

Submission to Official Record

#6

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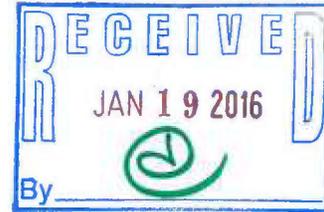


HOLLYWOOD HERITAGE, INC.

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Agenda Item NO. (6)
Los Angeles City Council
Tuesday January 19, 2016

Council File: #15-1441
CPC-2013-521-DB-SPR
ENV-2013-522-EIR

Project: 1718, 1722-1730 North Las Palmas Avenue; 1719-1719 ½, 1727-1727 ½ Cherokee Avenue / Site Plan Review / Density Bonus

**Honorable Councilmembers,
Statement re appeal:**

Hollywood Heritage has spent 35 years as steward of the National Register Historic District on Hollywood Boulevard. We are compelled to appeal projects affecting historic resources or setting precedents which will be damaging to historic resources. This project is highly visible behind historic Musso and Frank's in the low-rise section of the Hollywood Boulevard Historic District, YET the design is oversized, modern, and scaleless, diminishing any congruence with the National Register Historic District.

1. The project requests an off-menu incentive for 71' HEIGHT in zones mostly restricted to 45'. We find this to have a damaging impact with no compelling justification, and find it violates zoning.
2. The project requests a density of 215 dwelling units/net acre; We find the EIR wrong – as this does not conform to the Community Plan or the Redevelopment Plan. 215 du/acre is roughly 100% more than the highest density allowed. This is

not excusable through the affordable housing density bonus ,which allows only a 35% increase.

3. CRA will have to sign the building permits and find the project in conformance with their requirements. The EIR states the project complies with CRA GOALS. That is vague. **In actuality, the project's setbacks, materials, glass area, scale, height etc., do NOT meet guidelines for the two design districts this project is located in.** The project makes a looming Great Wall from street to street—unnecessarily cutting off views, light and air where rear yards should be. **Hollywood Heritage has litigated these issues and has a settlement agreement with the City and CRA, and this process violates it, and sets a precedent for cumulative impacts.**
4. Most of the land is in a zone with a “D” condition, developed specifically to protect historic areas until real detailed planning was done to ensure urban quality and sustainability. The “D” condition limits floor area on 39,000 sf of land to 2:1 FAR. WITH the affordable housing density bonus of 35% this would be an FAR of 2.7 or 105,000 sf. The project FAR is 3.55:1. The case processing SKIPPED meeting the crystal clear requirements to remove the zoning “D” condition of 2:1 FAR.
5. The project provides a mere 985 sf of commercial space, and claims this then allows a bonus of roughly 72,500 sf of apartments. The 100 bonus ‘gift’ dwelling units are not in the Zoning Code; **they are based on a challengeable Zoning Administrator Interpretation** which City Planning says allows R5 densities. The actual Zoning Code section was written to allow R5 hotel uses in the C4 zone, because the Community Plan had abolished R5. [It was not intended to give a 100% bonus of extra units for building 985 sf of commercial space!]
6. The applicant’s lawyers state that the project is “approved in advance” by CRA, or does not need CRA action. As you are aware, the City Council **voted not to accept land use responsibilities from CRA**. Resolution 16 adopted by the DLA Board (successor to CRA) did not say what the project lawyers claim. We have reviewed the Planning Commission hearing on this subject. Resolution 16 was passed to reference the Community Plan Update and to conform its Land Uses and Zoning – not to “preapprove” piecemeal cases. The entire 2012 Community Plan, as you know, was reversed by the courts.

About Hollywood Heritage, Inc.

For over 35 Years Hollywood Heritage has, through advocacy and hands-on preservation, informed and educated the public about how the built environment contributed to making Hollywood the entertainment capital of the world. These efforts have resulted in the rehabilitation of significant landmarks and the creation of historic districts within the community. We support the goal of preserving what is most significant in Hollywood, while encouraging responsible new infill development. Our organization has nominated many of the current Historic Cultural Monuments, listed the Hollywood Boulevard Commercial and Entertainment District in the National Register of Historic Places at the National level of significance and provided technical assistance to owners and developers in preserving, restoring or repurposing significant properties.

