J. Kahair Construction, Inc. (Applicant), which has completed a number of mixed use developments, single family and commercial projects in the greater Los Angeles area. The Applicant has worked on projects of similar and larger sizes in Hollywood, West Hollywood, Santa Monica and in the San Fernando Valley. In addition, the Applicant is experienced in the adaptive re-use of historic structures, including the nearby Vogue Theater.

### **Description, Project Context and Project History**

The Applicant proposes to construct a 39,405 square foot 6-story mixed use development, containing 34 market-rate residential units and 5,034 square feet of ground floor retail/commercial space (the "Project") on two parcels. The proposed project will incorporate the façade of the historic structure located at 6634 Sunset Boulevard. The proposed Project has an FAR of 2.8:1, which exceeds the FAR allowable by Ordinance 165658 unless the CRA/LA Governing Board determines that the Project conforms to the Hollywood Redevelopment Plan and the Applicant enters into an Owner Participation Agreement (OPA) with CRA/LA memorializing how the Project conforms to the Redevelopment Plan. In addition, the OPA should document the community benefits being provided. The retention and restoration of portions of the historic building will be the community benefit for this Project.

Since the City Council's adoption of Ordinance 165,658 on March 21, 1990, the City of Los Angeles has adopted a new city charter. The new charter modified, created and eliminated authorities, functions and responsibilities of elected officials and City departments not found in the original charter. As a result of the new charter, this Project does not meet the threshold of Planning Commission hearing. The City of Los Angeles, acting through the Department of City Planning, has provided approval for the Project conditioned on the Applicant meeting and evidencing CRA/LA approval along with an executed OPA.

The Project Site is 13,824 square feet and is zoned C4-2D-SN, within Height District 2. The Site's "D" conditions restrict the FAR to 2:1. A proposed development may exceed the 2:1 FAR provided that the CRA/LA Governing Board finds that the Project conforms to the (1) Hollywood Redevelopment Plan, (2) Transportation Plan adopted by the CRA/LA Board, if applicable, and (3) any designs for developments pursuant to Section 503 of the Hollywood Redevelopment Plan. There is no Transportation Plan or Design for Development plan in the Hollywood Redevelopment Project Area.

To satisfy the "D" condition associated with the Project Site, the Applicant intends to enter into an OPA with CRA/LA. The City of Los Angeles, acting through the Department of City Planning, has provided approval for the Project conditioned on the Applicant evidencing CRA/LA approval via an executed OPA.

The Project Site is subject to the Settlement Agreement and Mutual Release Agreement (Agreement) between CRA/LA, the City of Los Angeles, Hollywood Heritage, Inc., and Peak Financial Partners, Inc. That agreement requires that the CRA/LA notify Hollywood Heritage upon receiving requests for clearances on demolition permits for structures with a historic rating 50 years of age or older. CRA/LA notified Hollywood Heritage of the request for a CRA/LA clearance for the demolition of the structures on 6630 and 6634 Sunset Boulevard. It was determined, with Hollywood Heritage's concurrence, that the structure at 6630 Sunset Boulevard was not historic. CRA/LA subsequently provided a demolition clearance for the 6630 structure on June 17, 2014. The structure at 6634 Sunset Boulevard was determined to be a historic resource. Consequently, the demolition permit has not been cleared.

Because of the historic designation, the Applicant modified the Project to incorporate the historic elements of the 6634 structure, including the entire two-story façade and the first 25 feet of the portion of the building fronting Sunset Boulevard. Hollywood Heritage supports the incorporation of substantial portions of the historic building into the Project.

The Applicant is working on a final set of construction drawings (Drawings) that will incorporate the portion of the historic resource into the Project. The Drawings will be reviewed by CRA/LA staff to determine the extent to which the historic features of the building have been incorporated into the Project. In addition, the incorporation of the historic resource will be memorialized in the OPA that will be negotiated and executed, should approval be granted by the Governing Board. The OPA will ensure that a good faith effort was employed to incorporate the historic structure into the Project.

The Project, designed by David Kellen of David Kellen & Associates and Ken Stockton of Stockton Architects, will include nine (9) studios; eleven (11) one-bedroom, one-bathroom units; and fourteen (14) one-bedroom, two-bathroom units. In addition, the Project will include 3,562 square feet of open space, 49 vehicular and 28 bicycle parking spaces. Pedestrian access, as well as vehicular and bicycle access, for residential and the commercial components of the Project will be located along Sunset Boulevard. Residential and commercial parking will be separated from one another. Ground floor retail/commercial space, a residential elevator lobby and lounge area will be available to residents and their visitors on the ground floor level.

#### Conformance to the Hollywood Redevelopment Plan

The Project meets several objectives of Section 300, Redevelopment Plans Goals:

- 10) Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood.

