

## FINDINGS

I have reviewed the subject development project and hereby find the following findings based on the information contained in the application, the report of the Site Plan Review staff, reports received from other departments, supplemental written documents submitted and review of environmental impacts associated with the project pursuant to Section 16.05-C of the Municipal Code:

1. **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.**

There are eleven elements of the General Plan. Each of these Elements establishes policies that provide for the regulatory environment in managing the City and for addressing environmental concerns and problems. The majority of the policies derived from these Elements are in the form of code requirements of the Los Angeles Municipal Code. The project does not propose to deviate from any of the requirements of the Los Angeles Municipal Code.

The Hollywood Community Plan designates the subject property for High Density Residential land uses, corresponding to the [Q]R5 and R5 Zones. The property is zoned [Q]R5-2. The property is not located within any Specific Plans or supplement Use District. The project is in substantial conformance with the following Goals, Objectives and Policies of the General Plan Elements and Hollywood Community Plan:

- a. 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 156 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 780 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 will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts.

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 proposed hotel will create new permanent jobs within Hollywood's commercial and entertainment core while providing additional lodging options for visitors and tourists to this popular destination. The project's design, including ground floor treatment, will encourage pedestrian activity and its location, toward the northern boundary of the

Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood north of Franklin Avenue, to the north. Additionally, the project has been conditioned to provide enhanced design along the western façade to ensure the project's compatibility with the surrounding properties.

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 by providing additional short-term overnight accommodations, as well as enhancing 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 780 Line and other transit connections enable the project to function at both the local and region scale.

- b. **Land Use Element - Hollywood Community Plan.** The Community Plan text includes the following relevant land use objectives and policy:

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: a) 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 proposed project is the redevelopment of a large parcel of land within the Hollywood Center with a hotel use that 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 while being within proximity to the Metro Red Line, providing access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

Therefore, the project is consistent with the Hollywood Community Plan in that the project will implement the abovementioned, objectives and policy of the Plan.

- c. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Whitley Avenue, abutting the property to the east, is a Local Street dedicated to a width of 60 feet and is improved with asphalt roadway and concrete curb, gutter and sidewalk. Whitley 9 Avenue is not included in any of Mobility Plan 2035's "Enhanced" Networks (i.e. the Bicycle Enhanced Network, the Transit Enhanced Network, the Neighborhood Enhanced Network and the Vehicle Enhanced Network). Nevertheless, the project as designed and conditioned meets the following policies of Mobility Plan 2035:

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 the hotel lobby and gift located along the building's street frontage 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.

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

Policy 3.5: Support "first-mile, last-mile solutions" such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops) to maximize multi-modal connectivity and access for transit riders.

Policy 3.8: Provide bicyclists with convenient, secure and well-maintained bicycle parking facilities.

The project's proximity to the Metro Red Line, the Metro Rapid 780 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution.

In addition, the project will provide Code-required bicycle parking thereby supporting "first-mile, last-mile solutions", enabling workers, hotel guests and patrons of the restaurants' improved access to the project.

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 20% of all parking spaces will be installed as electric vehicle-ready.

Lastly, the Department of Transportation submitted a Traffic Impact Assessment of the proposed project dated March 9, 2017 that determined the impact of the trips generated from the project will be less than significant.

Therefore, the proposed project is consistent with goals, objectives and policies of the Mobility Plan 2035.

- d. The **Air Quality Element** of the General Plan will be implemented by the recommended action herein. The Air Quality Element sets forth the goals, objectives and policies which will guide the City in the implementation of its air quality improvement programs and strategies. The Air Quality Element recognizes that air quality strategies must be integrated into land use decisions and represent the City's effort to achieve consistency with regional Air Quality, Growth Management, Mobility and Congestion Management Plans. The Air Quality Element includes the following Goal and Objective relevant to the instant request:

Goal 5: Energy efficiency through land use and transportation planning, the use of renewable resources and less polluting fuels, and the implementation of conservation measures including passive methods such as site orientation and tree planting.

Objective 5.1: It is the objective of the City of Los Angeles to increase energy efficiency of City facilities and private developments.

As conditioned, the project will use either plug-in electric or solar powered power generators during construction and will reserve a minimum 15% of the gross roof area for the installation of a solar photovoltaic system.

- e. The **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.
2. **That 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.**

The project involves the demolition of the existing multi-family residential buildings and the construction, use and maintenance of a 10-story, 156-room hotel totaling approximately 99,375 square feet. The proposed building would reach a height of approximately 114 feet at the highest part of the building. Vehicle parking would be provided in three (3) subterranean levels, which would accommodate 122 spaces. The project would provide eight (8) long-term bicycle parking spaces in subterranean parking garage and eight (8) short-term bicycle parking spaces located on the 1<sup>st</sup> floor off of Whitley Avenue. The 1<sup>st</sup> floor of the hotel would include the hotel lobby, a hotel gift shop, a business center, and a hotel coffee shop / lounge with outdoor seating. The 10<sup>th</sup> floor/rooftop of the hotel would include a gym and a roof deck with a pool, firepit, and snack bar.

