

FINDINGS

General Plan/Charter Findings (Charter Sections 555, 556, and 558)

- 1. Charter Section 555: The General Plan may be amended in its entirety, by subject elements or parts of subject elements, or by geographic areas, provided that the part or area involved has significant social, economic, or physical identity.**

The project site is located at 711-713 North Lillian Way, near the intersection of Melrose Avenue and Vine Street. The project proposes the removal of an existing surface parking lot, and construction of a new three-story, 30,385 square-foot commercial office building with a maximum height of 56 feet. The proposed development is intended for creative/media office tenant(s) for which use the Zone Change and General Plan Amendment are needed. A significant number of properties surrounding the project site, particularly those along Lillian Way and Cahuenga Boulevard are also in the Commercial Manufacturing Zone and land use designation and are developed with creative/media offices and entertainment studios which make up a hub of entertainment industry uses. South of Santa Monica Boulevard between La Brea Avenue and Van Ness Avenue, stretches the Media District. This industrial area is home to facilities engaged in new media, film and tape editing, film archiving and storage, studio equipment, manufacturing, rental and storage, sound recording and many other pre- and post-production uses. Maintaining these existing Industrial uses is integral to Hollywood's local economy and workforce. The Hollywood Community Plan further seeks to preserve valuable job-creating land uses with incentives that support entertainment, design, graphic, tech, and media, and related, allied or associated industries. The requested General Plan Amendment and Zone Change in conjunction with the proposed creative/media office would help to meet the industry demand and support the health and growth of entertainment-related uses in Hollywood. The project will further contribute to the character and identity of this neighborhood as an entertainment industry hub. Additionally, properties adjoining the subject property to the west are designated for, and developed with, light industrial and commercial uses. Therefore, the project site and immediate vicinity represent a significant social, economic, and physical identity, and the request to amend the General Plan is appropriate and will further that identity.

- 2. Charter Section 556: The action is in substantial conformance with the purposes, intent, and provisions of the General Plan.**

General Plan Land Use Designation

The project is located within the Hollywood Community Plan, which is one of 35 Community Plans which together make up the Land Use Element of the General Plan. The Community Plan currently designates the subject site for Medium Residential land uses corresponding to the R3 Zone. In order to facilitate the development of the proposed project, the applicant is requesting a General Plan Amendment changing the subject property's Medium Residential land use designation to Commercial Manufacturing land uses. In addition, the applicant is requesting a Zone Change from R3-1 to (T)(Q)CM-1, and a Building Line Removal of a 15-foot building line along the westerly side of Lillian Way established under Ordinance No. 109119.

Upon approval of the Zone Change request, the site will be zoned (T)(Q)CM-1. The General Plan Amendment to re-designate the three (3) subject parcels from Medium Residential to Commercial Manufacturing land uses, will establish consistency between the General Plan Land Use Designation and the requested CM Zone. Furthermore, the re-designation of the subject site from Medium Residential to Commercial Manufacturing land uses would be consistent with westerly-adjacent properties designated by the Hollywood Community Plan

for Commercial Manufacturing land uses. The requested zone, and land use designation are all permissible and within the parameters of the Hollywood Community Plan. Therefore, the requested actions to facilitate the development of the proposed project are in substantial conformance with the general plan land use designation.

Framework Element

The Framework Element of the General Plan was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001 and 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 project supports the following goals (and accompanying objectives) of the Framework Element:

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

Goal 7A: A vibrant and economically revitalized city.

Goal 7B: A City with land appropriately and sufficiently designated to sustain a robust commercial and industrial base.

Objective 7.2: Establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.

Goal 7C: A City with thriving and expanding businesses.

Goal 7D: A City able to attract and maintain new land uses and businesses.

Goal 7H: A distribution of economic opportunity throughout the City.

The project involves the redevelopment and replacement of two (2) vacant lots and a surface parking lot with a new modern office building intended for creative/media tenants. The project will improve an underutilized site with new office space serving the needs of an area that is designated as a hub for entertainment industry uses. The proposed use and design of the project will complement the surrounding land uses which consist of creative/media offices and entertainment studios.