The Project promotes the sensitive in-fill housing in Hollywood by redeveloping an economic obsolete Site with a new mixed use development, while simultaneously preserving a piece of Hollywood history. The incorporation of the façade of the building will further contribute to the unique qualities of the Project. In addition, the Project's proximity to large employment centers and major transportation facilities, such as the Metro Red Line, will contribute to the livability of Hollywood.

- 11) Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.



The Project preserves a piece of what is commonly known as "Old Hollywood" by incorporating a large portion of the existing structure into the Project. The preservation of the two-story façade, and the first 25 feet portion of the building fronting Sunset Boulevard, will allow for a new development on an economically obsolete Site that has been vacant for several years. It has been determined by an architectural historian that this is the most significant portion of the structure and qualifies to be registered on the City's Historic-Cultural Monument List.

The historic resource on the Site was constructed in 1919, and was significantly remodeled in 1937. The remodel transformed the structure into the Streamlined Moderne that is seen today. The Streamline Moderne architectural style reached its height in popularity in the 1930s. The style removed many of the ornamental decorations of Art Deco while retaining curves and round features such as windows, doors and other decorative elements. The architecture intended to place a heavy emphasis on the future with its modern features. The period's architectural style was not limited to buildings but was also incorporated into modes of transportation, including ships, trains, automobiles and even recreational vehicles.

The Project meets several objectives within Section 500, Land Uses Permitted in the Project Area, specifically Sections:

511) Preservation, Rehabilitation and Retention of Properties. It has been documented that the Hollywood Project Area contains numerous buildings and groups of buildings with architectural and historical significance; examples include the Hollywood Boulevard Commercial and Entertainment Historic District, Crossroads of the World and the U.S. Post Office which are all listed in the National Register of Historic Places. These buildings represent an important resource and a link to Hollywood's past. Their retention and reuse can provide the basis for the revitalization of the Hollywood Project Area.

Buildings listed as Cultural-Historic Monuments by the City and listed in, determined or eligible for listing in the National Register of Historic Places are determined to be of architectural and/or historic significance.

It has been acknowledged, through a historic resource assessment report (Report), by the Applicant that significant portions of the building being retained have historic significance. Furthermore, the Report indicates that the building appears to be eligible for listing as a City of Los Angeles Cultural-Historic Monument.

The Applicant fully intends to incorporate significant portions of the building that have been identified as having historic importance, which consists of the entire façade of the building. CRA/LA staff is closely working with the Applicant to ensure that Section 511 is administered in a manner honoring the spirit and intent of the Hollywood Redevelopment Plan.

As described above, the Project meets the thresholds of the applicable Sections of the Hollywood Redevelopment Plan. In addition, it has been determined by the Department of City Planning that the Project meets the applicable criteria established in the Hollywood Community Plan.

#### **SOURCE OF FUNDS**


No funds are required for this action.

**ROPS AND ADMINISTRATIVE BUDGET IMPACT**

The recommended approvals constitute a "Land Use Function" as defined under Section 34173(i) of Assembly Bill 1484. On June 20, 2013, the Governing Board approved a resolution authorizing the transfer of all land use plans and functions of the Successor Agency to the City of Los Angeles pursuant to Section 34173(i) of the Health and Safety Code. To date, the City of Los Angeles has not taken all the necessary steps to formally assume the CRA/LA's land use authority which would effectuate such a transfer. The Department of City Planning has been advised of the actions in this memorandum and concurs with recommendations. This action is a land use approval and will not impose a financial obligation on the CRA/LA for purposes of the ROPS.

**ENVIRONMENTAL REVIEW**

The project is exempt from CEQA pursuant to Section 15332 (In-fill development). The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.(b) The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.(c) The project site has no value, as habitat for endangered, rare or threatened species.(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.(e) The site can be adequately served by all required utilities and public services.



Steve Valenzuela  
Chief Executive Officer

There is no conflict of interest known to me which exists with regard to any CRA/LA officer or employee concerning this action.

**ATTACHMENTS**

Attachment A – Resolution  
Attachment B – Location Map  
Attachment C – Ordinance 165,658  
Attachment D – Renderings

CRA/LA, A DESIGNATED LOCAL AUTHORITY  
(Successor Agency to the Community Redevelopment Agency of the City of Los Angeles, CA)

Attachment A

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CRA/LA, A DESIGNATED LOCAL AUTHORITY (SUCCESSOR AGENCY TO THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA), CERTIFYING THAT THE AGENCY FINDS THE PROPOSED DEVELOPMENT LOCATED AT 6630 and 6634 SUNSET BOULEVARD IN THE HOLLYWOOD REDEVELOPMENT PROJECT AREA COMPLIES WITH THE HOLLYWOOD REDEVELOPMENT PLAN

WHEREAS, A.J. Khair Construction Inc., the project applicant proposes to construct a 6-story mixed use development with an FAR of 2.8:1 consisting of 35 units of market-rate residential housing with up to 5,100square feet of ground floor commercial/retail space.

