

## FINDINGS

### General Plan Findings

#### 1. General Plan

- a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

- b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards setforth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that

all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all

redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR 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 proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective 'a' of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective "c" of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 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.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or

development requirements associated with special districts.

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.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

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.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead

agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

### **Zone Change and Height District Change Findings; "T", "Q" Classification Findings**

2. **Pursuant to Section 12.32-C of the Municipal Code, the zone change is in conformance with the public necessity, convenience, general welfare and good zoning practice.**
  - a. **Public Necessity:** In 2013, the Chief Legislative Analyst reported (Council File No. 13-0991) that Hollywood was one of several areas in the City with high demand for hotel rooms, stating that it had approximately 3,000 hotel rooms and that between 2009 and 2014, there was a projected growth in the occupancy rate of over 10% (from 70.1% in 2009 to a projected occupancy rate of 82.9% in 2014). Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone with a maximum of 6.0:1 FAR provided that the project is approved by the City Planning Commission, would allow the construction of a 275-room hotel on an under-utilized site, increasing the number of hotels room in Hollywood. The proposed hotel/restaurant project approved herein is permitted under the new "D" Development Limitation with a maximum FAR of 6.0:1 FAR.
  - b. **Convenience:** Hollywood is one of the City's largest tourist attractions where hundreds of thousands of people from around the world visit throughout the year. Hollywood is also one of the most transit-rich areas within the City, serviced by the Los Angeles County Metropolitan Transportation Authority bus system, the Metro Rail Red Line and the City of Los Angeles Department of Transportation DASH service. Two Metro Red Line Rail stations, at Hollywood Boulevard and Highland Avenue and at Hollywood Boulevard and Vine Street, and local and regional bus lines along Sunset Boulevard, Hollywood Boulevard, Vine Street and Highland Avenue are all approximately one half mile from the project site. Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone would allow the employees and patrons of the hotel and restaurant access and convenience to a variety of modes of transportation.
  - c. **General Welfare:** Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone to with a maximum of 6.0:1 FAR provided that the project is approved by the City Planning Commission, would allow the redevelopment of an under-utilized site within a Regional Center. The Framework Element defines Regional Centers as areas intended to "provide a significant number of jobs and many non-work destinations" and therefore require access to bus and rail transit and good quality street, area, and pedestrian lighting... to generating feelings of safety, comfort, and well being necessary for ensuring public nighttime use of transit facilities." The proposed 275-room hotel and restaurant will provide a significant number of jobs within approximately one half mile of a variety of modes of public transit. The project will also include a

ground floor retail space with approximately 1,500 square feet open to the sidewalk which would improve pedestrian safety, comfort, and well-being along the street during evening hours.

- d. Good Zoning Practices: Granting the Zone and Height District Change to the (T)(Q)C4-2D Zone with a maximum of 6.0:1 provided that the project is approved by the City Planning Commission, would allow the redevelopment of an under-utilized site within a Regional Center. Regional Centers are intended to contain a diversity of uses such as corporate and professional offices, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supporting service and the development of sites and structures integrating housing with commercial uses is encouraged. The proposed 275-room hotel will provide short-term, overnight accommodations for visitors and tourists to the entertainment and cultural facilities in the Hollywood area and the proposed restaurant will further support workers, residents and visitors to the Hollywood area with additional dining options.
- e. "T" and "Q" Classification Findings. Pursuant to LAMC Sections 12.32-G,1 and G,2(a), The current action, as recommended, has been made contingent upon compliance with new "T" and "Q" conditions of approval, and project specific conditions of approval imposed herein. Such limitations are necessary to ensure the identified dedications, improvements, and construction notices are issued to meet the public's needs, convenience and general welfare served by the required actions. The conditions that limit the operations, scale and scope of development, are also necessary to protect the best interests of and to assure a development more compatible with surrounding properties and the overall pattern of development in the community, to secure an appropriate development in harmony with the General Plan, and to prevent or mitigate the potential adverse environmental effects of the subject recommended action.

For the reasons stated above, the zone and height district change requests are beneficial in terms of the public necessity, convenience, general welfare, and good zoning practice, and are consistent with the General Plan.