ADING ZONES FOR PLAN LAND USE DESIGNATIONS

<u>Community Plan Land Use</u>	<u>Corresponding Zone(s)</u>
Minimum	A1, A2, RE40
Very-Low I	RE20, RA
Very-Low II	RE15, RE11
Low I	RE9
Low II	RS, R1
Low-Medium I	R2, RD5, RD4, RD3
Medium	R3
High-Medium	[Q]R4*
High	R4

Commerce

Limited	CR, C1, C1.5, P
Highway-Oriented	C1, C2, P
Neighborhood and Office	C1, C4, C2, P
Community	CR, C4, C2, P, PB
Regional Center	C2, C4, P, PB

Industry

Commercial Manufacturing	CM, P
Limited	MR1, M1, P, PB

Hollywood Community
Plan Limited

*Maximum density: 1 dwelling unit/600 square feet of lot.

R5

New apartments should be soundproofed and should be provided with adequate usable open space at a minimum ratio of 100 square feet per dwelling unit excluding parking areas, driveways and the required front yard setback.

Features

Apartments in high-density areas provide housing for about 37,430 persons. Medium and low-medium density apartment and townhouse areas provide for about 127,105 persons. The low-density residential character of many parts of Hollywood should be preserved, and lower density (Low Medium I or more restrictive) residential neighborhoods should be protected from encroachment by other types of uses, including surface parking. It is the intent of this Plan that all natural slopes generally in excess of 15% be limited to the minimum density range. Transitional building heights should be imposed, especially in the Medium density housing designated areas where this designation is immediately adjacent to properties designated Low Medium I or more restrictive.

The Plan encourages the preservation and enhancement of well defined residential neighborhoods in Hollywood through (1) application of Historic Preservation Overlay Zones where appropriate, and/or (2) preparation of neighborhood preservation plans which further refine and tailor development standards to neighborhood character.

The Plan encourages the rehabilitation and/or rebuilding of deteriorated single-family areas for the same use. Single-family housing should be made available to all persons regardless of social, economic, and ethnic background.

Additional low and moderate-income housing is needed in all parts of this Community. Density bonuses for provision of such housing through Government Code 65915 may be granted in the Low-Medium I or less restrictive residential categories.

The proposed residential density categories and their capacities are:

Residential Density	Dwelling Units per Gross Acre*	Persons per Gross Acre	Gross Acres	& of Resd. Land	Pop. Capacity	Pop. Capacity
Minimum	.5 to 1	3	945	11.6	2,835	1.2
Very Low II	2+ to 3	9	1,667	20.5	15,000	6.4
Low I	3+ to 5	12.5	410	5.0	5,125	2.2
Low II	5+ to 7	18.5	2,373	29.2	43,900	19.0
Low Med I	7+ to 12	26	439	5.4	11,415	5.0
Low Med II	12+ to 24	40	959	11.9	38,360	16.6
Medium	24+ to 40	74	1,045	12.8	77,330	33.4
High-Med	40+ to 60	95	122	1.5	11,590	5.0
High	60+ to 80	152	170	2.1	25,840	11.2
Totals		8,130	100.0	231,395	100.0	

* "Gross Acre" includes one-half of abutting streets.

The 2010 population of Hollywood is projected to be approximately 219,000 persons, an increase of 38,000 over the 1980 population.

The Plan capacity is 5.7% in excess of the projected population figure for the year 2010.

INDUSTRY

Standards and Criteria

Industrial lands are located on a citywide basis without regard to the boundaries of individual communities or districts, under the general principle that such employment should be available within a reasonable commuting distance from residential locations. On-street parking should be discouraged in industrial areas.

If industrial expansion is permitted into residential areas, it should be conducted according to a planned development program to avoid a mixture of uses. Industrial lands are intended to be limited and restricted to types of uses which will avoid nuisance to other uses on adjacent lands.

Features

The Plan designates approximately 335 acres of land for industrial uses. A large proportion should be encouraged to be occupied by the types of industry which are indigenous to Hollywood-motion picture and television production, radio studios, sound and recording studios, film processing studios, and motion picture equipment manufacturing and distribution. The Plan proposes more intensive utilization of existing industrial sites and encourages the vacation of appropriate local streets and alleys in industrial areas for purposes of lot assemblage. The Plan recognizes the need to review and revise the Zoning Code relative to the classification of many entertainment industry uses.

To preserve this valuable land resource from the intrusion of other uses, and to ensure its development with high quality industrial uses in keeping with the urban residential character of the community, the Plan proposes classifying industrial land in restricted zoning categories, such as the MR zones, wherever possible.