The project supports the City's goals of creating a vibrant and economically revitalized city. The new creative/media office building will create a new source of employment, adding new job opportunities and generate new revenue for the City. The project site is within close proximity to residential uses, enabling workers to walk, bike, or take other alternative means of transit to commute to work. In addition, the project site is well-served by public transit, as the Metro 210/10 Local Line bus stops are a block east of the site at the intersection of Vine Street and Melrose Avenue.

As such, the project substantially conforms with the Framework Element of the General Plan.

Land Use Element

The primary and most relevant element of the General Plan is the Land Use Element, which imposes zoning designations and development regulations for properties throughout the

entire City. The project is located within the Hollywood Community Plan area, which is one of 35 Community Plans which together form the land use element of the General Plan. The Community Plan currently designates the subject site for Medium Residential land uses corresponding to the R3 Zone.

Upon approval of the Zone Change request, the site will be zoned (T)(Q)CM-1. The General Plan Amendment to re-designate the three (3) subject parcels from Medium Residential to Commercial Manufacturing land uses, will establish consistency between the proposed General Plan Land Use Designation and the requested CM Zone. Furthermore, the re-designation of the subject site from Medium Residential to Commercial Manufacturing land uses would be consistent with westerly-adjacent properties designated by the Hollywood Community Plan for Commercial Manufacturing Uses.

The project site is centrally located within a long-developed neighborhood with a variety of other comparable and compatible developments in the vicinity. Apart from five (5) residentially zoned lots north of the projects, properties in the immediate vicinity are designated for, and developed with, light industrial and commercial uses. The project, both in terms of its design and proposed use, is compatible with the surrounding community and will not detrimentally impact the integrity of residential neighborhoods adjoining the project site. The project is a desirable use in this area and on a property that would be designated for such uses.

The requested zone, and land use designation are all permissible and within the parameters of the Hollywood Community Plan. Therefore, the requested actions to facilitate the development of the proposed project are in substantial conformance with the general plan land use designation.

The project is further consistent with the following objectives of the Hollywood Community Plan:

Objective 1: To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.

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.
- b. Designating land for industrial development that can be so used without detriment to adjacent uses of other types, and imposing restrictions on the types and intensities of industrial uses as are necessary to this purpose.
- c. Encouraging the revitalization of the motion picture industry.

The General Plan Amendment to re-designate the subject site from Medium Residential to Commercial Manufacturing land uses, and Zone Change from R3-1 to the (T)(Q)CM-1 Zone will allow for the facilitation of a new three-story creative office building on an underutilized, and predominantly vacant site. The proposed office building will cater to creative/media tenants thereby contributing to the character and identity of this neighborhood as an entertainment industry hub, known as the Hollywood Media District.

South of Santa Monica Boulevard between La Brea Avenue and Van Ness Avenue, stretches the Media District. This industrial area is home to facilities engaged in new media, film and tape editing, film archiving and storage, studio equipment, manufacturing, rental and storage, sound recording and many other pre- and post- production uses. Maintaining these existing Industrial uses is integral to Hollywood's local economy and workforce. The Hollywood Community Plan further seeks to preserve valuable job-creating land uses with incentives that support entertainment, design, graphic, tech, and media, and related, allied or associated industries. New developments, such as the proposed creative office, in the Media District continue to increase employment opportunities in the area.

The Hollywood Media District area has become an important hub of studio, production, and other entertainment-related uses, and there is not currently adequate creative office space to meet the industry demand. The requested General Plan Amendment and Zone Change in conjunction with the proposed creative/media office would help to meet the industry demand and support the health and growth of entertainment-related uses in Hollywood. Although the current draft of the Hollywood Community Plan update has not proposed any changes to the zoning of the subject property, it has proposed to change the General Plan's land use designation of the lot at the north end of the block from Medium Residential to Commercial Manufacturing land uses.