The subject property is a flat, rectangular, 21,645 square-foot interior lot with a 117-foot frontage along Whitley Avenue and a depth of 185 feet. The property is improved with six (6) multi-family residential buildings totaling 22,300 square feet and 40 dwelling units.

Surrounding properties are developed with a mix of multi-family and commercial uses. The properties to the north zoned [Q]R5-2 and are developed with a five-story, multi-family building and a six-story, multi-family building (La Leyenda Apartments - Historic-Cultural Monument (HCM) No. 817) The property to the east, across Whitley Avenue, is zoned [Q]R5-2 and are developed with multi-story, multi-family buildings, two (2) hotels, a commercial office court (Whitley Court - HCM No. 448), and a surface parking lot. The properties to the south are zoned [Q]C4-2D-SN and are developed with an eight-story, multi-family building and a three-story commercial office building with ground-floor retail and restaurant uses. The property to the west is zoned [Q]R5-2 and [Q]C4-2D-SN and is developed with a three-story parking garage with ground floor commercial and public services.

#### Height, Bulk and Setbacks

The proposed 99,375 square-foot (5.99:1 FAR), 10-story, 113-foot, three-inch (113'-3") tall hotel, on an approximately 20,588 square-foot lot is compatible with the existing and future surrounding developments. The table below includes a list of existing developments within 1,500 feet of the subject property.

<b>Address</b>	<b>Floor Area</b>	<b>Lot Size</b>	<b>FAR</b>	<b>Height</b>
<b><i>Proposed Project</i></b>	<b>99,375</b>	<b>21,645</b>	<b>5.99</b>	<b>10</b>
1717-1721 Wilcox Avenue (approved)	62,918	20,588	3.06	7
6516-6526 Selma Avenue (approved)	79,621	20,680	3.85	8
1600-1612½ Schrader Boulevard	84,325	26,600	3.17	11
1775-1777 Wilcox Avenue	93,635	23,707	3.9	5
1805 Wilcox Avenue	35,246	9,425	3.7	4
1707-1709 Hudson Avenue	63,374	15,600	4.1	4
1708-1718 Wilcox Avenue	136,933	42,172	3.2	4
6381-6385 Hollywood Boulevard	62,432	11,750	5.3	6

Accordingly, the height and FAR of the proposed project is consistent with several existing developments within the surrounding area, as shown above.

In addition, the proposed project complies with the minimum required setbacks for the front, rear and side yards. Specifically the project provides a minimum 15-foot front yard setback, a 20-foot rear yard setback and 12-foot side yard setbacks.

Additionally, the project has been conditioned to provide enhanced design along the western façade to ensure the project's compatibility with the surrounding properties.

Therefore, the height, bulk and setbacks of the proposed hotel will be compatible with the existing and future developments in the neighborhood.

#### Off-Street Parking Facilities

The proposed project is required to provide a total of 77 automobile parking spaces. The project provides 122 automobile parking spaces within three (3) subterranean levels, and will not be visible from the street. Pick-up and drop-off area for guests are be located at the 1<sup>st</sup>

subterranean level. Access to the parking area is via a two-way driveway along Whitley Avenue.

Therefore, the off-street parking facilities will be compatible with the existing and future developments in the neighborhood.

#### Loading Areas

The 1<sup>st</sup> subterranean parking level includes the pick-up and drop-off area for guests. As such, hotel guest loading and unloading will be conducted on-site and will not affect circulation within the public right-of-way. As the property does not abut an alley, the hotel is not required to provide a loading area for the use of deliver trucks and other similar commercial vehicles. Nevertheless, small delivery vehicles will be able to utilize the pick-up and drop-off area for guests located on the 1<sup>st</sup> subterranean parking level, and all deliveries to and from the subject property are limited to between 7:00 a.m. and 8:00 p.m., Monday through Friday, and 10:00 a.m. to 4:00 p.m., on Saturdays and Sundays. Therefore, as proposed and conditioned, the loading area and operations will be compatible with the existing and future developments in the neighborhood.

#### Lighting

Outdoor lighting for the proposed project has been conditioned to be designed and installed with shielding, such that the light source cannot be seen from adjacent residential properties, the public right-of-way, nor from above. Therefore, the lighting will be compatible with the existing and future developments in the neighborhood.

#### On-Site Landscaping

The proposed project is not required to provide any on-site landscaping, nevertheless, the project does include at the ground floor level using a variety of shrubs and trees within the required setbacks. In addition, the project has been conditioned to provide 25% of the rooftop deck area as landscaped.