### **Conditional Use Findings**

3. **The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city or region.**

The proposed project is the construction, use and maintenance of a 21-story hotel and with ground floor retail. The applicant is seeking a Conditional Use to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption located within the ground floor lobby and restaurant, second floor meeting rooms and "mini-bars" located within each hotel room in conjunction with the operation of the hotel.

The Proposed Project will include extended stay hotel rooms and perform a function that is essential to the community, City, and region by attracting and retaining short-term and long-term business visitors and vacationers in Hollywood, which is a dense, transit rich, regional center with infrastructure to accommodate this compatible use. The convenience of transportation systems, combined with the proximity to employment, retail, restaurants, and entertainment will reduce vehicular trips by hotel guests, who will primarily be visiting for work and vacation. Hotel and retail employees will also benefit from access to these alternate modes of transportation, contributing to goals of reducing traffic congestion and

improving air quality. An additional benefit will be creation of temporary jobs associated with initial construction and subsequent tenant improvements, as well as permanent job opportunities through operation of hotel and retail spaces.

4. **The project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

The project site is zoned C4-2D and has a land use designation of Regional Center Commercial, which is consistent with and permits the proposed hotel use. The context-sensitive design of the proposed building is compatible in scale and enhances the character of the neighborhood, which includes multiple high-rise buildings. The project will connect with the surrounding pedestrian oriented commercial district with ground floor retail and hotel uses that will activate the pedestrian environment, improving safety in the surrounding neighborhood. The project will not adversely affect or degrade adjacent properties, but will instead promote economic well-being and neighborhood revitalization by providing hotel and retail staff and visitors the opportunity to walk to employment, shopping, dining, and entertainment destinations. The Proposed Project will reduce reliance on the automobile by situating hotel and retail uses within an established, dense, transit rich community, which will mitigate traffic congestion, air pollution, and urban sprawl.

There are sensitive uses located within a 1,000-foot radius of the Project Site, including the Frances Howard Goldwyn - Hollywood Regional Branch Library (1626 N. Ivar Avenue, approximately 600 feet away) and several multi-family and mixed-use buildings with residential uses. However, the request for the service of alcohol is for on-site consumption only and will not have negative spillover effects on surrounding properties. Physical barriers between the Project Site and nearby sensitive uses, in addition to the mix of nearby, related commercial and hotel uses will allow the Proposed Project to be compatible with adjacent properties and the surrounding neighborhood.

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

a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

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the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

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Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards setforth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and

staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

Policy 3.8: Provide bicyclists with convenient, secure and well-maintained bicycle. The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR 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 proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective ‘a’ of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective “c” of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that “future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas,” the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 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.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives ‘a’ and ‘c’. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit “A.3” of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 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.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood’s commercial and entertainment core for visitors and tourists. The project’s design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

- 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.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

6. **The proposed use will not adversely affect the welfare of the pertinent community.**

The request for the sale of a full line of alcohol for on-site consumption for the proposed hotel will not adversely affect the welfare of the community; rather, the proposed hotel use will be a benefit to the community, City, and region. Located in a Regional Commercial Center, it will transform an underutilized site currently occupied by a surface parking lot and drive-through fast-food establishment that are disconnected from the surrounding, pedestrian oriented, retail and entertainment district, into an important focal point that seamlessly fits within its context. By attracting and retaining business visitors and tourists in the area, it will enhance revitalization efforts and further activate the pedestrian experience, which may improve public safety.

Availability of alcoholic beverages is a typical hotel characteristic expected by discerning travelers and a necessity for the hotel to compete with similar businesses in the area. The conditional use would allow for alcohol in a carefully controlled hotel setting, including common areas (small meeting rooms, and guest rooms (through mini-bars and room service). Alcohol will not be a focal point of the Proposed Project. Instead, it will be an amenity that complements other food and beverage options provided to hotel guests and visitors. Alcohol service will be completely on-site and for on-site consumption. With extended stay guestrooms, the hotel's emphasis will be on short-term and long-term business visitors and not on large-scale events and conferences that would draw large numbers of visitors for special events.

The City Planning Commission has imposed numerous conditions to integrate the uses into the community as well as protect surrounding uses from adverse potential impacts. Therefore, the granting the sale of alcohol will not adversely affect the welfare of the pertinent community.