Therefore, the project is in substantial compliance with the Hollywood Community Plan, and thus is in substantial compliance with the Land Use Element of the City's General Plan.

Mobility Element

The Mobility Element of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended actions herein through the imposition of street improvements along the westerly side of Lillian Way. Lillian Way is a designated Local Street – Standard under Mobility Plan 2035, dedicated to a full right-of-way width of 60 feet and improved with asphalt roadway, concrete curb, gutter, and sidewalk. BOE's requested street improvements would have the project provide an 18-foot half roadway with asphalt concrete pavement, integral concrete curb and a 12-foot full-width concrete sidewalk along the westerly portion of Lillian Way. Street improvements have been imposed under the (T) Tentative Classification conditions contained within this staff report.

The proposed project is in conformance with the Mobility Element policies listed below:

- Policy 1.2:** Implement a balanced transportation system on all streets, tunnels, and bridges using complete streets principles to ensure the safety and mobility of all users.
- 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 2.6:** Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.
- Policy 2.10:** Facilitate the provision of adequate on and off-street loading areas.
- 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 3.8: Provide bicyclists with convenient, secure and well-maintained bicycle parking facilities.

The project site is in close proximity to residential uses, enabling workers living within the adjoining neighborhoods to walk, bike, or take other alternative means of transit to commute to work. In addition, the project will provide three (3) short-term and six (6) long-term bicycle parking stalls and related facilities in accordance with the provisions of the LAMC. Furthermore, the project site is well-served by public transit, as the Metro 210/10 Local Line bus stops are a block east of the site at the intersection of Vine Street and Melrose Avenue.

Health and Wellness Element

Plan for a Healthy Los Angeles, the Health and Wellness Element of the General Plan, calls for the promotion of a healthy built environment in a manner that enhances opportunities for improved health and well-being, and which promotes healthy living and working conditions.

The proposed project is in conformance with the Health and Wellness Element policies listed below:

Policy 3.2.1: Pattern of development that considers proximity to public transit corridors and stations.

Policy 3.2.3: Land use patterns that emphasize pedestrian/bicycle access.

Policy 3.4.1: Encourage new development to be located near rail and bus transit stations and corridors.

Policies 3.8.4-3.8.6: Promote pedestrian activity (streetscape improvements) in neighborhood districts.

Policy 7.3.5: Improve the movement of goods and workers to industrial areas.

The project locates jobs and commercial office space within walking distance of the Metro 210/10 Local Line bus stops which are located a block east of the site at the intersection of Vine Street and Melrose Avenue. Short-term and long-term bicycle parking will be available within the building to allow for an alternative mode of transportation to and from the project site. Further, the building features a variety of surface materials, shapes, and colors, a well-defined pedestrian entrance, and landscaping to enhance the pedestrian experience on and around the project site.

Other Elements of the General Plan

Although the Land Use Element is the most relevant element relating to the proposed project, the project is nonetheless in substantial compliance with the relevant portions of the other elements of the City's General Plan, including the Safety and Infrastructure Elements. The project would result in the construction, use, and maintenance of a new three-story office building that will cater to the creative/media industry. The project will implement all required improvements along the project's street frontage on Lillian Way, creating a safer environment for pedestrians and visually enhanced pedestrian experience. The project will also implement all required infrastructure improvements, such as utility improvements and connections, and will comply with all requirements of the applicable City agencies, including the Department of Water and Power and the Bureau of Sanitation. The project will have minimal impact on other elements of the General Plan, such as the Housing Element, and will not preclude the

achievement of additional goals outlined elsewhere in the General Plan. Therefore, the project is substantially compliant with the various elements of the General Plan.

3. Charter Section 558: The proposed Amendment to the Hollywood Community Plan will be in conformance with public necessity, convenience, general welfare and good zoning practice.

