

**REVISED**

Submitted on 8/2/17

Authorized by: W. Lamborn

Comment: \_\_\_\_\_

**ATTACHMENT A**

**Project Description, Actions Requested, and Findings of Fact**

**6220 West Yucca Street, Los Angeles, California**

**A. PROJECT DESCRIPTION**

Riley Realty, LP (the "Applicant") proposes to develop a mixed-use project (the "Project") located at the southeast corner of the intersection of West Yucca Street and Argyle Avenue, with property addresses of 1771, 1777, and 1779 N. Vista Del Mar Ave.; 6210-6224 W. Yucca St., 1756 & 1760 N. Argyle Ave. (the "Project Site" or "Site") in the Hollywood community within the City of Los Angeles (the "City"). The Site can generally be divided into three sections: (1) the "West Parcels" located at the corner of Yucca Street and Argyle Avenue (APN: 5546-031-031); (2) the "Center Parcels" located along Yucca Street (APN: 5546-031-031); and (3) the "East Parcels", located immediately east of the Center Block and at the corner of Yucca Street and Vista Del Mar Avenue (APNs: 5546-031-027 & 5546-031-007). The West Parcels are zoned C4-2D-SN, the Center Parcels are zoned R4-2D, and the East Parcels are zoned [Q]R3-1XL. The Project is in the Hollywood Community Plan (the "Community Plan") area and the Hollywood Redevelopment Plan project area of the City.

The Site is 1.16 acres in size and is currently improved with three multifamily residential buildings and one single family residential building. Overall, the Project Site currently contains 43 total multi-family units (duplex = 2 units; 1 studio apartment over duplex garage, apartment buildings = 40 units) and one single-family residence. Thus, there are a total of 44 residential units currently on the Project Site that would be demolished as part of the Project. The existing 43 multi-family residential units are subject to the City's Rent Stabilization Ordinance (RSO).

The Project consists of two new buildings that would include a total 210 multi-family residential units that would also be subject to the RSO, 136 hotel rooms, and approximately 12,570 square feet of commercial/restaurant uses. Building 1 would be located at the southeast corner of Yucca and Argyle, would occupy the majority of the Project Site, and include a six-level podium structure. The podium structure would include: two fully subterranean levels (P3 and P2 Levels); two semi-subterranean levels (P1 and L1 Levels – due to Project Site's sloping topography); and two entirely above ground levels – L2 and L3. Atop Level 3 (the highest podium level), Building 1 would include Levels 4 through 20. In total, Building 1 would be up to approximately 255 feet tall as measured from the P1 level along Argyle Avenue, the lowest surface point (Level 1 is considered as the Ground Level because the majority of its frontage is along Yucca Street). From Yucca Street, Building 1 would be 20 stories tall. Building 1 would include a mix of commercial, hotel and residential uses. Building 2, located at the southwest corner of Yucca Street and Vista Del Mar Avenue, would include three residential levels over a 2-story podium parking structure, which would include one subterranean parking level (P2 Level) and one semi-subterranean parking level (P1 Level). Thus, Building 2 would be up to 4-stories (due to sloping topography ~52 to 60 feet) above ground along the northernmost corner of Vista Del Mar Avenue and 3-stories (52 feet) along Yucca Street. Building 2 would consist of only residential uses. Parking would be provided on-site within the six-level parking structure housed within the podium structure of Building 1 and the two-level parking structure housed within Building 2.

The underlying purpose of the Project is to transform the Site from its existing use to a modern mixed-use development that is consistent with the priorities and unique vision contemplated for Hollywood in the Community Plan and the Redevelopment Plan. The Project is intended to be an integral part of the City's vision for the future of Hollywood as reflected in various written plans and policies, with a range of ground floor retail and restaurant uses, as well as hotel uses, that will serve the Project's residents, the community, and Hollywood's robust tourist and entertainment industries and its growing role as a center for business. The Project will incorporate sustainable development to comply with the City's Green Building Program and sustainability intent of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program.

**B. ACTIONS REQUESTED**

1. **Conditional Use Permit – Major Development Project:** Pursuant to Los Angeles Municipal Code (LAMC) Section 12.24.U.14, the Project requests a Conditional Use Permit to allow a Major Development Project otherwise required to obtain approval of the Community Redevelopment Agency through an Owner Participation Agreement.
2. **Conditional Use Permit - Hotel:** The Project includes a 136 room hotel within 500 feet of the R zone. As such, it must obtain and therefore requests a Conditional Use Permit pursuant to LAMC Section 12.24.W.24.
3. **Master Conditional Use Permit – Alcoholic Beverages and Live Entertainment/Dancing:** Pursuant to LAMC Section 12.24.W.1 and W.18, the Project requests a Conditional Use Permit to allow the sale of a full line of alcoholic beverages and live entertainment/dancing in the Project's proposed 136-room hotel and the 12,570-square-foot commercial retail/restaurant area. A total of four (4) restaurant and bar areas within the hotel and Project commercial areas propose to serve alcoholic beverages. Additionally, the hotel requests up to six (6) portable units serving alcohol within the hotel and within mini-bars in each hotel room.
4. **Zone Change and Height District Change:** The Project's West Parcels are currently zoned C4-2D-SN, the Center Parcels are currently zoned R4-2D, and the East Parcels are currently zoned [Q]R3-1XL. The Project requests a height district change for the West Parcel to remove the D Limitation (C4-2D-SN to C2-2-SN), a zone change and a height district change for the Center Parcel from R4-2D to C2-2, and a zone change for removal of the "[Q]" and a height district change for the East Parcels ([Q]R3-1XL to R3-2) pursuant to Los Angeles Municipal Code ("LAMC") Section 12.32 in order to allow development of the Project.
5. **Site Plan Review:** Pursuant to LAMC Section 16.05, the Project must obtain Site Plan Review before a grading permit, foundation permit, building permit, or use of the land permit is issued as it will create, or result in an increase of 50 or more dwelling units, and therefore the Project requests Site Plan Review approval.
6. **Vesting Tentative Tract Map:** Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map for the Project was filed on December 30, 2015 to merge the Site's twelve legal lots into a single lot.