7. **The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.**

The Proposed Project is located in a dense, transit rich area of Hollywood with entertainment, office, commercial, and retail uses and growing residential population. There is, consequentially, a large concentration of alcohol uses in the immediate area; however, it is not uncommon to have clusters of this nature in highly urbanized, pedestrian-oriented neighborhoods like Hollywood. Moreover, the geography of the census tract does not recognize the Regional Center land use designation of the area, which is intended to support high intensity uses, including entertainment and cultural institutions and related commercial uses. The number of allocated licenses is primarily calculated based upon resident population and often does not take into account employment and visitor populations. The subject site is located in a heavily urbanized urban corridor with a high concentration of offices, restaurants, entertainment venues, retail and other commercial uses, and a higher number of the alcoholic beverage licenses is anticipated.

The Project Site is within Census Tract #1907.00. According to the California Department of Alcoholic Beverage Control, there is an allocation of 2 off-site licenses and 3 on-site licenses to this Census Tract. Due to the Regional Center Commercial, high density character of the area, 3 off-site and 54 on-site licenses currently exist in this area. Thus, granting of the proposed CUB request will be in the context of an already existing higher concentration of alcohol establishments than allocated in the Census Tract.

A high concentration can be considered undue when the addition of a CUB will negatively impact a neighborhood. It is not undue, however, when the approval of the CUB does not negatively impact an area, but instead provides a benefit to public welfare and convenience. While the Census Tract is numerically overrepresented with alcohol licenses, based on the number of licenses allocated, the Proposed Project will not adversely affect community welfare because the hotel is desirable for economic health of the area.

Approval of the CUB request would allow for alcohol to be served in a carefully controlled hotel setting. Alcohol will not be a focal point of the Proposed Project. The sale of alcoholic beverages is of importance to the successful operation of the hotel and ability to cater to its clientele. As alcohol service would be incidental to the hotel's primary operations, hotel facilities will not take on negative characteristics of a nuisance bar nor attract undesirable elements to the neighborhood.

The Project Site is located in the Los Angeles Police Department's Hollywood Division. The Proposed Project will cater to business visitors and vacationers who will activate the surrounding area with increased pedestrian activity. In addition, hotel staff will be on site 24 hours a day. Increased activity associated with hotel operations and ongoing presence of eyes on the street may contribute to further crime reduction in the surrounding area.

Finally, to ensure the Proposed Project will not create detrimental impacts on the surrounding area, the specific detail of any proposed restaurant establishment that might be proposed for the future in the ground floor retail space will be reviewed pursuant to a separate Conditional Use Permit. This will allow for comprehensive review of a restaurant tenant's CUB request with input from the Los Angeles Police and Fire Departments. Security and floor plans, seating limitations, and other recommended conditions, as well as mode and character of the operation, will be addressed and assured through imposition of site-specific conditions. This extra protection will mitigate potential adverse impacts linked to on-site alcohol sales and consumption within the ground floor retail space.

8. **The proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.**

The Project Site is not immediately adjacent to residentially zoned communities. The nearest residential area is zoned R4-2D, approximately 700 feet southeast. While most buildings within 1,000 feet of the Project Site are used entirely for commercial purposes, there are some multi-family and mixed-use buildings within this radius that contain residential uses, including the following:

- Sunset + Vine Apartments (apartments above retail, 1555 N. Vine Street);
- Triangle Square Apartments (senior housing, 1602 N. Ivar Avenue);
- Cosmo Lofts (live-work units, 1617 Cosmo Street); and
- 1600 Vine Apartments (apartments above retail, 1600 N. Vine Street).

All of the above-noted buildings are on C4-2D zoned parcels with Regional Center Commercial General Plan Land Use Designation and are shielded from the Project Site by surrounding commercial buildings.

The Frances Howard Goldwyn - Hollywood Regional Branch Library (1626 N. Ivar Avenue) is approximately 760 feet away from the Project Site. Like the above-noted buildings with residential uses, the library is physically separated from the Project Site by commercial buildings. The closest sensitive use to the Project Site is the Los Angeles Film School, which is across Ivar Avenue at 6353 W. Sunset Boulevard.

