

GENERAL INFORMATION ABOUT THE CONTENTS OF THIS FILE

Submissions by the public in compliance with the Commission Rules and Operating Procedures (ROPs), Rule 4.3, are distributed to the Commission and uploaded online. Please note that “compliance” means that the submission complies with deadline, delivery method (hard copy and/or electronic) AND the number of copies. Please review the Commission ROPs to ensure that you meet the submission requirements. The ROPs can be accessed at <http://planning.lacity.org>, by selecting “Commissions & Hearings” and selecting the specific Commission.

All compliant submissions may be accessed as follows:

- **“Initial Submissions”**: Compliant submissions received no later than by end of day Monday of the week prior to the meeting, which are not integrated by reference or exhibit in the Staff Report, will be appended at the end of the Staff Report. The Staff Report is linked to the case number on the specific meeting agenda.
- **“Secondary Submissions”**: Submissions received after the Initial Submission deadline up to 48-hours prior to the Commission meeting are contained in this file and bookmarked by the case number.
- **“Day of Hearing Submissions”**: Submissions after the Secondary Submission deadline up to and including the day of the Commission meeting will be uploaded to this file within two business days after the Commission meeting.

Material which does not comply with the submission rules is not distributed to the Commission.

ENABLE BOOKMARS ONLINE:

**If you are using Explorer, you need will need to enable the Acrobat  toolbar to see the bookmarks on the left side of the screen.

If you are using Chrome, the bookmarks are on the upper right-side of the screen. If you do not want to use the bookmarks, simply scroll through the file.

If you have any questions, please contact the Commission Office at (213) 978-1300.

SECONDARY SUBMISSIONS

DAY OF HEARING SUBMISSIONS



Planning APC Central <apccentral@lacity.org>

ZA-2013-3504-ZV-PA1-1A/ 6415-6419 West Selma Ave (Dream Hotel)

1 message

Brian Folb <Brian@hollywoodoffices.com>

Tue, Aug 24, 2021 at 3:23 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>, "Jonathan.hershey@lacity.org" <Jonathan.hershey@lacity.org>, "oliver.netburn@lacity.org" <oliver.netburn@lacity.org>

To Whom it may concern,

Please be advised that I intend to testify on the above referenced matter during public comment and wanted my testimony included in the record in case delays prevent me from testifying.

My name is Brian Folb of Paramount Contractors and Developers, a family-owned and operated business in Hollywood since the mid 1960's. I serve on the Board of Hollywood Chamber of Commerce and Hollywood BID and several nonprofit organizations

As a developer, I know that building plans change depending on market driven forces. As long as the various City agencies **approved** this project – and clearly it did since the Dream Hotel has been in operation since 2017 – then the Commission, in my opinion, is obliged to allow for offsite parking.

I am a 30+ year active stakeholder in Hollywood and do not understand why offsite parking for the Dream Hotel is even an issue. Offsite parking is available to property owners **by-right**. To allow offsite parking for all Hollywood's property owners except for this one is demonstrably unfair and frankly makes no sense.

I urge the Commission to approve the offsite parking and deny Mr. Maddren's appeal.

Thank you.

Brian Folb

- - - -

PARAMOUNT CONTRACTORS & DEVELOPERS, INC.

6464 Sunset Blvd., Suite 700

Hollywood, CA 90028

p. 323.462.6727

8/24/2021

City of Los Angeles Mail - ZA-2013-3504-ZV-PA1-1A/ 6415-6419 West Selma Ave (Dream Hotel)

f. 323.462.0863

www.hollywoodoffices.com

www.facebook.com/hollywoodoffices



Planning APC Central <apccentral@lacity.org>

Support the Appeal: Item #5 (ZA-2013-3504-ZV-PA1-1A)

1 message

Brittany Mendez <info@email.actionnetwork.org>

Tue, Aug 24, 2021 at 4:05 PM

Reply-To: Bfinamore7@gmail.com

To: apccentral@lacity.org, oliver.netburn@lacity.org, heather.bleemers@lacity.org

The Honorable Members of the Central Area Planning Commission ,

Finding parking is already a huge problem in Hollywood that really effects the residents. This project promised to provide on site parking, broke their promise for years but now is asking you to let them to continue to break that promise. This means more congestion and traffic on our streets as cars search for parking nearby. For that reason and the others listed in the appeal and the record, please vote to sustain the appeal.