WHEREAS, the City of Los Angeles ("City") acting through the Department of City Planning has determined that this proposed development complies with the Hollywood Community Plan.

WHEREAS, on June 4, 2015 the City of Los Angeles acting through the Department of City Planning approved the project conditioned that the applicant satisfy the "D" condition outlined in Ordinance 165658 passed by the Los Angeles City Council on March 6, 1990, which requires that the CRA/LA Board to make certain findings to allow a project to exceed an FAR 2:1.

NOW, THEREFORE, BE IT RESOLVED by the CRA/LA a Designated Local Authority (Successor Agency to the Community Redevelopment Agency of the City of Los Angeles, California), as follows:

The CRA/LA Governing Board Finds:

1. The Project conforms to the Hollywood Redevelopment Plan as follows:

The Project meets several objectives of Section 300, Redevelopment Plans Goals:

10) Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood.

The Project promotes the sensitive in-fill housing in Hollywood by redeveloping an economic obsolete Site with a new mixed use development, while simultaneously preserving a piece Hollywood history. The incorporation of the façade of the building will further contribute to the unique qualities of the Project. In addition, the Project's proximity to large employment centers and major transportation facilities, such as the Metro Red Line, will make contribute to the livability of Hollywood.

11) Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.

The Project preserves a piece of what is commonly known as "Old Hollywood" by incorporating a large portion of the existing structure into the Project. The preservation of the two-story façade, and the first 25 feet portion of the building fronting Sunset Boulevard, will allow for a new development on an economically obsolete Site that has been vacant for several years. It has been determined by an architectural historian that this is the most significant portion of the structure and qualifies to be registered on the City's Historic-Cultural Monument List.

The historic resource currently residing on the Site was constructed in 1919, and was significantly remodeled in 1937. The remodel transformed the structure into the architecture of Streamlined Moderne that is seen today. The Streamline Moderne architectural style reached its height in popularity in the 1930s. The style removed many of the ornamental decorations of Art Deco while retaining curves and round features such as windows, doors and other decorate elements. The architecture intended to place a heavy emphasis on the future with its modern features. This architectural style was not limited to buildings but was also incorporated into modes of transportation, including ships, trains, automobiles and even recreational vehicles.

2. The Project meets several objectives within Section 500, Land Uses Permitted in the Project Area, specifically Sections:

511) Preservation, Rehabilitation and Retention of Properties. It is recognized that the Hollywood Project Area contains numerous buildings and groups of buildings with architectural and historical significance examples of which include the Hollywood Boulevard Commercial and Entertainment Historic District, Crossroads of the World and the U.S. Post Office which are listed in the National Register of Historic Places. It is further recognized that these buildings represent an important resource and a link to Hollywood's past. These can provide the basis for the revitalization of the Hollywood Project Area.

Buildings listed as Cultural-Historic Monuments by the City and listed in, determined or appear to be eligible for listing in the National Register of Historic Places are determined to be of architectural and/or historic significance.

It has been acknowledged, through a historic resource assessment report (Report), by the applicant that signification portions of the building being retained have historic significance. Furthermore, the Report indicates that the building

appears to be eligible for listing as a City of Los Angeles Cultural-Historic Monument.

The applicant fully intends to incorporate significant portions of the building that have been identified as having historic importance, which consists of the entire façade of the building. CRA/LA staff is closely working with the applicant to ensure that Section 511 is administered in a manner honoring the spirit and intent of the Hollywood Redevelopment Plan.

As described above, the Project meets the thresholds of the applicable Sections of the Hollywood Redevelopment Plan. In addition, it has been determined by the Department of City Planning that the Project meets the applicable criteria established in the Hollywood Community Plan.

3. The CEO, or his designee, will negotiate and execute an owner participation agreement that will memorialize the incorporation of the historic façade into the new project.

ADOPTED: \_\_\_\_\_



Agenda #4

Date: 01/26/2016  
 Submitted in PLUM Committee  
 Council File No: 15-1320  
 Item No. 4  
 Deputy: Comm from Public

**Hollywood Heritage Statement to PLUM  
 re 1541 Wilcox Hotel appeal:**

Hollywood Heritage has spent 35 years as steward of the National Register Historic District on Hollywood Boulevard and historic properties and neighborhoods in Hollywood. We are compelled to appeal projects affecting historic resources, or setting precedents which will be damaging to historic resources and the plans in place to protect them.

This project is located in a section of Hollywood which was not planned for highrise or high density, for very well-considered planning reasons. The "goals" of the General Plan have been crystal clear. They are clearly enshrined in the current Zoning. Other areas in Hollywood are planned for the density this applicant hopes for—but not this area—and for good reasons.