7. **Development Agreement.**
8. **Owner Participation Agreement with Community Redevelopment Agency/Los Angeles.**
9. **Concurrent consideration under the Multiple Approvals Ordinance:** The project requires multiple Legislative and/or Quasi-judicial Approvals, and pursuant to LAMC Section 12.36, applications for all approvals reasonably related and necessary to complete this project shall be filed concurrently.
10. **Findings of consistency with the Hollywood Community Plan and objectives in the Hollywood Redevelopment Plan Section 506.2.3, related to an increase in FAR.**
11. **Haul Route Permit (if necessary).**

**C. PROJECT LOCATION AND SURROUNDING USES**

The Site is currently improved with three multifamily residential buildings and one single family residential building, which currently provides for 40 apartment units, 2 duplex units, 1 studio above a detached garage, and a single-family-house, along with 43 existing parking spaces.

The Site is generally located at the intersection of Yucca Avenue and Argyle Avenue in the Hollywood community within the City. The Site lies within a highly urbanized area consisting primarily of commercial, office and residential uses. The Site is generally bounded by Argyle Avenue to the west, Yucca Street to the north, Vista Del Mar Avenue to the east and vacant lots zoned for commercial and residential uses to the south. Surrounding uses include the Capitol Records building, Pantages Theatre, the Redbury Hotel that has ceased operation, the Avalon and other clubs and lounges, and multiple restaurants and other commercial and retail uses on and adjacent to Hollywood Boulevard. Adjacent to the Site on the northeast corner of Yucca Argyle is the Argyle Hotel project, a fifteen-story, 186 foot tall hotel and condominium project presently under construction. The City has also approved the Yucca Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project. The Hollywood Freeway (US Route 101) is located in close proximity to the Site less than one block to the north. The Hollywood Dash operates a bus stop on the corner of Yucca Street and Argyle Avenue. The Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Vine Street, which is approximately 650 feet from the Site.

**D. FINDINGS REQUIRED FOR CONDITIONAL USE PERMIT FOR A MAJOR DEVELOPMENT PROJECT**

1. **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 Project proposes the construction of a 20-story mixed-use building with hotel, residential, and commercial uses, and a 3-story residential building. The Project will construct a 136-room hotel,

210 new residential dwelling units, and 12,570 square feet of commercial space. It will enhance the built environment by replacing the existing low density residential buildings and underutilized parcels with upgraded and increased housing stock. The Project will increase the economic vitality of the Hollywood area and will promote the tourism, entertainment and business industries by providing an additional high quality hotel option for the area's economy. There are presently other existing hotels or hotels under construction in the vicinity of the Project. These include the W Hotel on Hollywood Boulevard and Argyle Avenue, the Selma Hotel on Selma Avenue near Cahuenga Avenue, and a proposed boutique hotel to be sited in the new Millennium project located on Vine Street north of Hollywood Boulevard. The proposed hotel on the Project Site will complement the existing and under-construction hotels in the vicinity and provide Hollywood with a needed, additional hotel option for tourists and the Hollywood community in general, and for the corporate needs of the entertainment and other corporate operators within the area.

Furthermore, the City finds that the Project Site area has suffered from blight, drug activity, and has required increased attention from police and other emergency services. The construction of new, upgraded housing units and the operation of a new hotel will provide much needed security, lighting, and additional pedestrian activity to deter criminal activities and substance abuse on the block. Finally, the Property is located one block from Hollywood Boulevard, a major transit corridor, and the Hollywood Vine Street Red Line station. The Project Site is also near numerous bus lines along Hollywood Boulevard. Due to the increase in taller and more development along the Hollywood Boulevard corridor and the City's strong policy in favor of supporting dense transit oriented development along light rail transit lines, the Project Site is well suited for the hotel and higher density residential uses proposed by the Project, which will promote the City's large investment in transit by enabling Project residents and hotel guests to utilize the City's growing transit system.

- 2. 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.**

Adjacent uses to the Project include the Hollywood Freeway to the north and the Department of Water and Power building to the west across Argyle Avenue in the PF-1XL zone. The Hollywood and Vine Metro Rail Station is located approximately 900 feet to the southwest of the Site on the corner of Hollywood Boulevard and Argyle Avenue.

The immediate neighborhood contains an array of uses and density levels, which include 1) high density office, condominiums, theaters, retail, hotel and mixed uses on Hollywood Boulevard, 2) mixed use, theater, and proposed residential condominium projects on Argyle Avenue, and 3) multi-family residential rental and condominium projects to the east and south of Yucca Street. The development of a mixed-use Project consisting of a 136-room hotel, 210 residential units, and 12,570 square feet of commercial and restaurant uses is consistent with the character of the neighborhood because all the uses currently exist in the vicinity, and the Project's proposed size and massing is entirely consistent with nearby uses. The Project is also consistent and compatible with approved projects directly adjacent to the Site presently under construction. These include the Argyle Hotel, on the northeast corner of Yucca and Argyle, a 186 foot-tall mixed use project with a 225-room hotel and 87 condominium units at a 6:1 FAR. The City has also approved the Yucca Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-

use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR. Given the size, scale, and density of immediately adjacent uses and other uses in the Project vicinity, the City finds sufficient grounds under the terms of LAMC Section 12.24-F to allow the conditional uses proposed by the Project to be excluded from the applicable area regulations that limit the FAR of the Project Site to a 6:1, and instead find that the Project's proposed FAR of 6.6:1 is compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.

The Site is within a transitional block between Hollywood Boulevard, a significant commercial corridor, and the multi-family residential neighborhood north of the 101 Freeway. The location of a hotel use on the Site would serve as a transition between the commercial and residential uses along Yucca Street. A hotel in this location is consistent with the immediately surrounding hotel and residential uses under construction and existing residential uses, since its primary uses would be the same lodging and residential uses for individuals and families residing in and visiting the Hollywood area as those surrounding uses.

The Project will improve the quality of the surrounding neighborhood with the 210 new dwelling units, the 136-room hotel, and 12,570 square feet of new commercial space. The Project is also compatible with other projects approved in the immediate vicinity, including the Blvd 6200 project at Argyle and Hollywood, the W Hotel and lofts at Argyle and Hollywood, Second Street Ventures mixed use residential condominium project directly across Argyle, the Argyle Hotel project on the northeast corner of Yucca and Argyle, and the Argyle Condominium project on the southwest corner of Yucca and Argyle.

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

The Project Site is within the Hollywood Community Plan area of the City's General Plan. The majority of the Project Site has a land use designation of Regional Center Commercial with corresponding zones of C4 and R4, while the remainder has a land use designation of Medium Residential with a corresponding zone of R3. As discussed above, the Project includes a zone change of the R4 parcels to C2. The proposed hotel use is consistent with the General Plan's land use designation since a hotel use is permitted in the C2 zone.