Alcohol service would be incidental to the hotel's primary operations and managed in accordance with rules and regulations of the California Department of Alcoholic Beverage Control. Spill-over parking into residential areas is not anticipated due to adequacy of on-

site parking and availability of nearby and convenient public transportation options. Therefore, service of alcoholic beverages at the proposed hotel will not detrimentally affect character of development in the immediate neighborhood.

### **Zoning Administrator's Adjustment**

9. **While site characteristics or existing improvements make strict adherence to the zoning regulations impractical or infeasible, the project nonetheless conforms with the intent of those regulations.**

The proposed project includes the construction of a new 21-story hotel with approximately 1,900 square feet of ground floor retail space. The site is approximately 23,651 square feet in area. Three sides of the project site abut public streets, with only the northerly side abutting another commercially zoned and developed property. The first and second story of the project abut another property on its northerly side.

The applicant is requesting relief from Section 12.11-C of the Municipal Code to allow a zero-foot rear yard in lieu of the required 20 feet. The ground level includes the hotel lobby, retail space and access to the hotel portions of the building. Based upon community input, the project includes the retail space along the first floor to further activate Cahuenga Boulevard and Ivar Avenue and which necessitated the addition of guestrooms to the second floor. Those guestrooms have been designed to wrap around the "face" of the building to further activate the side streets (Cahuenga Boulevard and Ivar Avenue). Additionally, in an effort to respect the scale and massing of the building along Ivar Avenue and Cahuenga Boulevard, the proposed hotel building's second floor height and setbacks are designed to maintain the existing street wall and thus present a more visually consistent street wall. The required 20-foot rear yard setback is for the northern property line. The encroachment into the 20-foot rear yard setback is essentially limited to three second floor guestrooms and a portion of the roof garden. Above the second floor level the proposed hotel would comply with the required 20-foot setback.

Commercial buildings in the C Zones require no yards. Residential buildings require side and rear yards. There is an anomaly in the Zoning Code which labels hotels as residential buildings though they are commercial enterprises. The yard requirements are built into the Code to provide light and air for residential uses. The proposed second floor is located above the first floor of the entrance and loading dock. The second floor includes the project's roof garden and two room wings whose rear walls are adjacent to the staircase and a windowless northern wall which is the same height as the adjacent building. The guestrooms receive ample light from their east and west facing walls. As is common in all hotels there is only one window wall facing out-ward with the remaining walls windowless. Those the rooms will receive ample light from the windows on their outward facing walls.

Providing the Code required residential side yard setbacks would further reduce the building footprint area of this relatively small lot. The reduction of buildable area makes it a hardship to build a hotel development in a Regional Commercial Center area which properties generally have no building setbacks. The surrounding properties have zero setbacks which are consistent with the development pattern of the Regional Commercial Center, regardless of whether the properties are commercial buildings or mixed-use projects with ground floor retail and residential units.

The granting of this adjustment will result in development compatible and consistent with the surrounding uses in that said vicinity uses are highly urbanized and developed with primarily commercial buildings which do not require setbacks. The Proposed Project's upper floors will be stepped back significantly from the rear property line.

10. **In light of the project as a whole including any mitigation measures imposed, the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

The granting of the adjustment to reduce the rear yard setback will not result in adverse impacts to the surrounding properties or to the subject property as the surrounding buildings in the area and most buildings in the Regional Commercial Center area have zero yard setbacks. Moreover, as previously discussed, the Project was designed such that the tower portion of the project is set back approximately 87 ft. from the northerly property line. The ground floor along the northerly portion of the Project Site is proposed to be developed with vehicular access driveways, stairwell, and a trash enclosure. The second floor within the 20 ft. rear yard area is proposed to be developed with a roof garden and only three hotel guest rooms in the northeast and northwest corners of the Site. The existing commercial building located to the north of the Site is of a similar height as the proposed second floor of the proposed project.

Furthermore, above the second floor, and with respect to all other development standards, the proposed project conforms to the requirements of the Municipal Code. In addition, A Mitigated Negative Declaration (ENV-2015-2895-MND) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND there is no substantial evidence that the proposed project will have a significant effect on the environment.