**You need a "no" vote for substantive reasons.**

	<u>Lot Area</u>	<u>Permissible Devt</u>	<u>Requested Devt</u>	<u>Height Allowed</u>	<u>Proposed Height</u>
<b>C4-2D</b>	.47 acre = 20,682 sf	<b>2:1 FAR</b>	<b>5.5:1 FAR</b>		<b>120 ft max- 3/4 at 110'</b>
		<b>41,030 sf or 104 hotel rms or 200 sf lot area/hotel rm</b>	<b>113,751 sf or 200 hotel rms or 100 sf lot area/hotel rm</b>		

**I. A "no" vote reflects that the project is inconsistent with the Hollywood Community Plan:**

This limitation to 41,030 sf was voted as a City ordinance as a part of the **AB 283 "zoning consistency" project**-- a court order to make the zoning for this parcel match the Community Plan. This parcel was allowed 1/3 of the building the PLUM is being asked for here. 1/3 the building size could be expected to be lesser height.

The intent for this area never was 4.5:1 or 6:1 FAR, nor was it the Community Plan intent for that high density across the whole of the Regional Center area in the Hollywood Community Plan. This is



frequently misunderstood, and is a unique feature of the Community Plan and Redevelopment Plan in Hollywood.

The Regional Center area was purposefully divided into subareas to reflect the fact that the specific blocks immediately surrounding Metro stations could achieve the higher and highest densities with special permission from CRA -- if they offered public benefit.

The area at 1541 Wilcox is not one of these. A “no” vote recognizes that the Community Plan has ample land for explosive growth in Hollywood, without allowing lopsided spot zoning on this small parcel.

2. **A “no” vote recognizes that a Vesting Zone Change request cannot “fly over” and avoid clearly stated requirements:**

The case attempts to “jump over” the clearly stated requirements built into current zoning. By asking for a “Vesting Zone Change” and a “Height District Change”, the case has randomly decided to simply ignore the clearly stated “D” conditions.

These “D” limitations were specifically voted on to this site’s zoning by the Council to clearly state what actions must be completed before any additional growth can be allowed on these parcels. That is the point we are at today. The zoning is very clear what those conditions are—and this case processing has not addressed the very clear and real requirements.

The staff analysis on page A-6 mentions these “D” limitations, and incorrectly advises you that “no action” is needed to remove them. This is the bedrock of their case, and simply wrong.

3. **A “no” vote recognizes that City Planning has no authority to speak for the Redevelopment Agency to remove “D” conditions or grant 5.5:1:**

City Planning and the City Council agreed that:

- CRA /DLA is the entity that must make the findings to grant growth above 2:1 on this parcel. That will be possible when D

conditions findings can be made by CRA. City Planning does not have this right.

- CRA must make findings for any project to go above 4.5:1. This requires CRA or DLA Board action- it is not in the power of the City Planning Commission or the Council alone. The documentation has not been presented here that the CRA Board has agreed that this project has a public purpose, or for the cumulative impact of peak hour trips within the Regional Center designation is acceptable as required.

4. **A “no” vote is necessary because the proposal on this parcel violates planning done for this area over 30 years**, even including the upzoning in the 2012 Hollywood Community Plan update overturned by the courts.

Hollywood Heritage is correct—contrary to what Mr. Gonzales informed you. The Community Redevelopment Agency is the agency tasked with making the findings to remove the “D” conditions—that is to allow any more growth on these parcels—because that Agency at the time had the staff, the money, and the stated requirements (reflected in the Community Plan) to do the infrastructure planning and improvements that would make the growth sustainable. City Planning, the City Planning Commission, the General Plan Advisory Board and the Council all agreed to this. Nothing has changed in the interim.

The case before you refers to a number of properties and cases as precedents. None of the cases are comparable or applicable except one owned by the applicant, which is acknowledged in many circles as an error.

The planning goals from the General Plan Framework etc that are quoted are cherry-picked, leaving out more applicable goals. The Framework dictates conserving lower intensity commercial districts and supporting patterns of distinct development, both of which this project radically violates. (The argument that a 40’ wide street is a primary transit boulevard defies logic.) The project will provide jobs, and that is good, if and when the applicant acquires the needed additional land on which to locate the project.

A major reason for the lower allowable density in this area is the lack of an alley system for loading, and the project fails to address this. The applicant addresses a need for hotel rooms, but fails to mention a lengthy list of other hotels being processed on sites allowing higher density.

5. **A “no” vote or a “conditional” vote is necessary until you see a response from CRA**—CRA was contacted by the applicant after Hollywood Heritage insisted *ad nauseum*. Mr. Gonzalez notes he sent an email to CRA, but has provided no response from CRA. Both an Owner Participation Agreement and an action by the DLA Board are required for this project. CRA will have to sign the building permits and find the project in conformance with their requirements. If the aim here is to “kick the can down the road”, this is kicking a hot mess into a hotter mess.