Goals and objectives of the Hollywood Community Plan include the following;

*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 2 To designate lands at appropriate locations for various private uses and public facilities in the quantities and at densities required to accommodate population and activities projected to the year 2010.*

*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.*

The adopted Community Plan promotes the establishment of hotel and other commercial uses that serve the Hollywood community and the economic wellbeing of the area. The hotel development is compatible with the goals of the City's General Plan.

The proposed Project is an in-fill development, which is contiguous and compatible with other development in the immediate vicinity with similar or identical uses. The Project would also intensify the use of and activate the Project Site, eliminating a-now incompatible land use that has had issues with crime and substance abuse and replacing it with an increased stock of high quality residences and a hotel that would help promote tourism, the entertainment and business industries, and commerce.

- 4. That the project provides for an arrangement of uses, buildings, structures, open spaces and other improvements that are compatible with the scale and character of the adjacent properties and surrounding neighborhood.**

The Project employs an attractive building design that has an active street presence and promotes pedestrian activity with ground floor commercial uses that have a high degree of transparency and creates visual connections to the street. It also ensures that sidewalk widths are adequate for pedestrian flow, and utilizes pedestrian lighting to encourage and extend safe pedestrian activities into the evening. The Project will also provide street trees per the requirements of the Division of Urban Forestry.

The two new buildings proposed for the Project will have a separate ground floor entrance to the residential component and a lobby that serves the residential, hotel, and commercial components. The mixed-used building has a ground floor pedestrian entrance to the commercial street along Yucca Street. A pedestrian entrance to the commercial component is directly accessible from a public street, and open during the posted normal business hours. These features ensure the Project will provide easily accessible pedestrian connections within and around the Site.

The Project's proposed scale and character is also compatible with the scale and character of the adjacent properties, which contain two approved projects being constructed, including the Argyle Hotel project, a 186 foot-tall mixed use hotel and residential project with a 225-room hotel and 87 condominium units at a 6:1 FAR and the Yucca Condominium project, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR.

The Project successfully transitions to the low-rise single family homes to the east in the surrounding neighborhood by locating its tower on the west side of the Project Site with the much shorter second building on the east side of the Project Site. This format also creates a buffer between the higher density taller development to the west and the lower density low-rise development to the east of the Site. The Project employs a distinguishable and attractive building design by utilizing modulated facades and distinctive architectural features to add visual interest and to convey both the residential and commercial uses of the buildings. The Project also treats all facades with detail and articulation to enhance the design and built environment. Open space and

landscaping opportunities are utilized on the Site. Common amenities such as a recreational lawn, fire pit lounge, game tables, and an outdoor BBQ area are provided on the podium level rather than on the smaller less usable areas around the Project Site. Landscaping is utilized in open areas not used for building, driveways, and parking. Visual clutter is reduced by placing signs so as not to obscure architectural element or interfere with building design. Further, the signs are pedestrian oriented and pedestrian scale. Lighting fixtures will complement the architectural details, will be glare free, and will not spill over.

**5. That the project complies with the height and area regulations of the zone in which it is located.**

The Project complies with the height and area regulations of the proposed zone in which it is located because there is no height limit in the C2-2 zone and the Project has been designed to conform with the height regulations of the R3-2 zone. Developments in the C2-2 zone are limited by floor area ratio, and as explained above the Project is consistent with the underlying zoning which allows development appropriate for a Regional Center general land use designation. The Applicant is also compliant with the area regulations of the zone including density, minimum lot area and other regulations.

Given the size, height, scale, and density of immediately adjacent uses and other uses in the Project vicinity—including the approved Argyle Hotel, on the northeast corner of Yucca and Argyle, a 186 foot-tall mixed use project with a 225-room hotel and 87 condominium units at a 6:1 FAR and the approved Yucca Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR—the City finds sufficient grounds under the terms of LAMC Section 12.24-F to allow the conditional uses proposed by the Project to be excluded from the applicable area regulations that limit the FAR of the Project Site to a 6:1, and instead find that the Project's proposed FAR of 6.6:1 is warranted and appropriate for the Project Site and the neighborhood, and that the Project otherwise complies with applicable height and area regulations.

**6. That the project is consistent with the City planning COMMISSION'S DESIGN guidelines for major development projects, if any.**

The Project is consistent with the Citywide Design Guidelines, as explained on the accompanying design checklists. The Project has been designed to include amenities appropriate for an urban infill project in a high density area in close proximity to transit. For example, the project employs attractive urban design at the pedestrian scale and includes ground floor retail throughout.

**E. FINDINGS REQUIRED FOR CONDITIONAL USE PERMIT FOR A HOTEL WITHIN 500 FEET OF AN R ZONE**

**1. 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 Project proposes the construction of a 20-story mixed-use building with hotel, residential, and commercial uses, and a 3-story residential building. The Project will construct a 136-room hotel,

210 new residential dwelling units, and 12,570 square feet of commercial space. It will enhance the built environment by replacing the existing low density residential buildings and underutilized parcels with upgraded housing stock. The project will increase the economic vitality of the Hollywood area and will promote tourism and the entertainment industry by providing another hotel option in the area. There are presently many other existing hotels or hotels under construction in the immediate vicinity. These include the W Hotel on Hollywood Boulevard and Argyle Avenue, the Selma Hotel on Selma Avenue near Cahuenga Avenue, a proposed boutique hotel in the new Millenium project located on Vine Street north of Hollywood Boulevard, and the approved Argyle Hotel project adjacent to the Project Site at the northeast corner of Yucca and Argyle. The proposed hotel on the Project Site will complement the existing and under-construction hotels in the vicinity, provide Hollywood with needed additional hotel rooms for tourists and the Hollywood community in general, and for the corporate needs of the entertainment companies and the growing presence of other companies within the area.

Furthermore, the City finds that the Project Site area has suffered from blight, drug activity, and has required increased attention from police and other emergency services. The construction of new, upgraded housing units and the operation of a new hotel will provide much needed security, lighting, and additional pedestrian activity to deter criminal activities and substance abuse on the block. Finally, the Property is located one block from Hollywood Boulevard, a major transit corridor, and the Hollywood Vine Street Red Line station. The Project Site is also near numerous bus lines along Hollywood Boulevard. Due to the increase in taller and more development along the Hollywood Boulevard corridor and the City's strong policy in favor of supporting dense transit oriented development along light rail transit lines, the Project Site is well suited for the hotel and higher density residential uses proposed by the Project, which will promote the City's large investment in transit by enabling Project residents and hotel guests to utilize the City's growing transit system.