Therefore, the project as a whole as designed, including any mitigation measures imposed will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

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

a. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally, the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

b. **Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on

the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards setforth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and

staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

e. **Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR 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 proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective ‘a’ of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective “c” of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that “future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas,” the Hollywood Redevelopment Plan nevertheless states that certain findings

must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 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.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' and 'c'. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 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.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

- 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.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and

adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

### Site Plan Review Findings

12. **The project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and does not conflict with any applicable regulations, standards, and any applicable specific plan.**
  - a. **General Plan Land Use Designation.** The subject property is located within the area Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The Hollywood Community Plan Map, through Footnote No. 9, permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR with City Planning Commission approval. The Zone and Height District Change to (T)(Q)C4-2D-Sn to permit a maximum FAR of 6.0:1 is consistent with the existing footnote. Additionally,

the Framework Element characterizes Regional Center as including FARs of up to 6:1. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

**b. Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:**

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

Objective 4: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The project, at an FAR of 6.0:1 in lieu of the permitted FAR of 3.0:1, allows for the redevelopment of a large parcel of land within Hollywood Center with residential (a hotel) and commercial (retail) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

**c. The Framework Element for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also sets forth a Citywide comprehensive long range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:**

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable city.

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The project will contribute toward and facilitate the City's long-term fiscal and economic viability by adding 275 short-term, overnight hotel rooms within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on Sunset Boulevard, (a designated Avenue I will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts. Such attributes support an FAR to 6.0:1.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel project that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will complement the existing area which contains active commercial uses including restaurants, retail and movie theater complex.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale, and justify a Floor Area Ratio of 6.0:1.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Sunset Boulevard is a designated Avenue I, Ivar Avenue is a designated Local Street, and Cahuenga Boulevard is a Modified Avenue II. All street are fully dedicated to the standards setforth in the Mobility Element of the General Plan. The Bureau of Engineering is requiring that all off-grade or bad order concrete curb, gutter and sidewalk been repaired. Additionally, all unused driveways will be closed.

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

The project site is located on Sunset Boulevard, a designated Avenue I and important transit corridor and is close to two Metro Rail stations (Hollywood & Vine and Hollywood & Highland), as well as multiple bus lines. Its location in a transit rich corridor and in close proximity to employment, retail, restaurants, and entertainment uses will promote use of transit and pedestrian trips in lieu of the automobile. The proposed project will replace an existing drive-through fast-food establishment, a use with high vehicular traffic impacts. Hotel and retail guests and staff will have increased opportunities to access alternate modes of transportation, which will contribute to goals of reducing traffic congestion and improving air quality.

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

The project's proximity to the Metro Red Line, the Metro Rapid 704 and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

The project is not located within any Specific Plan, but is located within the Hollywood Redevelopment Plan area.

**e. Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

“For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time.”

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

“...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR 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 proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective ‘a’ of the Redevelopment Plan goals.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by providing 19-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. The ground floor retail uses along Sunset Boulevard and Ivar Avenue is intended serve the local community comprised of tourist and local, thereby satisfying Objective ‘c’ of the Redevelopment Plan goals.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned

Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that “future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas,” the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- 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.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives ‘a’ and ‘c’. The project is locating a high density hotel in a transit rich area, providing open space for future uses, ground space retail floor area, and provides pedestrian amenities that serve the project site and vicinity. Design elements reinforcing orientation to the street (including outdoor patio seating, entrances to hotel and retail spaces, and large expanses of glass providing views to interior) will be located at the ground floor of every street facing elevation to enhance the pedestrian experience. The project is not located in an identified special district (Exhibit “A.3” of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- 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.**

The proposed project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is a hotel project that will provide jobs within Hollywood’s commercial and entertainment core for visitors and tourists. The project’s design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard. Additionally, the project is providing open space along the ground floor of the building that will serve as expanded sidewalk space and seating area for the adjoining lounge/restaurant of the hotel. Moreover, the project is providing 18 extra parking spaces (135 provided in lieu of 117 required) that can potentially be utilized by the public.

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.**

A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

- f. **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

The proposed hotel project approved herein is permitted under the new "D" Development Limitation with a maximum FAR of 6.0:1 FAR. Therefore, the project is

in substantial conformance with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.