6. **A no” vote recognizes that an MND is unacceptable in this case and an EIR is required:** The MND is insufficient in this case. Basic CEQA law says you cannot cover up the fact that your project violates zoning by magically announcing the project requests more.

LA’s CEQA guidelines state that the case has a significant environmental effect when it conflicts with a land use regulation (the “D” conditions) which were adopted for the purpose of avoiding mitigating environmental effect. The “D” conditions were specifically put in place to mitigate environmental effect, and we can provide the PLUM with the memos from the Director of City Planning to substantiate that.

The Land Use section also claims that the project conforms with the Hollywood Redevelopment Plan by only looking at “GOALS”. The HRP has much more to it than goals. The CRA/DLA was not consulted, and these findings are challenged.

This project required an EIR, and should be sent back for proper environmental review.

7. **A “no” vote is necessary on ZAA findings:** Hollywood Heritage agrees with the applicant in their efforts to widen the sidewalk and align the building with the height of the neighboring historic building. However, the ZA findings say that the project complies with the Community Plan, but misses the point entirely that in this area the Community Plan goal is to conform with the planned neighborhood, and that trumps the vaguer goals.
8. **A “no” vote challenges the calculation hidden in the case filing under LAMC 12.22.A 18 A:** Hollywood Heritage has consistently questioned this citation buried in numerous recent City Planning cases.





#### LEGEND

45' Max. Height	2:1 FAR
45' + 30' Max. Height	3:1 FAR
75' Max. Height	4.5:1 FAR
105' Max. Height	Residential High Density
150' Max. Height	Residential High Medium Density
150' + 70' Max. Height	Area not included in HBD Plan

Boulevard West	Hollywood Blvd. Urban Design District
Boulevard North	Franklin Ave. Design District
Boulevard South	
Boulevard East	

## HBD URBAN DESIGN PLAN (1993): FAR & HEIGHTS

### Hollywood Boulevard District Urban Design Revision

**URBAN STUDIO**  
 2790 HOLLYWOOD BOULEVARD, SUITE 100  
 LOS ANGELES, CA 90028  
 Contact: John Gifford, Principal, AIA  
 Justin Heston  
 212-610-1000  
 310-279-0000  
 www.urbanstudio.com







Contact Us

Search: Site Shortcut A-Z 

ABOUT US   MEETINGS & AGENDAS   DEVELOPMENT OPPORTUNITIES   PROJECT AREAS



You have reached the website for CRA/LA, a Designated Local Authority and successor for the former Community Redevelopment Agency of the City of Los Angeles.

Please click on the link below for:

- [Successor Agency Agenda](#)
- [Oversight Board Agenda](#)

## CONTACT

448 South Hill Street  
Suite 1200  
Los Angeles, CA  
90013  
T: 213.977.1600  
F: 213.977.1665

### AB1X-26'S IMPACT ON BUILDING PERMITS

**Notice:** ABx1-26 does not abolish the 31 existing Redevelopment Plans. The land-use authorities in the Redevelopment Plans remain in effect and continue to be administered by the CRA/LA until transferred to the Department of City Planning.

Please contact the DLA

## FINANCIAL INFORMATION

- **Audited Financial Statements**
- **Agreed-Upon Procedures Audit (6/28/2012)**
- **Due Diligence Reviews (Housing and Non-Housing Fund Balances)**
- **Finding of Completion (9/10/2013)**
- **Authorized Pay Rates**

### REQUEST FOR PROPOSAL (RFP)

## ENFORCEABLE OBLIGATIONS

ROPS 15-16A: July - December 2015  
(Subject to DOF Approval)

Approved ROPS 14-15B  
DOF Determination Letter

ROPS Archive

## LONG RANGE PROPERTY MANAGEMENT PLAN

### FAQ

For further inquiries, please send email to [LRPMP@crala.org](mailto:LRPMP@crala.org)

LRPMP Disposition Strategy

LRPMP Inventory DOF Approved (Attachment A)

Government Use

- Public Notice (11/01/13)
- Resolution OB #13-23 (11/14/13)
- List of Properties
- DOF Determination Letter (02/27/14)

Retain to Fulfill an Enforceable Obligation

- Public Notice (11/01/13)
- Resolution OB #13-24 (11/14/13)
- List of Properties
- DOF Determination Letter (02/27/14)

Retain for Future Development

- Resolution OB #13-25 (11/14/13)
- List of Properties

between the Department of City Planning and the Agency. In the event the General Plan, the applicable Community Plan, and/or any applicable City zoning ordinance is amended and/or supplemented with regard to any land use in the Project Area, the land use provisions of this Plan, including, without limitation, all Exhibits attached hereto, shall be automatically modified accordingly without the need for any formal plan amendment process. At such time, the Agency shall be authorized to replace any Exhibits hereto with modified Exhibits in order to conform to such amended or supplemented General Plan, applicable Community Plan, or applicable City zoning ordinance.