- 2. 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.**

Adjacent uses to the Project include the Hollywood Freeway to the north and the Department of Water and Power building to the west across Argyle Avenue in the PF-1XL zone. The Hollywood and Vine Metro Rail Station is located approximately 900 feet to the southwest of the Site on the corner of Hollywood Boulevard and Argyle Avenue.

The immediate neighborhood contains an array of uses and density levels, which include 1) high density office, condominiums, theaters, retail, hotel and mixed uses on Hollywood Boulevard, 2) mixed use, theater, and proposed residential condominium projects on Argyle Avenue, and 3) multi-family residential rental and condominium projects to the east and south of Yucca Street. The development of a mixed-use Project consisting of a 136-room hotel, 210 residential units, and 12,570 square feet of commercial and restaurant uses is consistent with the character of the neighborhood because all the uses currently exist in the vicinity, and the Project's proposed size and massing is entirely consistent with nearby uses. The Project is also consistent and compatible with approved projects directly adjacent to the Site presently under construction. These include the Argyle Hotel, on the northeast corner of Yucca and Argyle, a 186 foot-tall mixed use project with a 225-room hotel and 87 condominium units at a 6:1 FAR. The City has also approved the Yucca



Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR. Given the size, scale, and density of immediately adjacent uses and other uses in the Project vicinity, the City finds sufficient grounds under the terms of LAMC Section 12.24-F to allow the conditional uses proposed by the Project to be excluded from the applicable area regulations that limit the FAR of the Project Site to a 6:1, and instead find that the Project's proposed FAR of 6.6:1 is compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.

The Site is within a transitional block between Hollywood Boulevard, a significant commercial corridor, and the multi-family residential neighborhood north of the 101 Freeway. The location of a hotel use on the Site would serve as a transition between the commercial and residential uses along Yucca Street. A hotel in this location is consistent with the immediately surrounding hotel and residential uses under construction and existing residential uses, since its primary uses would be the same lodging and residential uses for individuals and families residing in and visiting the Hollywood area as those surrounding uses.

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

The property is within the Hollywood Community Plan area of the City's General Plan. The majority of the Project Site has a land use designation of Regional Center Commercial with corresponding zones of C4 and R4, while the remainder has a land use designation of Medium Residential with a corresponding zone of R3. As discussed above, the Project includes a zone change of the R4 parcels to C2. The proposed hotel use is consistent with the General Plan's land use designation since a hotel use is permitted in the C2 zone.

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*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.*

The adopted Community Plan promotes the establishment of hotel and other commercial uses which serve the Hollywood community and the economic wellbeing of the area. The hotel development is compatible with the goals of the City's General Plan.

The project will be an in-fill development, which is contiguous and compatible with other development in the immediate vicinity. The Project would also intensify the use on the Project Site and provide a hotel that would help promote tourism and the entertainment industry, the surrounding area, as well as provide a new hotel to Hollywood.

**F. FINDINGS REQUIRED FOR CONDITIONAL USE PERMIT FOR THE SALE OF ALCOHOL AND FOR LIVE ENTERTAINMENT**

- 1. That 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.**

*Alcohol Sales*

The location of the project will be desirable to the public convenience and welfare since it will provide a hotel with up to 136 hotel rooms, 210 dwelling units, and 12,570 square feet of commercial uses on a site that is currently underutilized. The area surrounding the Project Site presently attracts criminal activity including graffiti, loitering, and drug activity. The Project Site is located one block north of Hollywood Boulevard. The Project will bring a new hotel option that is conveniently located near entertainment and shopping venues, and will add much-needed housing stock in a period of a severe housing shortage for the City. The Project will also include ground floor commercial space to serve the community.

By allowing for the sale and on-site consumption of alcohol, the use in the proposed hotel and the commercial space will be able to provide an amenity and convenience for hotel guests, residents, visitors, and the surrounding community. Since alcoholic beverage service is an expected amenity for a hotel with a bar/lounge and hotel room service, an approval of alcohol sales will be convenient and enjoyable for patrons of the hotel. The hotel may serve as a convenient destination for shoppers or theater patrons to enjoy an alcoholic beverage. It is reasonable to expect a fully integrated hotel to include offer alcohol service incidental to the sale and service of food through restaurants, a lounge/bar, and room service.

The Project's location along Yucca Street, just one block from Hollywood Boulevard, is an appropriate location for alcohol service in combination with sit-down dining and/or a bar or club that will serve tourists, visitors, hotel guests and local employees and residents as well as new residents and employees of the Project. The development of this underutilized site will enhance the types of venues and destinations amenable to the character of development consistent with the Community Plan's vision of Hollywood as "a major center of population, employment, retail

services, and entertainment," and which will further the area's 24-hour environment with an assemblage of uses meant to enhance the visitor experience that can be accessed by residents, employees, and tourists." These uses promote dining and entertainment and many include on-site alcohol sales as an integral part of operations. Also, because the Project is well served by public transit, including the Metro Red Line and various bus lines, residents, employees and patrons would take advantage of a readily available transit system.

#### *Live Entertainment*

A Conditional Use Permit to allow live entertainment and dancing within the Project will be beneficial to the community because it will complement the already existing theaters, restaurants, bars, night clubs and lounges in the area. The provision of live entertainment and/or dancing amenities would be provided in connection with the hotel or retail or restaurants establishments onsite. Special events with live performances and dancing may be proposed in the hotel or as part of the retail/restaurant component to accommodate corporate-sponsored events, the promotion of local business, social and fundraising events, and other programs meant to advertise the cultural and entertainment venues in Hollywood.

The approval for live entertainment will require that individual operator(s) apply for a plan approval from the Zoning Administrator in connection with its request for a conditional use for the service of alcoholic beverages under the master conditional use permit that is requested herein before the operator is authorized to allow public dancing or dance hall uses at an establishment within the Project. Such discretionary approval will allow the Zoning Administrator to provide oversight to ensure that each operator proposes a use that is compatible with the master conditional use permit and that each individual establishment is vetted for security and safety concerns.