The project proposes a General Plan Amendment changing the subject property's Medium Residential land use designation to Commercial Manufacturing land uses. The request will establish consistency between the proposed General Plan Land Use Designation and the requested CM Zone. Together, the requests will enable the development of the proposed office building and is in conformance with public necessity, convenience, general welfare, and good zoning practice.

Public Necessity

Public necessity is served by providing an essential commercial amenity in the Hollywood Community Plan area. The subject property comprises two vacant lots and a surface parking lot. There is presently a lack of creative office space to serve the various industries in this area, particularly the entertainment industry for which Hollywood is known. The need for commercial office space to serve this industry is acknowledged in the forthcoming Hollywood Community Plan update. This unmet demand causes companies to relocate to other municipalities, pay excessive rents, or use existing residential or other unsuitable development for the purposes of commercial offices. The Community Plan seeks to promote the establishment, retention, and expansion of media, entertainment, and creative office uses in Hollywood (Policy LU10.1 of the Draft Hollywood Community Plan). The project meets the Community Plan's policy of supporting investment, modernization, and growth of Hollywood's studio facilities and supporting uses, such as creative offices, as important job providers (Policy LU10.2). The proposed General Plan Amendment and Zone Change will facilitate the development of new creative office space that will contribute to the expected growth and continued vitality of the community by providing additional opportunities for existing and future businesses in Los Angeles. As such, the proposed Amendment to the Hollywood Community Plan is in conformance in meeting public necessity.

Convenience

The project is located near the transit-rich intersection of Melrose Avenue and Vine Street and is surrounded by neighborhood-serving shops and services. The creative office will be located near other light industrial zones and uses situated along Cahuenga Boulevard and Lillian Way. The project will provide a convenience as a supporting use to nearby creative/media offices and studios. The project site is also adjacent to the C4 Zone that is typical of the zoning along Melrose Avenue, a busy commercial thoroughfare. These commercial zoned properties contain a variety of commercial and residential uses that contribute to well-balanced and lively neighborhood. Locating office space in this mixed-use area will not only contribute to a vibrant street life during the day, but will also provide additional customers for local businesses, thereby supporting the local economy. There is also a pattern of multi-family and single-family homes in the area, allowing workers of various incomes to locate within walking, biking, or transit distance from this future office. Therefore, the project will support and contribute towards public convenience.

General Welfare

A thriving city relies on a mix of uses and infrastructure to support human activities. At this time, the information and entertainment sectors are a core part of commercial activity in Los Angeles. To support this industry, creative office spaces are needed to support the various

functions of small and large companies. The proposed project will help meet the demand for these types of commercial infrastructure, allowing workers to remain in or locate to Los Angeles. Increasing the supply of creative office units will support the general welfare by easing commercial rental prices, increasing the city's tax base, and providing opportunities for local employment. The project is a desirable use in an area designated for such uses and will provide a valuable service, and conditions have been imposed to minimize potential impacts on the community; therefore, the project supports the general welfare of the community.

Good Zoning Practice

Good zoning practice supports a thriving community and protects community members from significant nuisances and harm. Current zoning theory encourages the healthy mixture of uses, adaptability, walkability, and neighborhood vibrancy. The requested General Plan Amendment and Zone Change is consistent with traditional zoning practice of locating "like with like," proposing a CM zone adjacent to other CM zones, as well as C4 zones. The request also supports more contemporary zoning practice of locating a much-needed office space amenity in the context of multi-family residential uses, neighborhood-serving commercial uses, light industrial uses, and transit services. The open format floor plan allows for adaptable use throughout the lifetime of the building. The proposed project is designed with a high-quality façade and landscaping. The project also provides 83 vehicle parking spaces, which will ease parking demand on the local street.

The General Plan Amendment to re-designate the three (3) subject parcels from Medium Residential to Commercial Manufacturing land uses, will establish consistency between the General Plan Land Use Designation and the requested CM Zone. Furthermore, the re-designation of the subject site from Medium Residential to Commercial Manufacturing land uses would be consistent with westerly-adjacent properties designated by the Hollywood Community Plan for Commercial Manufacturing land uses. Therefore, the request substantially complies with good zoning practice.