**503. Design(s) for Development**

The Agency is authorized to adopt development and design guidelines, after a public hearing, which are intended to carry out the goals of the Plan. If the area guidelines shall conform to and implement the objectives of the district. These development and design guidelines shall be known as Design(s) for Development. Within the limits, restrictions, and controls established in the Plan, the Agency is authorized to establish development standards including standards for: types of uses; building heights; land coverage; bulk; size; density; landscaping including walls, fences and hedges; setbacks which may include development and landscaping within the setbacks; design criteria including architectural style; loading areas; service facilities which may include trash storage areas; signs and billboards; lighting; historic preservation and rehabilitation; security and safety; transportation improvements such as traffic circulation and capacity, access points and curb cuts, parking requirements and restrictions, and travel demand management standards which may include provisions for bus subsidies, van pooling and ride sharing; and other development design and density controls necessary for proper development of both private and public areas within the Project area.

**504. Variances, Conditional Use Permits, Building Permits and Other Land Development Entitlements**

No zoning variance, conditional use permit, building permit, demolition permit or other land development entitlement shall be issued in the Project Area from the date of adoption of this Plan unless and until the application therefor has been reviewed by the Agency and determined to be in conformance with the Plan and any applicable Design for Development. The Agency shall develop procedures for the expedited review of said applications.

**505. Residential Uses**



### **506.2.3 Regional Center Commercial Density**

Development within the Regional Center Commercial designation shall not exceed the equivalent of an average floor area ratio (F.A.R.) of 4.5:1 for the entire area so designated.

It is the intent of this Plan, however, to focus development within the Regional Center Commercial designation, as hereinafter set forth, in order to provide for economic development and guidance in the orderly development of a high quality commercial, recreational and residential urban environment with an emphasis on entertainment oriented uses. Therefore, development within the Regional Center Commercial designation shall be focused on areas served by adequate transportation facilities and transportation demand management programs. Further it shall reinforce the historical development patterns of the area, stimulate appropriate residential housing and provide transitions compatible with adjacent lower density residential neighborhoods.

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

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

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

The Agency may permit development in excess of 4.5:1 F.A.R. up to but not to exceed 6:1 F.A.R. or such other density as may be permitted by future amendments to the Community Plan, only if the Agency makes the following findings and determinations:

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

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

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

No development in excess of 4.5:1 shall be permitted without a binding written agreement with the Agency which ensures that the proposed development will occur in conformity to the Redevelopment Plan and this Section by providing for, among other things, Agency review and approval of all plans and specifications, the compliance with all conditions applicable to development in excess of a 4.5:1 site F.A.R. and the provision of adequate assurances and considerations for the purpose of effectuating the objectives of this Plan.

The Agency shall request from the Planning Commission a determination as to the conformity of the proposed development with the Community Plan. The Planning Commission shall make its determination of conformity within thirty (30) days from the date of the Agency's request. A proposed development shall be deemed in conformance with the Community Plan if the Planning Commission fails to render a determination within thirty (30) days. A determination by the Planning Commission may be appealed to the City Council if such appeal is made within fifteen (15) days of the Planning Commission's determination.

The Agency shall monitor all new development in excess of 50,000 square feet within the Regional Center Commercial designation and make annual reports to the Planning Commission and the City's Department of Transportation on the average floor area ratio,



P.M. peak hour trips generated and off-street parking supply and an assessment of transportation demand management programs within the Regional Center Commercial designation. The Agency will ensure that the average floor area ratio within this designation does not exceed an F.A.R. of 4.5:1. Sites designated on the Redevelopment Plan Map as Public shall not be included in the averaging of the floor area ratio. This shall be done, from time to time, to the extent necessary, by creating an overall balance between new developments which exceed a 4.5:1 site F.A.R. and areas or activities which do not reach a 4.5:1 site F.A.R. such as open spaces or public facilities created or rehabilitated after adoption of the Redevelopment Plan; new developments or redevelopment activities (including historic preservation or rehabilitation) which are below 4.5:1; or any other means the Agency deems appropriate which will maintain the designation's average F.A.R. at or below 4.5:1. When the average F.A.R. for the designation reaches a ratio of 2.0:1 the Agency, within 90 days will submit to the Planning Commission, the City Council, and the Department of Transportation a report analyzing the cumulative impact of Core area development upon the transportation and circulation system in the area, including P.M. peak hour trips generated; further the Agency shall submit to the City Planning Commission and to the City Council a program establishing and identifying specific methods and mechanisms of Agency action to acquire open space or otherwise restrict or decrease density in order to maintain an overall 4.5:1 F.A.R.