The Project's dancing and live entertainment uses will be consistent with the types of uses prevalent in Hollywood and which support other live entertainment and dancing venues in the community. Moreover, the Project is primarily designed to accommodate residents, tourists, and community members interested in living, working and participating in recreational activities in an urban setting. In order to be economically viable and revitalize the surrounding area, the Project must provide a full range of commercial, dining and entertainment options that are attractive to both local residents and visitors. Live entertainment, including dancing, is a basic component of the proposed restaurants, bars, nightclub lounges and special events uses and will satisfy consumer demand in Hollywood. Accordingly, the provision of live entertainment and dancing will enhance the pattern of uses which define Hollywood.

2. **That 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.**

#### *Alcohol Sales*

The Project Site is located on the southeast corner of Argyle Avenue and Yucca Street just south of the 101 Freeway and one block north of Hollywood Boulevard. The project is situated on underutilized parcels. The proposed Project is one block north of restaurants, theaters and entertainment, retail shops, hotels, offices, and mixed-use buildings that make up Hollywood

Boulevard. The Project is also located within the Hollywood Redevelopment Project Area, which is an established mixed-use community that provides a full range of residential and commercial options for businesses and households within walking distance of entertainment and offices, shopping and the Red Line Station. Land uses within the Project's immediate vicinity include residential, hotel, entertainment, office, surface parking lots, and the location, size, height, operations and other significant features of such uses proposed within the Project are consistent with the size, height, operations and other significant features of similar uses within the general vicinity of the Project.

The sale of alcoholic beverages is an essential component of the Project since it provides a convenience to guests, residents, visitors, and tourists. Off-site trips would be minimized for hotel guests or residents, and in this instance, would be less disruptive to the nearby uses. There are many restaurants, cafes, and bars which cater to entertainment establishments as well as their employees and patrons that surround the Project Site. The intensity and scale of the mixed-use Project is compatible with the provisions of the Regional Center Commercial and Medium Residential land use designation and corresponding zones. As such, the sale of alcohol in conjunction with the maintenance and operation of a the hotel and the commercial uses will augment economic investment in the community, and the sale of alcohol is inherent in the service of these businesses and venues.

In addition, the Applicant is committed to working with the Office of Zoning Administration and the Los Angeles Police Department to develop a security plan for the Property and identify appropriate conditions to mitigate foreseeable impacts of the proposed operation. Such conditions of approval will ensure that the proposed uses are conducted with due regard with the adjacent owners and operators. In view of the foregoing, the location is proper in relation to the adjacent uses and development of the community.

#### *Live Entertainment*

The live entertainment component of the Project is compatible with and will not adversely affect or further degrade adjacent uses or Project Site because it is representative of the other live entertainment venues and theaters in the area and also furthers the Community Plan's objective of extending nightlife activity, including restaurants, nightclubs, and cafes, along commercial corridors while simultaneously increasing pedestrian activity and enhancing Hollywood as an entertainment destination for residents and visitors. The area surrounding the Project along Hollywood Boulevard is designated as a major entertainment area in both the Hollywood Redevelopment Plan as well as the Community Plan. The Project and its dancing and live entertainment venues will not be detrimental to the character of the immediate area, but will instead be consistent with that character and have a positive impact on the economic welfare of the community.

The Project will encompass a variety of uses to serve both hotel guests and residents. The plan approval process previously addressed herein will allow the Zoning Administrator authority to carefully screen the live entertainment uses and to condition them appropriately to ensure that they positively complement the nature of the Project and the character of the surrounding community. This process will allow for the careful consideration of the location of these venues in relation to the Project's other uses and the surrounding area's uses.

3. **That the Project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.**

*Alcohol Sales and Live Entertainment*

The majority of the Site is designated for Regional Center Commercial land uses. The proposed hotel and commercial uses that will be granted the ability to serve alcohol are consistent with the planned land use and are permitted by the C2-2D and C2-2D-SN zones established for the subject Site. The Community Plan does not contain policies that specifically address requests for the sale of alcoholic beverages; however, the sale of alcohol is inherent in the operation of a hotel along with entertainment-related venues, restaurants, bars and clubs that are characteristic of Hollywood, especially within Regional Center Commercial land use designation. Authorization for the on-site sale of alcoholic beverages is allowed through the approval of the Zoning Administrator subject to certain findings. However, see above for the Project's conformance with the General Plan. Likewise, dancing and live entertainment in connection with the proposed hotel and commercial uses is consistent with the planned land use and are permitted in the C2 zone. Dancing and live entertainment is also inherent in the operation of a hotel along with the entertainment-related venues characteristic of Hollywood.

As such, approval of the request will be a necessary component of the development as alcohol sales are a key component of live entertainment venues, as well as to the operation of hotels, thereby accomplishing the intent of the policies of the Community Plan.

The overall mix of uses proposed for the Project, including the hotel, retail, and restaurant, is consistent with the General Plan as described above.

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

The proposed sale of alcohol will be in conjunction with the operation of a mixed-use development that will include hotel, residential, retail commercial, and restaurant uses. The pertinent community in this instance consists of several entertainment-related venues and businesses serving area residents, employees, guests, visitors and tourists. The addition of alcohol sales within the development would be an enhancement of the types of amenities currently available in the community. The Regional Center Commercial land use designation within the Community Plan calls for active commercial uses with extended hours of operation to promote pedestrian activity and which supports Hollywood as a destination for business, conventions, trade shows, entertainment and tourism. Certain conditions of approval can be imposed by the Zoning Administrator in granting the applicant's request that would ensure the use would not have a detrimental impact to the community and the applicant is committed to maintaining the complex in a manner so that it does not become a nuisance or require additional resources of LAPD to monitor and enforce.

The authorization for the on-site sale of a full line of alcoholic beverages will be incidental to the sale of food on a majority of the establishments offering alcohol service on the Project Site. The Project Site's location has a regional scope and serves as an employment center and a shopping and entertainment district. The proposed use is consistent with the regional character of the area which consists of retail and office uses, hotels, restaurants and entertainment venues.

The Project Site will be operated to ensure the establishments selling alcohol and the sale of alcoholic beverages are conducted with due regard for the surrounding area. As configured, the use should not generate any adverse impacts on any adjacent uses. As such, the proposed use at this location will not adversely affect the welfare of the pertinent community.

5. **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 property is located within Census Tract 1910.00, where the State's Department of Alcoholic Beverages Control (ABC) has allocated 3 onsite and 2 offsite licenses. Based on state licensing criteria, there is an overconcentration of licenses in the census tract, however, allocation of licenses does not take into consideration the types land uses or the pattern and intensity of development of the area in which the census tracts are located.