For all these reasons, as stated above, the requested General Plan Amendment and Zone Change are consistent with public necessity, convenience, general welfare, and good zoning practice.

Zone Change and "T" and "Q" Classification Findings

4. Pursuant to Section 12.32 C of the LAMC, the zone change is in conformance with the public necessity, convenience, general welfare, and good zoning practice.

The project proposes a Zone Change from R3-1 to (T)(Q)CM-1. This request will enable the development of the project and is in conformance with public necessity, convenience, general welfare, and good zoning practice.

Public Necessity

Public necessity is served by providing an essential commercial amenity in the Hollywood Community Plan area. The subject property, is currently underutilized, comprising two vacant lots and a modest surface parking lot. There is presently a lack of creative office space to serve the various industries in this area, particularly the entertainment industry for which Hollywood is known. The need for commercial office space to serve this industry is acknowledged in the forthcoming Hollywood Community Plan update. This unmet demand causes companies to relocate to other municipalities, pay excessive rents, or use existing residential or other unsuitable development for the purposes of commercial offices. The Community Plan seeks to promote the establishment, retention, and expansion of media,

entertainment, and creative office uses in Hollywood (Policy LU10.1 of the Draft Hollywood Community Plan). The project meets the Community Plan's policy of supporting investment, modernization, and growth of Hollywood's studio facilities and supporting uses, such as creative offices, as important job providers (Policy LU10.2). The proposed General Plan Amendment and Zone Change will facilitate the development of new creative office space that will contribute to the expected growth and continued vitality of the community by providing additional opportunities for existing and future businesses in Los Angeles. As such, the proposed Zone Change is in conformance in meeting public necessity.

Convenience

The project is located near the transit-rich intersection of Melrose Avenue and Vine Street and is surrounded by neighborhood-serving shops and services. The creative office will be located near other light industrial zones and uses situated along Cahuenga Boulevard and Lillian Way. The project will provide a convenience as a supporting use to nearby creative/media offices and studios. The project site is also adjacent to the C4 Zone that is typical of the zoning along Melrose Avenue, a busy commercial thoroughfare. These commercial zoned properties contain a variety of commercial and residential uses that contribute to well-balanced and lively neighborhood. Locating office space in this mixed-use area will not only contribute to a vibrant street life during the day, but will also provide additional customers for local businesses, thereby supporting the local economy. There is also a pattern of multi-family and single-family homes in the area, allowing workers of various incomes to locate within walking, biking, or transit distance from this future office. Therefore, the project will support and contribute towards public convenience.

General Welfare

A thriving city relies on a mix of uses and infrastructure to support human activities. At this time, the information and entertainment sectors are a core part of commercial activity in Los Angeles. To support this industry, creative office spaces are needed to support the various functions of small and large companies. The proposed project will help meet the demand for these types of commercial infrastructure, allowing workers to remain in or locate to Los Angeles. Increasing the supply of creative office units will support the general welfare by easing commercial rental prices, increasing the city's tax base, and providing opportunities for local employment. The project is a desirable use in an area designated for such uses and will provide a valuable service, and conditions have been imposed to minimize potential impacts on the community; therefore, the project supports the general welfare of the community.

Good Zoning Practice

Good zoning practice supports a thriving community and protects community members from significant nuisances and harm. Current zoning theory encourages the healthy mixture of uses, adaptability, walkability, and neighborhood vibrancy. The requested General Plan Amendment and Zone Change is consistent with traditional zoning practice of locating "like with like," proposing a CM zone adjacent to other CM zones, as well as C4 zones. The request also supports more contemporary zoning practice of locating a much-needed office space amenity in the context of multi-family residential uses, neighborhood-serving commercial uses, light industrial uses, and transit services. The open format floor plan allows for adaptable use throughout the lifetime of the building. The proposed project is designed with a high-quality façade and landscaping. The project also provides 83 vehicle parking spaces, which will ease parking demand on the local street. Therefore, the requested Zone Change in conjunction with the General Plan Amendment are consistent with public necessity, convenience, general welfare, and good zoning practice.

