

To: The Council Date: FEB 08 2016  
From: Mayor Council District: 10

Proposed General Plan Amendment, Zone Change,  
Height District Change and Building Line Removal on  
Property Located at 4110 West 3<sup>rd</sup> Street  
(300, 308 South Harvard Boulevard, 4120 West 3<sup>rd</sup> Street, 301 South Kingsley Drive)  
within the Hollywood Community Plan  
(CPC-2015-2030-GPA-ZC-BL-CU-CUB-SPR)

I herewith concur with the City Planning Commission's action  
and transmit this matter for your consideration.



ERIC GARCETTI  
Mayor

DEPARTMENT OF  
CITY PLANNING

CITY PLANNING COMMISSION

DAVID H. J. AMBROZ  
PRESIDENT

RENEE DAKE WILSON  
VICE-PRESIDENT

ROBERT L. AHN  
CAROLINE CHOE  
RICHARD KATZ  
JOHN W. MACK  
SAMANTHA MILLMAN  
VERONICA PADILLA  
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ERIC GARCETTI  
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INFORMATION  
<http://planning.lacity.org>

Case No. CPC-2015-2030-GPA-ZC-BL-CU-CUB-SPR  
Council District No. 10

FEB 03 2016

Honorable Eric Garcetti, Mayor  
City of Los Angeles  
City Hall, Room 305  
Los Angeles, CA 90012

Dear Mayor Garcetti:

**A PROPOSED GENERAL PLAN AMENDMENT, ZONE CHANGE, HEIGHT DISTRICT CHANGE AND BUILDING LINE REMOVAL ON PROPERTY LOCATED AT 4110 WEST 3<sup>RD</sup> STREET (300, 308 SOUTH HARVARD BOULEVARD, 4120 WEST 3<sup>RD</sup> STREET, 301 SOUTH KINGSLEY DRIVE) WITHIN THE WILSHIRE COMMUNITY PLAN.**

Pursuant to the provisions of Section 551, 555 and 558 of the City Charter, transmitted herewith is the November 19, 2015 action of the City Planning Commission approving a proposed General Plan Amendment to the Wilshire Community Plan by changing the land use designation for a property located at 4110 West 3<sup>rd</sup> Street (300, 308 South Harvard Boulevard, 4120 West 3<sup>rd</sup> Street, 301 South Kingsley Drive) and an Add Area inclusive of the following properties: 4000 – 4020, 4048 – 4056, and 4070 West 3<sup>rd</sup> Street and 311 South Normandie Avenue from Neighborhood Office Commercial and High Medium Residential to Regional Commercial. The City Planning Commission also approved a concurrent zone change from C2-1 and R3-1 to (T)(Q)R5-1 for the construction of a new 6-story, 171 guest room hotel with 2,800 square feet of ground floor commercial and 2 levels of subterranean parking and a building line removal along Harvard Boulevard.

The proposed general plan amendment and zone and height district change are submitted to you for your recommendation, which is to be forwarded to the City Council as specified by Section 11.5.6 of the Los Angeles Municipal Code.

The City Planning Commission, as evidenced by the attached Findings, has determined that the proposed land use designation will conform to the City's General Plan, will be compatible with adjacent land uses, and is appropriate for the site.

Your action is requested on the proposed plan amendment as specified by Section 11.5.6 of the Los Angeles Municipal Code. The zone change and building line removal will be transmitted to you following the City Council's action.

**RECOMMENDATION**

That the Mayor:

1. Concur in the attached action of the City Planning Commission relative to its approval of the proposed General Plan Amendment for the subject property; and
2. Recommend that the City Council adopt the attached Findings of the City Planning Commission relative to the General Plan Amendment; and
3. Recommend that the City Council direct staff to revise the Wilshire Community Plan in accordance with this action

Sincerely,

MICHAEL J. LOGRANDE  
Director of Planning



*for* LISA WEBBER, AICP  
Deputy Director of Planning

Attachments:

1. CPC Case File
2. Plan Map
3. Resolution
4. City Council Package
5. Mayor's Transmittal Form

DEPARTMENT OF  
CITY PLANNING

CITY PLANNING COMMISSION

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Case No. CPC-2015-2030-GPA-ZC-BL-CU-CUB-SPR  
Council District No. 10

FEB 03 2016

Honorable City Council  
City of Los Angeles  
City Hall, Room 395  
Los Angeles, CA 90012

Dear Honorable Councilmembers:

**A PROPOSED GENERAL PLAN AMENDMENT, ZONE CHANGE, HEIGHT DISTRICT CHANGE AND BUILDING LINE REMOVAL ON PROPERTY LOCATED AT 4110 WEST 3<sup>RD</sup> STREET (300, 308 SOUTH HARVARD BOULEVARD, 4120 WEST 3<sup>RD</sup> STREET, 301 SOUTH KINGSLEY DRIVE) WITHIN THE WILSHIRE COMMUNITY PLAN.**

Pursuant to the provisions of Section 551, 555 and 558 of the City Charter, transmitted herewith is the November 19, 2015 action of the City Planning Commission approving a proposed General Plan Amendment to the Wilshire Community Plan by changing the land use designation for the subject property located at 4110 West 3<sup>rd</sup> Street (300, 308 South Harvard Boulevard, 4120 West 3<sup>rd</sup> Street, 301 South Kingsley Drive) and an Add Area inclusive of the following properties: 4000 – 4020, 4048 – 4056, and 4070 West 3<sup>rd</sup> Street and 311 South Normandie Avenue from Neighborhood Office Commercial and High Medium Residential to Regional Commercial. The City Planning Commission also approved a concurrent zone change from C2-1 and R3-1 to (T)(Q)R5-1 for the construction of a new 6-story, 171 guest room hotel with 2,800 square feet of ground floor commercial and 2 levels of subterranean parking and a building line removal along Harvard Boulevard for the subject property.

The City Planning Commission, as evidenced by the attached Findings, has determined that the proposed land use designation, zone change, and building line removal will conform with the City's General Plan, will be compatible with adjacent land uses, and is appropriate for the site.

The proposed General Plan Amendment was submitted to the Mayor whose recommendation will be forwarded to you as specified by Section 11.5.6 of the Los Angeles Municipal Code.


**RECOMMENDATION**

That the City Council:

1. Concur with the attached action of the City Planning Commission relative to its approval of the proposed General Plan Amendment for the subject properties; and
2. Adopt the attached Findings of the City Planning Commission relative to the General Plan Amendment; and
3. Adopt, by Resolution, the proposed Plan Amendment to the Wilshire Community Plan as set forth in the attached exhibit; and
4. Adopt the Ordinance for the change of zone to (T)(Q)R5-1 subject to the (T) Tentative Classification and (Q) Qualified Classification conditions as set forth in the attached exhibit; and
5. Adopt the Ordinance for the building line removal of the existing building line by Ordinance Nos. 114,147; and
6. Direct staff to revise the Wilshire Community Plan Map; and
7. Find that the proposed project will not have a significant effect on the environment for the reasons set forth in the Mitigated Negative Declaration No. ENV-2015-2031-MND.

Sincerely,

MICHAEL J. LOGRANDE  
Director of Planning

*for* 

LISA WEBBER, AICP  
Deputy Director of Planning

Attachments:

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