13. **The project consists of an arrangement of buildings and structures (including height, bulk and setbacks), off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements that is or will be compatible with existing and future development on neighboring properties.**

Arrangement of Buildings and Structures (Height, Bulk, Setbacks)

Arrangement of the Proposed Project's buildings and structures, including height, massing, and setbacks, will be compatible with surrounding development. The proposed project is a 21-story, approximately 231 feet, 3 inches tall, mixed-use hotel and retail building. It includes 275 guest rooms, approximately 139,995 square feet of hotel floor area, and approximately 1,900 square feet of ground-floor, retail floor area

Height

Arrangement of the Proposed Project's buildings and structures, including height, massing, and setbacks, will be compatible with surrounding development. In terms of height, the area immediately surrounding the project site includes multiple high-rise buildings demonstrating that high-rise projects fit well within the neighborhood context. Directly east of the project site, across Ivar Avenue is The Los Angeles Film School (6373 W. Sunset Boulevard), which occupies a 9-story building. Immediately southwest, across the intersection of Sunset Boulevard and Cahuenga Boulevards, is the CNN Building (6430 W. Sunset Boulevard), which is 14 stories. Additional high-rise buildings within one-quarter mile of the Project Site are at 6464 W. Sunset Boulevard (11 stories), 1480 N. Vine Street (19 stories), and 6255 W. Sunset Boulevard (22 stories).

Bulk

In terms of massing, the Proposed Project comprises a 21-story, rectangular tower (with hotel guest rooms) atop a two-story podium (with ground-floor retail space, hotel common areas, and access to subterranean parking). The tower will extend east-west along Sunset Boulevard, and will provide a stepback from the northern property line, which abuts lower-scale commercial buildings. This two-part composition in which a tower extends above a podium is common for high-rise buildings in the area, including those at 6430 and 6464 W. Sunset Boulevard. The adjacent frontages along Cahuenga Boulevard and Ivar Avenue are characterized by two-story commercial buildings, which are in keeping with the proposed two-story podium.

The table below includes a list of existing or under construction developments within approximately 1,000 feet of the subject property.

Address	Approved FAR
1800-1802 Argyle Ave	6:1
6252 West Hollywood Blvd	6:1
6415 Selma Avenue	5.3:
1523 Wilcox Avenue	6:1
1601 Vine Street	6:1
1540 Vine Street	4.5:1

6121 West Sunset Boulevard
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6:1
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Accordingly, the height and FAR of the proposed project is consistent with several existing developments within the surrounding area.

### Setbacks

All setbacks of the Proposed Project exceed Los Angeles Municipal Code ("LAMC") requirements. L.A.M.C. Section 12.22.A.18(c)(3) does not require yard setbacks for residential portions of a building located in the C4 Zone used for combined commercial and residential uses, if such portions are used exclusively for residential uses and abut a street, if the first floor of the building at ground level is used for commercial uses or access to the residential portions of the building. Although three side of the project site abut public streets, the northerly side of the Site abuts another property. As part of the entitlement request, the applicant has requested a Zoning Administrator's Adjustment to permit a zero rear yard setback. With the granting of this adjustment will result in development compatible and consistent with the surrounding uses in that said vicinity uses are highly urbanized and developed with primarily commercial buildings which do not require setbacks. The upper floors will be stepped back significantly from the rear property line.

### Off-street Parking Facilities

Off-street parking for vehicles and bicycles are designed to be compatible with surrounding development. All required off-street vehicular parking will be provided on-site in four subterranean levels. Access to parking will be from a vehicular entrance at Cahuenga Boulevard on Level 1. A total of 135 automobile parking spaces, which exceeds the Zoning Code required 117 automobile parking spaces required under LAMC Section 12.21.A.4 for hotel use and 4 required for retail. Additionally, 16 long-term bicycle parking spaces will be secured at the subterranean levels and will comply with the City's bicycle parking regulations pursuant to LAMC Section 12.21.A.16. 16 short-term bicycle parking spaces will be located outside the building, near pedestrian entrances. Provision of bicycle parking will contribute to goals of reducing traffic congestion and improving air quality, which will improve the environment for existing and future development in the neighborhood.