Brittany Mendez

Bfinamore7@gmail.com

1338 N McCadden Pl

[Hollywood, California 90028](#)

GIDEON KRACOV

Attorney at Law

801 South Grand Avenue
11th Floor
Los Angeles, California 90017

(213) 629-2071
Fax: (213) 623-7755

gk@gideonlaw.net
www.gideonlaw.net

August 24, 2021

VIA EMAIL:

Central Area Planning Commission
City of Los Angeles
apccentral@lacity.org

RE: Item 5, Central APC Meeting Scheduled August 24, 2021 (DCP Case No. ZA-2013-3504)

Dear Area Planning Commission:

On behalf of UNITE HERE Local 11 ("**Local 11**"), this Office respectfully provides the following comments to the City of Los Angeles ("**City**") Central Area Planning Commission ("**APC**") and the Department of City Planning ("**DCP**") regarding the above-referenced Zone Variance and Plan Approval seeking to increase the Dream Hotel by 14,427 square feet, and allowing zero on-site parking ("**Project**"). In short, Local 11 supports the granting of the appeal because the proposed project approvals would bless what seems to Local 11 as purposeful violation of the Los Angeles Municipal Code ("**LAMC**" or "**Code**") and subversion of the California Environmental Quality Act ("**CEQA**").

First, the Project's 2014 approval was explicitly conditioned to provide "77 on-site parking spaces" located on the 1st and 2nd floor of the project per its own plans.¹ In July 2016, the applicant applied for, and received in February 2017, building permits that purposely converted these floors to non-parking uses.² Then the hotel started operations approximately five months later. Such violation of any condition of approval is prohibited by law. (See LAMC § 12.29.) The City should not bless this willful disregard of a condition of approval by granting the variance today—which amounts to nothing more than an after-the-fact approval.

Second, claims that this project is entirely unrelated to Relevant Group's other nearby projects is inaccurate. As raised by numerous commenters, the Dream hotel is but a single component of Relevant Group's ultimate objective to create a hotel-entertainment district,³

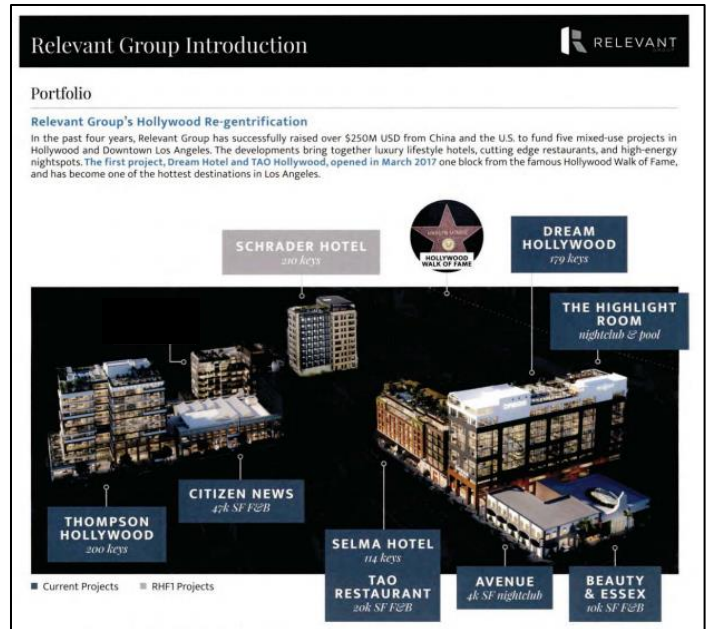
¹ Letter of Determination (4/4/14) DCP Case no. ZA-2013-3504, p. 7, <https://planning.lacity.org/pdiscaseinfo/document/MTI10Tly0/de98c26c-073f-43dc-b739-b418741a3276/pdd>; Dream Hotel (stamped 7/7/14) Sheet G023, <https://planning.lacity.org/pdiscaseinfo/document/MTM3NDE10/de98c26c-073f-43dc-b739-b418741a3276/pdd>.

² Building & Safety, 6417 W. Selma Ave 90028, Permit 13010-10007-03647, <https://www.ladbsservices2.lacity.org/OnlineServices/PermitReport/PCISPermitDetail?id1=13010&id2=10007&id3=03647>.