#### **506.3 Residential Uses Within Commercial Areas**

New and rehabilitated residential uses shall be encouraged within the Regional Center Commercial land use designation. Subject to Agency approval of a development or participation agreement(s), the Agency may permit the development of new residential uses within commercial areas. The conditions for approving such a development shall include a determination that the residential development, as well as any commercial development in the case of a mixed use development, meets all design and location criteria specified by the Agency to ensure that the goals of this Plan are met and that amenities are provided which are appropriate to the size and type of housing units proposed.

#### **506.4 Industrial Uses Within Commercial Designations**

Two goals of this Plan are to preserve and increase employment, business and investment opportunities and to support and promote the entertainment industry in Hollywood. In order to achieve these goals development and expansion of individual uses may be permitted



Wilcox Hotel / Area 90

ted:  
"No building  
(4.5) feet in height  
pursuant to Section  
floor area of a  
meas the buildable  
floor area of a

26. A new "D" Development limitation is recommended: "The total floor area of a structure or structures shall not exceed two (2) times the buildable of the lot. A project may exceed the 2:1 floor area ratio provided that:

a. The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan and, if applicable, (3) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and

b. A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board, and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in Municipal Code Section 12.24-B.3."

27. A new "D" Development limitation is recommended: "The total floor area of a structure of structures shall not exceed three (3) times the buildable area of the lot. A project may exceed the 3:1 floor area ratio provided that:

a. The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan, and, if applicable, (3) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and

b. A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board, and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in Municipal Code Section 12.24-B.3."

28. The [T] classification shall be removed by the recordation of Tentative Tract Nos. 44614 and 44615 as approved by the Advisory Agency of the Los Angeles City Planning Department on October 01, 1986 or as modified by the Advisory Agency subsequent to that date.

29. A new "D" development limitation is recommended: "The total floor area of a structure of structures shall not exceed four and one-half (4.5) times the buildable area of the lot. A project may exceed the 4:5:1 floor area ratio up to a maximum of 6:1 FAR provided that:

A. the Community Redevelopment Agency Board finds that the project meets the objectives set forth in Section 506.2.3 of the Hollywood Redevelopment Plan and that:

Sunset/  
Vine  
Area  
1800

Blocks 1, 2, 25, 14  
 Hollywood Tract  
 to Vineyard Tract  
 # 2 - 536 lots  
 NP  
 Fillmore  
 Tract



SUBAREA NO.	
(A)	91
(B)	220
(C)	181
(D)	90
(E)	180

SHEET No. 469    DM 4755    CPC 86-0835 GPC  
 JCC / PA    ORD-165660

Will Cox Hotel

CPC 86-0835 GPC ORDINANCE NO.

165 660

HWD-AB283-2  
(CRA)

EFF.

MAY 6, 1990

8 of 18

An ordinance amending Section 12.04 of the Los Angeles Municipal Code  
by amending the zoning map.

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. Section 12.04 of the Los Angeles Municipal Code is hereby  
amended by changing the zones and zone boundaries shown upon a portion of  
the zone map attached thereto and made a part of Article 2, Chapter 1, of the  
Los Angeles Municipal Code, so that such portion of the zoning map shall be  
as follows:

Sec. 2 Pursuant to Section 12.32L of the Los Angeles Municipal Code, the following limitations are hereby imposed upon the use of that property shown in Section 1 hereof which is subject to the "D" Development limitation.

1. AJ PICKRELL TRACT Lots 1-4; HOLLYWOOD TRACT Block 14 Lots 1, 2, 17, 18; WILCOX TRACT Lots 1-3; TRACT No. 3431 Lots 1-3; comprising property zoned C4-2-D:

No building or structure shall exceed a height of forty five (45) feet in height above grade. Roof structures are exempt pursuant to Section 12.21.B.3 of the Municipal Code. The total floor area contained in all building on a lot shall not exceed two (2) times the buildable area of the lot. A project may exceed the 2:1 floor area ratio provided that -

- a. The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan, (3) the Hollywood Boulevard District urban design plan as approved by the City Planning Commission and adopted by the CRA Board pursuant to Sections 501 and 506.2.1 of the Hollywood Redevelopment Plan; and, if applicable, (4) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and

- b. The project complies with the following two requirements:

A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board; and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in Municipal Code Section 12.24-B.3.