CIRCULATION

Major transportation corridors serving other parts of the Los Angeles metropolitan area cross the Hollywood Community and thus the highways and streets of the community must accommodate traffic generated both within and without the community. To accommodate the transportation needs of the Community, the circulation system proposed in the Plan must be supplemented by a greatly improved public transportation system and/or additional highways and freeways. Unless such additional modes of transportation are provided, acute traffic congestion will be further aggravated in most parts of the community.

Several proposed Metro Rail stations are to be located in Hollywood. If higher intensity development is to be encouraged in the vicinity of these Metro Rail stations,

Hollywood Community Plan eliminated 15

Proposed Plan Changes

In order to reflect current development patterns, rational land use planning and adopted City policy, the following changes are recommended:

Map Legend (Exhibit A1)

Since the adoption of the Hollywood Community Plan in 1973 several land use designations have been added to the Land Use Element of the General Plan. These are reflected in the following additions/modifications to the Community Plan:

Housing

- The Very Low, Low, and Low-Medium designations have been further divided into two gradations each (VLOW I, VLOW II; LOW I, LOW II; LMED I, LMED II).
- In order to differentiate between the High and High-Medium density designations, a corresponding zone of [Q]R4-1VL (restricting maximum density to one dwelling unit per 600 square feet of lot) has been assigned to the HMED designation. This ensures that development in HMED areas more closely conforms to the 60+ to 80 dwelling units/gross acre density defined in the Plan.
- A [Q]R5 zone has been added to the range of corresponding zones for the HIGH density housing designation. This is the enable mixed use (commercial/residential) projects in certain areas of the Hollywood Redevelopment Project designated HIGH density through LAMC 12.24 C1.5(j).
- The VERY HIGH density housing designation (corresponding zone: R5-2) has been eliminated.

Commercial

- The Limited Commercial designation has been added.
- Floor area ratio (FAR) for each commercial land use designation is now stipulated in quantitative terms in addition to referencing a height district.

Industrial

- The Light Industry designation (corresponding zones: MR2, M2) has been eliminated.
- The PB zone has been added to the range of corresponding zones for Limited Industry.
- FAR is stipulated in quantitative terms.

Open Space

- Consistent with current policy, the "Public Land" and "Open Space" Plan categories have been merged into a single Open Space category.



Los Angeles City Planning Department

Room 561 City Hall

CITY PLAN CASE NOS. 18473
83-368

Hollywood Community
Council District Nos. 4, 5, 13

Decision Date: July 28, 1988

To: City Planning Commission

From: Kenneth C. Topping
Director of Planning

SUBJECT: HOLLYWOOD COMMUNITY PLAN REVISION

PROPERTY INVOLVED: VARIOUS AREAS THROUGHOUT THE HOLLYWOOD
COMMUNITY PLAN AREA (EXHIBIT A1)

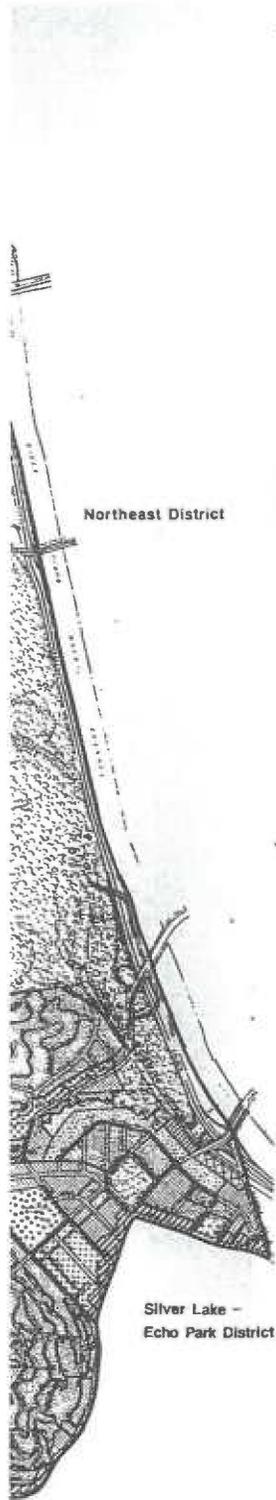
TABLE OF CONTENTS

Summary and Recommendations

Staff Report

- Request
- Background
- Existing (1973) Plan
- Proposed Plan Changes
- Relationship to and Effect upon the General Plan
- Environmental Status
- Action of the General Plan Advisory Board
- Citizen Participation
- Conclusion