Therefore, the on-site landscaping will be compatible with the existing and future developments in the neighborhood.

#### Trash Collection

The project will include on-site trash collection for both refuse and recyclable materials, in conformance with the L.A.M.C. The trash collection is located at the 1<sup>st</sup> subterranean level, out of view from the public.

The project has been conditioned to ensure that trash and recycling facilities will not visible from the public right-of-way. Compliance with this condition will result in a project that is compatible with existing and future development.

Therefore, the 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 will be compatible with existing and future development on neighboring properties.

**3. That any residential project provides recreational and service amenities to improve habitability for its residents and minimize impacts on neighboring properties.**

As the hotel development, the proposed project is not required to provide open space or other recreational amenities. Nevertheless, the proposed hotel includes 156 guest rooms, including 15 suites. At the ground level, the project includes a lobby, coffee shop/lounge (with outdoor seating, a business center and a gift shop. On the 10<sup>th</sup> floor, the project includes a gym and rooftop pool deck with seating areas and a snack bar. Both the rooftop pool deck and the ground floor coffee shop/lounge will be available to guests only. The rooftop pool deck will be limited to the hours of 8:00 a.m. to 11:00 p.m., Sunday through Thursday, and 8:00 a.m. to 12:00 a.m. (midnight), Friday and Saturday.

These on-site amenities enable the hotel to provide desired services to the hotel guests and will help to minimize impacts on neighboring properties.

#### **ADDITIONAL MANDATORY FINDINGS**

4. 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 Zone X, areas determined to be outside the 0.2% annual chance floodplain.

#### **Authorization - Time Limit and Transferability**

The authorization granted herein shall be for a three year period from the effective date. If building permits are not issued and construction work is not begun within such time and carried on diligently so that building permits do not lapse, this approval shall become null and void. There are no time extensions available beyond this three year period. Furthermore, this grant is not a permit or license and that permits and licenses required by all applicable laws must be obtained from the proper agency.

In the event the property is sold, leased, rented or occupied by any person or corporation other than yourself, it is incumbent that you advise such person or corporation regarding the conditions of this authorization. If any portion of the authorization is utilized, the conditions and requirement of the grant will become operative and must be strictly observed

#### **Appeal Period - Effective Date**

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper public agency. Furthermore, if any condition of this grant is violated or if the same be not complied with, then the applicant or his successor in interest may be prosecuted for violating these conditions the same as for any violation of the requirements contained in the Municipal Code.

**The Determination in this matter will become effective after fifteen (15) days from the date of mailing of this determination** unless an appeal there from is filed with the Department of City Planning. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections/incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms, accompanied by the required fee, a copy of this Determination, and received and receipted at a public office of the Department of City Planning on or before the above date or the appeal will not be accepted. **Forms are available on-line at <http://cityplanning.lacity.org/>.** Planning Department public offices are located at:

**Downtown**  
Figuroa Plaza  
201 North Figuroa Street, 4th Floor  
Los Angeles, CA 90012  
(213) 482-7077

**San Fernando Valley**  
Marvin Braude San Fernando  
Valley Constituent Service Center  
6262 Van Nuys Boulevard, Room 251  
Van Nuys, CA 91401  
(818) 374-5050

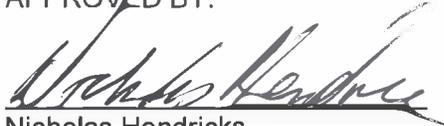
**West Los Angeles**  
West Los Angeles Development  
Services Center  
1828 Sawtelle Boulevard, 2nd Floor  
Los Angeles, CA 90025  
(310) 231-2598

The applicant is further advised that all subsequent contact with this office regarding this Determination must be with the decision-maker who acted on the case. This would include clarification, verification of condition compliance and plans or building permit applications, etc., and shall be accomplished by appointment only, in order to assure that you receive service with a minimum amount of waiting. You should advise any consultant representing you of this requirement as well.

The time in which a party may seek judicial review of this determination is governed by California Code of Civil Procedures Section 1094.6. Under that provision, a petitioner may seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, only if the petition for writ of mandate pursuant to that section is filed no later than the 90th day following the date on which the City's decision becomes final.

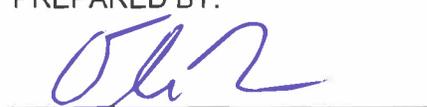
VINCENT P. BERTONI, AICP  
Director of Planning

APPROVED BY:



Nicholas Hendricks  
Senior City Planner

PREPARED BY:



Oliver Netburn  
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(213) 978-1382

Attachments:

Exhibit A: Site Plan, Floor Plans, Elevations and Landscape Plans