2. AJ PICKRELL TRACT Lots 5-8; LM SCHALLERT SUBDIVISION No. 2 Lots 1-7; HOLLYWOOD TRACT Block 15 Lots 5-8, 11-14; SACKETT TRACT Lots 1-18, B; HOLLYWOOD TRACT Block 14 Lots 3-7, 15, 16; WILCOX TRACT Lots 4-28; TRACT No. 3431 Lot 4; comprising property zoned C4-2-D and C4-2-D#:

The total floor area contained in all buildings on a lot shall not exceed two (2) times the buildable area of the lot. A project may exceed the 2:1 floor area ratio provided that -

- a. The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan, (3) the Hollywood Boulevard District urban design plan as approved by the City Planning Commission and adopted by the CRA Board pursuant to Sections 501 and 506.2.1 of the Hollywood Redevelopment Plan; and, if applicable, (4) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and



- 1                   b. The project complies with the following two requirements:

2                   A Disposition and Development Agreement or Owner Participation  
3                   Agreement has been executed by the Community Redevelopment  
4                   Agency Board; and the Project is approved by the City  
5                   Planning Commission, or the City Council on appeal, pursuant  
6                   to the procedures set forth in Municipal Code  
7                   Section 12.24-B.3.

- 8                   3. HJ WHITLEY TRACT No. 2 Lots 1-7; MP FILLMORE TRACT Lots 1-11;  
9                   comprising property zoned C4-2-D:

10                  The total floor area contained in all buildings on a lot shall not  
11                  exceed two (2) times the buildable area of the lot. A project may  
12                  exceed the 2:1 floor area ratio provided that:

- 13                  a. Community Redevelopment Agency Board finds that the project  
14                  conforms to: (1) the Hollywood Redevelopment Plan, (2) a  
15                  Transportation Program adopted by the Community  
16                  Redevelopment Agency Board pursuant to Section 518.1 of the  
17                  Redevelopment Plan and, if applicable, (3) any Designs for  
18                  Development adopted pursuant to Section 503 of the  
19                  Redevelopment Plan; and

- 20                  b. The project complies with the following two requirements:

21                  A Disposition and Development Agreement or Owner Participation  
22                  Agreement has been executed by the Community Redevelopment  
23                  Agency Board; and the Project is approved by the City Planning  
24                  Commission, or the City Council on appeal, pursuant to the  
25                  procedures set forth in Municipal Code Section 12.24-B.3.

- 26                  4. TRACT No. 3863 Lots 1-6; Parcel Map No. 2491 Lots A,B,C;  
27                  HOLLYWOOD TRACT Block 12 Lots 6-13; HOLLYWOOD TRACT  
28                  Block 11 Lots 1-9, 16-18; LINNEA TRACT Lots 1-8; comprising  
29                  property zoned C4-2-D:

30                  The total floor area contained in all buildings on a lot shall not  
31                  exceed three (3) times the buildable area of the lot. A project may  
32                  exceed the 3:1 floor area ratio provided that -

- 33                  a. The Community Redevelopment Agency Board finds that the  
34                  project conforms to: (1) the Hollywood Redevelopment Plan,  
35                  (2) a Transportation Program adopted by the Community  
36                  Redevelopment Agency Board pursuant to Section 518.1 of the  
37                  Redevelopment Plan, (3) the Hollywood Boulevard District  
38                  urban design plan as approved by the City Planning Commission  
39                  and adopted by the CRA Board pursuant to Sections 501 and  
40                  506.2.1 of the Hollywood Redevelopment Plan; and, if  
41                  applicable, (4) any Designs for Development adopted pursuant  
42                  to Section 503 of the Redevelopment Plan; and



- 1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28
- b. The project complies with the following two requirements:

A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board; and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in Municipal Code Section 12.24-B.3.

5. HOLLYWOOD TRACT Block 3 Lots 4-12, 16; TRACT No. 1754 Lots 1-5; Parcel Map No. 2453 Lots A,B,C; HOLLYWOOD TRACT Block 4 Lots 1-4, 6-8, 10, 11, 13, 14; TRACT No. 2129 Lot A; TRACT No. 3051 Lots 1,2; TRACT No. 2438 Lots 1-33; Parcel Map No. 1983 Lots A,B,C; comprising property zoned C4-2-D:

The total floor area contained in all buildings on a lot shall not exceed three (3) times the buildable area of the lot. A project may exceed the 3:1 floor area ratio provided that -

- a. The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan, and, if applicable, (3) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and

- b. The project complies with the following two requirements:

A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board; and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in Municipal Code Section 12.24-B.3.

Sec. 3 The City Clerk shall certify to the passage of this ordinance and cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I hereby certify that the foregoing ordinance was passed by the Council of the City of Los Angeles, at its meeting of MAR 21 1990

ELIAS MARTINEZ, City Clerk,

By Wm Speedie  
Deputy.

Approved MAR 28 1990

Tom Bradley  
Mayor.

Approved as to Form and Legality

~~JAMES K. HAHN, City Attorney,~~

~~By \_\_\_\_\_  
Deputy.~~

~~File No. 86-6695 81~~

City Clerk Form 23

Consent to sec. 97.8 of the City Ch.  
approval of this ordinance recommended  
for the City Planning Commission \_\_\_\_\_

MAR 05 1990

See attached report

Kenneth C. Topping  
Director by msf

165660