Tentative “T” and Qualified “Q” Classifications

The current action, as recommended, has been made contingent upon compliance with new “T” and “Q” conditions of approval imposed herein for the proposed project. As recommended, the Zone Change has been placed in temporary “T” and “Q” Classifications in order to ensure consistency with the amendment to the General Plan. The “T” Conditions are necessary to ensure the identified dedications, improvements, and actions are undertaken to meet the public’s needs, convenience, and general welfare served by the actions required. These actions and improvements will provide the necessary infrastructure to serve the proposed community at this site. The “Q” Conditions limit the scale and scope of future development on the site and require that the applicant adhere to various development, design, and operational considerations; these are all necessary to protect the best interests of the community 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. Therefore, the imposition of the included “T” and “Q” Conditions herein are in conformance with the public necessity, convenience, general welfare, and good zoning practice.

Building Line Removal Findings

- 5. Pursuant to Section 12.32 R of the Municipal Code, and based on these findings, the recommended action is deemed consistent with public necessity, convenience, general welfare and good zoning practice.**

The subject property is a level, rectangular-shaped, parcel of land that comprises three (3) contiguous lots encompassing a total lot area of approximately 20,258 square feet. The subject property contains two (2) vacant lots and a surface parking lot, with no existing structures. The commercial building adjoining the subject property to the south is built to the property line, consistent with commercial uses in the C4 Zone. Adjoining the subject property to north, is R3-1 zoned property developed with a two-story residential duplex observing a 22-foot front yard setback.

The requested CM-1 zoning at this site allows for a maximum FAR of up to 1.5:1 for the proposed commercial building. While most commercial development in commercial zones do not require setbacks, the project site is subject to a 15-foot building line along the westerly side of Lillian Way, established under Ordinance No. 109119. By maintaining the 15-foot building line, the subject property would have an additional limitation on the buildable area thereby limiting the proposed commercial development’s maximum floor area.

Historically, the primary function of the building line was to provide uniform setback of buildings. These are now considered unnecessary, as yard setbacks are required per the respective zone under the current LAMC. In addition, building lines were required before the imposition of “T” Conditions on zone changes, which allowed public improvements including street dedications on individual zone change requests.

The building line along Lillian Way no longer provides its originally intended service of preventing buildings from crowding the street. The R3 zoning of the properties along the westerly side of Lillian Way requires a 15-foot setback from the property line adjoining the street thereby replacing the function of the established building line. The northerly adjoining R3 zoned parcels are developed with residential buildings that observe a minimum 15-foot front yard setback. As previously mentioned, the southerly adjoining C4 zoned properties are not subject to the 15-foot building line and are permitted to maintain a 0-foot front yard setback from Lillian Way.

By removing the building line, the project will be able to maximize the Zoning Code's intended floor area for the CM zoned subject property. Although removal of the building line, in conjunction with the proposed CM zoning of the subject site, would enable the project to observe a 0-foot setback from the property line adjoining the street, the project will observe a 15-foot setback from the easterly property line to maintain consistency with the R3 zoned properties along the westerly side of Lillian Way. Furthermore, the project's front yard will be thoughtfully landscaped, thereby minimizing the development's impact on the public right-of-way and the surrounding neighborhood.

As such, the requested building line removal is in conformity with public necessity, convenience, general welfare, and good zoning practice in that its retention on the subject property would limit the project's enjoyment of development standards that are typical of commercial properties in the requested CM Zone.

Environmental Findings

- 6. Environmental Finding.** On October 12, 2021, a Negative Declaration (ENV-2021-4281-ND) was prepared and published 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 there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Negative Declaration reflects the lead agency's independent judgment and analysis. The records upon which this decision is based are with the Department of City Planning in Room 763, 200 North Spring Street.
- 7. 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 Zone B, areas between limits of the 100-year flood and 500-year flood.