Overconcentration is determined by a census tract's existing population compared to the total number of alcohol licenses within the same census tract. Overconcentration can be undue when the addition of a license will negatively impact a neighborhood. Overconcentration is not undue, however, when approval of a license does not negatively impact the area, and such license benefits the public welfare and convenience. Here, the alcohol licenses are centered on the Hollywood Boulevard corridor, a commercial and entertainment center in the heart of Hollywood's historic downtown. Although the Census Tracts are numerically over-concentrated, the Project will not adversely affect community welfare because it is a desirable mixed use development appropriately situated in a portion of the City designated for entertainment uses. The growth of the community and increasing demand for a mix of uses and services also creates the demand for additional onsite and offsite sales of alcoholic beverages and live entertainment. While licensing criteria may see this as overconcentration, it is in fact a reflection of demand by the community for greater options with regard to dining and lodging. The Project is not unlike other regional venues that draw from populations throughout the City. Warner Center, Century City and downtown Los Angeles have a similarly high number of existing licenses compared to the allocation by Alcoholic Beverage Control. The Hollywood area is an entertainment center and a major tourist destination and is an appropriate location to offer alcohol and entertainment establishments. Thus, taking into account the influx of workers, visitors, and tourists to the area, as well as the addition need created by the development of the Project itself, the granting of the application will not result in an overconcentration.

A finding of public convenience and welfare will be required from the City Council pursuant to AB 2897, Caldera Legislation. A significant concentration of restaurants and nightclubs offering a full range of alcoholic beverages is not undue for an entertainment destination serving both City residents and visitors. In addition, the subsequent Zoning Administrator plan approval process will

ensure that each of the Project's venues will operate in a safe and secure manner. Therefore, the approval of the conditional use will not contribute to an undue overconcentration of premises for the onsite sale and consumption and offsite sale of alcoholic beverages.

6. **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 located in a highly urbanized area within Hollywood. Surrounding uses in the vicinity of the Project area have a broad range of uses, including commercial, hotel, office, retail and entertainment uses. The intensity of commercially improved and entertainment-related uses serving alcohol is a staple of this area of Hollywood and would increase the availability of such amenities to both residents and visitors alike. As such, the sale of alcoholic beverages will enhance rather than detrimentally affect nearby sensitive uses.

**G. FINDINGS OF FACT REQUIRED FOR ZONE CHANGE AND HEIGHT DISTRICT CHANGE**

1. **Adoption of the proposed zone change is consistent with the General Plan and is in conformity with public necessity, convenience, general welfare and good zoning practice.**

The proposed Project is consistent with the General Plan as well as public necessity, convenience, general welfare and good zoning practice. The Site consists of parcels zoned C4-2D-SN, R4-2D and [Q]R3-1XL. The Community Plan designates most of the Site having a Regional Center Commercial land use designation with corresponding zones of C4, C2, P and PB. These zones allow for commercial uses, parking and high-density multifamily residential use. The [Q]R3-1XL lot has a Medium Residential land use designation that allows for multi-family dwellings. The Site lies within a highly urbanized area consisting primarily of commercial, office and residential uses. The Site is generally bounded by Argyle Avenue to the west, Yucca Street to the north, Vista Del Mar Avenue to the east and vacant lots zoned for commercial and residential uses to the south. Surrounding uses include the Capitol Records building, Pantages Theatre, The Redbury Hotel (which has now ceased operation) and other hotels, The Avalon and other clubs and lounges, multiple restaurants and other commercial and retail uses.

The Applicant is requesting a zone change and a height district change for the Center Parcel from R4-2D to C2-2, a height district change and a zone change for the West Parcel from C4-2D-SN to C2-2-SN, and a zone change and the removal of the "[Q]" zone designation for the East Parcels ([Q]R3-1XL to R3-2) pursuant to LAMC Section 12.32. The zone change will allow for construction of the Project that will include 210 dwelling units, a 136-room hotel, and approximately 12,570 square feet of commercial uses in a mixed-use building and a 3-story residential building. All 210 proposed residential units will be subject to the Rent Stabilization Ordinance (RSO). The requested removal of the "D" limitation, which is imposed on the Center Parcel and West Parcel per Ordinance No. 165,662, and which restricts the total floor area to two times the buildable area of the lot, will allow for a total FAR of 6.6:1 across the Project Site after its merger via the proposed Vesting Tentative Tract Map, which is consistent with requirements under General Plan and Community Plan. Furthermore, given the size, height, scale, and density of immediately adjacent

uses and other uses in the Project vicinity—including the approved Argyle Hotel, on the northeast corner of Yucca and Argyle, a 186 foot-tall mixed use project with a 225-room hotel and 87 condominium units at a 6:1 FAR and the approved Yucca Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR—the City finds sufficient grounds under the terms of LAMC Section 12.24-F to allow the conditional uses proposed by the Project to be excluded from the applicable area regulations that limit the FAR of the Project Site to a 6:1, and instead find that the Project's proposed FAR of 6.6:1 is warranted and appropriate for the Project Site and the neighborhood, and that the Project otherwise complies with applicable zoning and General Plan requirements.

The "[Q]" Condition for the East Parcels restricts residential density to a maximum of one dwelling unit for each 1,200 square feet of lot space, which will be eliminated to allow for density to be averaged across the Site and for the density to be pushed to the western portions of the Site. Since the proposed zone changes and height district change are consistent with the requirements for the Regional Center Commercial and Medium Residential land use designations in light of the finding relating to FAR above, the Project is in conformity with the General Plan.

The Project will respect and be compatible with the surrounding neighborhood, which is densely developed with a range of commercial and multifamily residential uses. The Podium of the mixed-use building is designed with commercial uses and automobile and car parking on the ground floor, and is designed with glass paneling, windows and lighting that provide stylistic architectural elements to carry the massing above and provide a rhythm along the street. It is designed to incorporate glazed display openings that not only engage pedestrians, but also allow the upper mass of the buildings to appear to be floating above the street. The three-story residential building on the East portion of the Project Site is designed with pedestrian-scaled façade and serves as a buffer between the higher density mixed-use building to the west and the lower density uses across Vista Del Mar Avenue. Trees and other landscaping will be added along the exterior and interior of two buildings to create a visually attractive development, reduce the perceived bulk of the Project, and allow for a safer pedestrian experience. No retail uses will be developed within the R3 parcel and parking will be primarily provided below-grade level. In addition, trees and other landscaping will be added along the exterior and interior of the Podium to create a visually attractive development that serves to the scale of the pedestrian on the street.