³ See e.g., United Neighborhoods for Los Angeles (1/14/19) Comment Letter, PDF pp. 1-11 (requesting local, state, and federal investigation into the City's piecemeal approval of the Applicant's multiple projects), http://clkrep.lacity.org/online/docs/2018/18-0873_pc_1-14-19.pdf; Mitchell Tsai (9/6/18) Comment Letter, PDF pp. 18-308 (detailing the common ownership and/or control of Applicant's nine projects), http://clkrep.lacity.org/online/docs/2018/18-0873_pc_1-14-19.pdf; Casey Maddren (8/31/18) Appeal, PDF pp. 3-4, 6-7, http://clkrep.lacity.org/online/docs/2018/18-0873_misc_1_09-12-2018.pdf; Sunset Landmark Investment, LLC (9/6/18) Appeal, PDF pp. 4-6, http://clkrep.lacity.org/online/docs/2018/18-0873_misc_3_09-12-



comprising several other projects in total to date. (See figure to the right.)⁴ This project is not independent of each the others, but instead is an “integral” parts of the applicant’s larger “objective” of converting this intersection into a new hotel/entertainment district—with each project serving as a “step taken towards the achievement” of Relevant Group’s ultimate objective. (*Tuolumne County Citizens for Responsible Growth, Inc. v. City of Sonoma* (2007) 155 Cal.App.4th 1214, 1226, 1228.) This is manifest where, as here, the applicant is going to park Dream Hotel guests at two of its other nearby projects. As previously explained, these nine projects include at least 14,512 net new average daily trips and 21,859 metric tons carbon dioxide equivalent per year in greenhouse gas emissions, which have been unlawfully chopped up into separate environmental reviews.

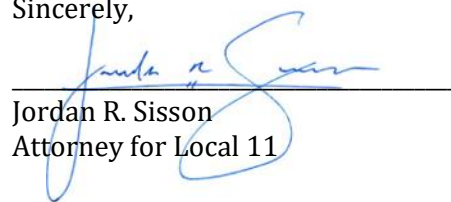


Third, there is no unnecessary hardship to the applicant. To grant a variance, the unnecessary hardship and exceptional circumstance cannot be self-inflicted. Here, the applicant agreed to build on-site parking but refused to. The fact it built and opened the hotel in violation of the express terms of its conditions is entirely self-inflicted. They did so at their own peril.

In sum, the purposeful removal of on-site parking was a violation of the Code and should be fatal to the granting of yet another variance for the hotel. So too, the applicant has manifestly subverted CEQA by refusing to examine the full impact of its ultimate project of creating a hotel district at this small area of Hollywood. Furthermore, the cumulative impacts of these projects negate the use of any categorical exemption here for the Project.

Local 11 respectfully requests APC grant the appeal and deny the Project. These comments incorporate by this reference all comments submitted by any comment party, and Local 11 reserves the right to supplement these comments at future hearings. Lastly, we thank you for your consideration of these comments and ask that this letter be placed in the Project's administrative record.

Sincerely,


 Jordan R. Sisson
 Attorney for Local 11

2018.pdf; Elle Farmer (9/5/18) Appeal, PDF pp. 16-18, http://clkrep.lacity.org/online/docs/2018/18-0873_misc_09-12-2018.pdf.

⁴ See e.g., Relevant Group (2019) Portfolio, <http://www.relevantgroup.com/projects/>; Relevant Group (Apr. 2018) Relevant Hospitality Fund 1, pp. 13, https://www.relevantgroup.com/wp-content/uploads/2020/07/RHF1_CONFIDENTIAL_4.11.18-1.pdf; statement from Relevant Group representatives during 2017 Hollywood Economic Summit held in June 2017, <https://www.youtube.com/watch?v=oVF6kifY0lg>.



Planning APC Central <apccentral@lacity.org>

Sustain the Appeal: Item #5 (ZA-2013-3504-ZV-PA1-1A)

1 message

Romulus Zamora <info@email.actionnetwork.org>

Tue, Aug 24, 2021 at 10:46 AM

Reply-To: romulus.zamora@gmail.com

To: apccentral@lacity.org, oliver.netburn@lacity.org, heather.bleemers@lacity.org

The Honorable Members of the Central Area Planning Commission ,

I'm writing to appeal for the residents on Selma Ave. and Schrader.

The developer, Relevant Group, has at least 2 projects on 2 sides of one block, Selma Ave. & Wilcox Ave.

I don't know how this developer got permission to build, as the City of Los Angeles, frowns on multiple building sites.

One Relevant Group building (DREAM HOTEL) (is already open for business.

It's on the very narrow Selma Ave. Likewise Relevant Group reneged on its promise to provide sufficient parking space to accommodate its guests, and residents of Hollywood.

We should not let them break their promises to the people of Los Angeles without consequences.

I urge you to demand the parking spaces originally promised.

Sincerely,

Romulus Zamora

Romulus Zamora

romulus.zamora@gmail.com

1611 Schrader Blvd #211

[Los Angeles, California 90028](#)