- EXHIBIT A1 Proposed Hollywood Community Plan Map
- A2 Proposed Circulation Element - Hollywood Community
Plan Portion
- EXHIBIT B Proposed Hollywood Community Plan Text
- EXHIBIT C Land Use Statistics - Hollywood Community Plan
- EXHIBIT D Residential Land Use Statistics - Hollywood
Community Plan
- EXHIBIT E Designated Center Study Areas
- EXHIBIT F Final Environmental Impact Report
- APPENDIX I Background Report
- APPENDIX II Hollywood Community Development Standards:
Suggested Guidelines



	CORRESPONDING ZONES	DENSITY (DWELLING UNITS PER GROSS ACRE ²)	HEIGHT DISTRICT/FAR
HOUSING			
	RE40	0.5 to 1	HD1/3:1
	RE20	1+ to 2	HD1/3:1
	RE15, RE11	2+ to 3	HD1/3:1
	RE9	3+ to 5	HD1/3:1
	RS, R1	5+ to 7	HD1/3:1
	R2, RD5, RD4, RD3	7+ to 12	HD1XL/3:1
	RD2, RD1.5	12+ to 24	HD1XL/3:1
	R3	24+ to 40	HD1/3:1
	[Q]R4	40+ to 60	HD1VL/3:1
	R4, [Q]R5	60+ to 80	HD2/6:1

COMMERCE/PARKING			
	Limited	CR, C1, C1.5, P	HD1/0.5:1 ⁶
	Highway Oriented ^{11, 12}	C1, C2, P	HD1/0.5:1
	Neighborhood and Office ¹¹	C1, C4, C2, P	HD1/1:1 ⁷
	Community ⁸	CR, C4, C2, P, PB	HD1/1.5:1
	Regional Center ⁹	C4, C2, P, PB	(CSA-1 up to max. 3:1) HD2/4.5:1 (up to max. 6:1)

INDUSTRY/PARKING			
	Commercial Manufacturing ¹³	CM, P	HD1VL/1.5:1
	Limited Manufacturing	MRI, M1, P, PB	HD1/1.5:1

- OPEN SPACE¹⁰**
- Public/Quasi Public (schools, libraries, OTPB)
 - OPEN SPACE (parks, reservoirs, cemeteries)

COMMUNITY PLAN AREA BOUNDARY

- NOTES**
- (1) Only those zones indicated in the table are recommended in Hollywood.
 - (2) Gross acre includes one-half of abutting streets.
 - (3) Height District 1XL.
 - (4) Refer to zoning maps; may be limited to Height District 1XL or to less than maximum R3 zoning density.
 - (5) Height District 1VL: maximum density limited to one dwelling unit per six hundred (600) square feet of lot.
 - (6) For properties with less than one hundred (100) feet of lot depth, the recommended FAR is 1:1.
 - (7) For properties limited to the 1XL and 1VL Height Districts, the recommended FAR is 1:1. This Plan designation emphasizes professional-oriented use and design.
 - (8) This designation is limited to the East Hollywood Center Study Area. FAR up to 3:1 may be permitted through application of the CSA 1 Height District.
 - (9) This designation is limited to the Hollywood Redevelopment Project Area. Development intensity is limited to 4.5:1 FAR with a maximum of 5:1 FAR possible through a Transfer of Development Rights procedure and/or City Planning Commission approval.
 - (10) When the use of property designated as "Public Land" or "Open Space" is to be discontinued, the proposed new use must be approved by the City Planning Commission through the procedure established by LAMC 12.24.1.
 - (11) A maximum FAR of 3:1 may be permitted on sites located within designated streets with the application of the CSA 1 Height District.
 - (12) A floor area ratio (FAR) of 1.5:1 shall be permitted on properties designated Highway Oriented commerce located within the Hollywood Redevelopment Project area.
 - (13) The Plan contemplates that certain commercial uses may be allowed on properties designated as High Density through LAMC 12.24.C1.10. Commercial uses should be limited to those permitted in the C1 zone and the FAR of such uses should not exceed 3:1. Whenever possible commercial uses should be located at street level, with residential uses on the upper floors.
 - (14) Development of these properties shall be limited to a maximum floor area ratio of 1:1.
 - (15) Development of these properties shall be limited to a maximum floor area ratio of 3:1.
 - (16) Hotels may be permitted on these properties subject to approval pursuant to LAMC 12.24C 1-1 (G).

HOLLYWOOD COMMUNITY PLAN

CITY OF LOS ANGELES



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

Page 11

23. A new "D" development limitation is recommended: "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 of a structure or structures 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. 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."
24. A new "D" Development limitation is recommended: "The total floor area of 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, (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. 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."
25. A new permanent "Q" condition is recommended: "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."