As set forth above, the Project advances several important goals enumerated in the Community Plan and General Plan. The Project will bring 210 new housing units subject to RSO and promote a pedestrian-friendly environment with active retail uses at street level along Yucca Street and Argyle Avenue. Ground floor commercial uses will provide neighborhood-serving retail to bring convenience to Project residents and the community, thus furthering one of the priorities of the Community Plan which is "to encourage the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians". Moreover, the presence of retail amenities will encourage residents and neighbors to walk the amenities on the Site. Such additional foot traffic along with the new housing being provided by the Project will help generate additional economic activity in the area, thus serving other commercial establishments in the vicinity of the Project Site. In addition, by locating the majority of the required parking for the Project underground and providing commercial space buffer for the above-ground parking (thereby shielding it from public view), the pedestrian experience and aesthetics of the Project Site will be



greatly enhanced. Finally, bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consisting of 232 bicycle spaces for residential tenants and visitors, 14 spaces for hotel guests and employees, and 12 bicycle spaces for commercial tenants and their patrons. These features demonstrate that the Project has been carefully designed to provide infill housing that enriches the experience of residents and serves the needs of the surrounding community. Therefore, the Project enables a more self-sufficient, pedestrian-oriented lifestyle that will reduce unnecessary vehicle trips in the vicinity and thereby enhance public convenience and general welfare.

#### **H. FINDINGS OF FACT FOR SITE PLAN REVIEW**

**1. That the project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and any applicable specific plan.**

The proposed Project, at the intersection of Yucca Street and Argyle Avenue will include the construction of a 20-story, approximately 255 feet tall, mixed-use hotel, commercial and residential building atop a podium structure that will include 197 residential units, a 136-room hotel, and 12,570 square feet of new commercial uses, and a 3-story, approximately 52 feet tall residential building with 13 residential units. The podium of the mixed-use building will extend west along Yucca Street to Argyle Avenue. The 12,570 square feet of commercial space in the Podium would be located at ground level with pedestrian access from Yucca Street and Argyle Avenue.

The Project is located within the Hollywood Community Plan area (the "Community Plan"), which was adopted by the City Council on December 13, 1988 (pursuant to Council File 86-0695). The proposed project is in compliance with the land-use designation, goals and policies of the Community Plan and the Framework Element of the General Plan, including the Land Use Element, Economic Development Element, Housing Element and the Transportation Element and therefore, is in conformance with the General Plan and Hollywood Community Plan. The Site is not located within a Specific Plan.

The development of the Project in the Community Plan area represents the opportunity to achieve the following General Plan Goals and Policies:

**(1) *Community Plan Policies. The Community Plan includes the following relevant land use objectives, policies and programs:***

*Objective 3: To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing individual choice.*

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

The proposed Project is comprised of 210 new dwelling units, a 136-room hotel, and approximately 12,570 square feet of commercial uses. The Project will create additional hotel rooms and thus grow the City's tax base, provide needed housing units in the Hollywood Community Plan area, and provide a neighborhood serving commercial use.

The proposed Project will create a high quality residential development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows, balconies and porches), better utilizes the Site by improving the land use and character of the existing neighborhood, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity and bicycle connectivity, improving urban life, and creating strong interaction and vitality to the existing neighborhood.

**(2) Framework Element**

The Citywide General Framework text defines policies related to growth and includes policies for land use, housing, urban form/neighborhood design, open space/conservation, economic development, transportation, and infrastructure public services. The proposed Project will be in conformance with several goals of the Framework as described below.

**A. Distribution of Land Use**

*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.*

Consistent with the above, the Project Site is located within a Regional Center under the General Plan. The Project will include the construction of a mixed-use commercial and residential building atop a podium and a 3-story residential building along Vista Del Mar Avenue. The mixed-use building will contain 12,570 square feet of ground floor commercial uses, automobile and bicycle parking, a lobby and lounge area, and open space, with a deck that is landscaped with courtyards and other tenant amenities. The 3-story residential building will contain underground parking for the residential tenants and associated residential amenity space such as lobby and roof-stop open space. The residential component of the Project includes 210 residential units, all of which are subject to the RSO. The hotel portion of the project will include 136 hotel rooms to serve the many visitors to the Hollywood area. The Project is designed to ensure harmony with the existing neighborhood and minimize impacts on neighboring properties. The Project will also promote a pedestrian-friendly environment with active commercial uses at street level along Yucca Street and Argyle Avenue. Ground floor commercial uses will provide neighborhood-serving retail to bring convenience to Project residents and the community. The character of the area includes other mixed-use projects, hotel, commercial and retail

uses, and high density residential. Therefore, the Project's density and height will be compatible with the existing development and will not create negative impacts to the adjacent commercial or residential areas.

The Project will provide much needed new housing options for area residents. The location provides for a transit-friendly development, as the Project Site is nearby a range of public transit options, including the Hollywood Dash, which operates a bus stop on the corner of Yucca Street and Argyle Avenue at the Project Site, and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Vine Street, which is approximately 650 feet from the Project Site. Bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consisting of 232 bicycle spaces for residential tenants and visitors, 14 spaces for hotel guests and employees, and 12 bicycle spaces for commercial tenants and their patrons. The Project thereby enables a more self-sufficient, pedestrian-oriented lifestyle that will reduce unnecessary vehicle trips in the vicinity and thereby enhance public convenience and general welfare.

Therefore, the Project encourages growth and increased land use intensity near transit nodes, to create a pedestrian-oriented environment while promoting an enhanced urban experience and provide for places of employment.

#### B. Economic Development

*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.*

*Objective 7.3: Maintain and enhance the existing businesses in the City.*

*Objective 7.6: Maintain a viable retail base in the city to address changing resident and business shopping needs.*

The Project advances the above objectives by concentrating a mixed-use development in an existing commercial corridor and in an area that is able to support such development which is in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses in the area, by increasing pedestrian activity in the vicinity and activating the Project Site to maximize its use, which will support community needs. The Project proposes the construction of a mixed-use hotel, commercial and residential building and a residential building that will include 210 residential units, 136 hotel rooms, and 12,570 square feet of new commercial uses. The Project will provide commercial options at the ground floor and residential units above in the mixed-use building and additional residential units in the 3-story residential building that will serve the existing community in a currently under-utilized location. The hotel rooms will serve the many tourists and visitors to the Hollywood area that add to the economic and tax base. Finally, the Project will incorporate sustainable development design principles consistent with the above objectives.