### Loading Areas

Configuration of loading areas will be compatible with surrounding properties, and all loading areas will be contained on-site. Vehicular access to the is limited to one guest entrance for automobiles off Cahuenga Boulevard and one entrance for service trucks off Ivar Avenue. A guest drop-off area will be located within Level 1 of the podium. This configuration is compatible with existing and future development on adjacent and neighboring properties by reducing the amount of curb cuts currently at the subject site, which will create a more pedestrian friendly environment. By containing loading areas on-site and enclosed within the building podium, the proposed project will limit their visibility from the street. They will also not

### Lighting

The Proposed Project's lighting scheme will be compatible with surrounding development. Exterior lighting will illuminate on-site facilities in order to provide sufficient lighting for circulation and security, while minimizing impacts on adjacent properties. Ground level lighting for the hotel and retail uses will activate and enhance the pedestrian environment at night.

### Landscaping

Landscaping at the Project Site, located along adjacent sidewalks and roof terraces at Levels 2 and 21, will be compatible with surrounding development. All adjacent sidewalks, which currently generally lack trees, will have regularly spaced, *Washingtonia robusta* Mexican Fan Palms. As this type of tree is planted along nearby blocks on W. Sunset Boulevard in a similar configuration; this landscape scheme will provide continuity in streetscape design, reinforcing a sense of place in the neighborhood. Additional landscaping and small outdoor patios adjacent to the building will further enhance the pedestrian experience. Roof terraces at Levels 2 and 21 will feature similar landscaping. The Level 21 roof terrace will also include a swimming pool. Landscaping at the Proposed Project will accommodate the required public right-of-way, enhance the surrounding urban environment, and encourage and support pedestrian activity.

### Trash Collection

Trash collection infrastructure at the Project Site will be compatible with surrounding development. The Proposed Project will provide adequate, on-site space for trash receptacles in order to ensure safe and efficient handling of solid waste. Trash collection infrastructure will be completely enclosed and shielded from pedestrians, as well as surrounding properties.

14. **That any residential project provides recreational and service amenities in order to improve habitability for the residents and minimize impacts on neighboring properties.**

The Proposed Project does not have any residential component. However, as a hotel that includes extended stay guestrooms, the Proposed Project will provide a number of amenities for guests, including food and beverage service in the lobby and an outdoor patio at the intersection of Sunset Boulevard and Cahuenga Boulevards, roof terraces, swimming pool, and fitness center. Extended stay guestrooms include a kitchen. These amenities will serve to enhance the residential experience for guests and will minimize impacts on services and properties within the surrounding area.

### Environmental Findings

15. **Environmental Finding.** A Mitigated Negative Declaration (ENV-2015-2895-MND) and corresponding Mitigation Monitoring Program (MMP) were prepared for the proposed project. The MMP is a document that is separate from the MND and is prepared and adopted as part of the project's proposal. Section 21081.6 of the Public Resources Code requires a Lead Agency to adopt a "reporting or monitoring program for the changes made to the project or conditions of approval, adopted in order to mitigate or avoid significant effects on the environment." The MND was circulated for public review on June 16 2016 through July 6, 2016. During the review period, the Department of City Planning received three comment letters.

Parker Environmental Consultants and Gaines & Stacey LLP, prepared a formal response to all three comments. The comments are responses are included in the staff report with Exhibit "C".

The final MND document was prepared in accordance with the California Environmental Quality Act (CEQA) to determine if the project would result in a significant impact on the environment. Staff from the Los Angeles Department of City Planning has reviewed the final

MND and finds that it was prepared in accordance with the City of Los Angeles CEQA Thresholds Guide and other applicable City requirements. As such, the MND is adequate for CEQA clearance, as noted in Exhibit "C".

On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The lead agency find that the attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis; and all that the mitigation measures have been made enforceable conditions on the property. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street.

16. **Flood Insurance.** The National Flood Insurance Program rate maps, which are a part of the Flood Hazard Management Specific Plan adopted by the City Council by Ordinance No. 172,081, have been reviewed and it has been determined that this project is located in Flood Zone X, areas determined to be outside the 0.2% annual chance floodplain. Currently, there are no flood zone compliance requirements for construction in these zones.