C. Housing Element

*Objective 7.7: Encourage production and preservation of an adequate supply of rental and ownership housing to meet the identified needs of persons of all income levels and special needs.*

*Policy 2.1.3: Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours.*

*Policy 2.1.4: Enhance livability of neighborhoods by upgrading the quality of development and improving the quality of the public realm, including streets, streetscape and landscaping to provide shade and scale.*

The Project will promote a range of rental housing opportunities for the community, offering a range of units priced to meet persons of varying income levels, providing both market rate units and affordable units. The Project will create a high-quality mixed use development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows, balconies and porches), better utilizes the Site by improving the land use and character of the existing neighborhood with a well-designed mixed used development with ground floor commercial space, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity, improving urban life, and creating strong interaction and vitality to the existing neighborhood. The Podium on the bottom floors, commercial uses, automobile and car parking has glass paneling, windows and lighting that provide stylistic architectural elements to carry the massing above and provide a rhythm along the street. It is designed to incorporate glazed display openings that not only engage pedestrians, but also allow the upper mass of the buildings to appear to be floating above the street. This mixed use Project will encourage pedestrian activity during and after normal commercial business hours.

In addition, the Project will include 22,850 square feet of open space within the mixed-use building and 1,500 square feet of open space within the 3-story residential building, which is in excess of the LAMC requirements. This open space is provided in a variety of ways including courtyards, gardens, recreation rooms, swimming pools, and active and passive areas. Additionally, a landscape buffer will be provided on the East Parcels in order to further minimize impacts of the new buildings.

*Objective 2.3: Encourage the location of housing, jobs, and services in mutual proximity. Accommodate a diversity of uses that support the needs of the City's existing and future residents.*

*Policy 2.3.1: Encourage and plan for high-intensity residential and commercial development in centers, districts, and along transit corridors, as designated in the Community Plans and the Transportation Element of the General Plan, and provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled in order to mitigate traffic congestion, air pollution, and urban sprawl.*

*Policy 2.3.3: Encourage the development of new projects that are accessible to public transportation and services consistent with the community plans. Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.*

The Project will include the construction of a new mixed-use buildings with commercial and residential uses and a residential building. The Project location is well served by a large variety of transit options. The Site is located nearby a major transit corridor, Highland Avenue, and in proximity to the Hollywood Freeway (101). This area is served by local and regional bus lines operated by the Los Angeles County MTA and the Los Angeles DOT, including the MTA Metro Rapid 780 and Metro buses. In addition, the Hollywood Dash, which operates a bus stop on the corner of Yucca Street and Argyle Avenue at the Site. The Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Vine Street, approximately 650 feet from the Site. Thus, the location is appropriate for the nature of the Project.

The Project emphasizes pedestrian and bicycle access, by adding new ground floor commercial uses oriented to pedestrians along Yucca Street and Argyle Avenue, which will provide neighborhood-serving amenities to the community as well as Project residents. The presence of these new commercial retail amenities will encourage residents and neighbors to walk the amenities on the Site. In addition, bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consisting of 232 bicycle spaces for residential tenants, 14 bicycle spaces for hotel patrons, and 12 bicycle spaces for commercial tenants and their patrons, which will enhance pedestrian-friendly access and use of the Site.

#### D. Transportation Element

*Objective 3.13: Enhance pedestrian circulation in neighborhood districts, community centers, and appropriate locations in regional centers and along mixed-use boulevards; promote direct pedestrian linkages between transit portals/platforms and adjacent commercial development through facilities orientation and design.*

The Project will include the construction of a new mixed-use buildings with commercial and residential uses and a residential building. The Project will provide commercial options at the ground floor and residential units above. The Project location is well served by a large variety of transit options. The Project will promote a pedestrian-friendly environment with active retail uses at street level along Yucca Street and Argyle Avenue. Ground floor commercial uses will provide neighborhood-serving retail to bring convenience to Project residents and the community, thereby encouraging the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians. Moreover, the presence of retail amenities will encourage residents and neighbors to walk the amenities on the Site. In addition, by locating the majority of the required parking for the Project underground and providing a commercial space buffer for the above-ground parking (thereby shielding it from public view), the pedestrian experience and aesthetics of the Site will be greatly enhanced. Finally, bicycle parking

(both long and short term) will be provided for both residential and retail tenants and their visitors, consisting of 232 bicycle spaces for residential tenants and visitors, 14 spaces for hotel guests and employees, and 12 bicycle spaces for commercial tenants and their patrons. These features demonstrate that the Project has been carefully designed to provide infill housing that maximizes the experience of residents and serves the needs of the surrounding community.

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 collections, and other such pertinent improvements, which is or will be compatible with existing and future developments on the neighboring properties.**

The Project employs an attractive building design that has an active street presence and promotes pedestrian activity with ground floor commercial uses that have a high degree of transparency and creates visual connections to the street. It also ensures that sidewalk widths are adequate for pedestrian flow, and utilizes pedestrian lighting to encourage and extend safe pedestrian activities into the evening. The Project will also provide street trees per the requirements of the Division of Urban Forestry.

The two new buildings proposed for the Project will have a separate ground floor entrances and separate vehicular parking areas. The mixed-used building has a ground floor pedestrian entrance to the commercial street along Yucca Street, which is directly accessible from a public street and open during the posted normal business hours. These features ensure the Project will provide easily accessible pedestrian connections within and around the Site.

The Project respects the low-rise single family homes to the east by pushing the height to the west side of the site and bringing the height down on the east side of the Site. It also creates a buffer between the higher density taller development to the west and the lower density low-rise development to the east of the Site. The Project employs a distinguishable and attractive building design by utilizing modulated facades and distinctive architectural features to add visual interest and to convey both the residential and commercial uses of the mixed-use building, and utilizes a more traditional and recognizable residential design for the 3-story residential building on the east side of the Site. The Project also treats all facades with detail and articulation to enhance the design and built environment. Open space and landscaping opportunities are utilized on the Site. Common amenities such as a recreational lawn, fire pit lounge, game tables, and an outdoor BBQ area are provided on the podium level rather than is smaller less usable areas around the site. Landscaping is utilized in open areas not used for building, driveways, and parking. Visual clutter is reduced by placing signs so as not to obscure architectural element or interfere with building design. Further, the signs are pedestrian oriented and pedestrian scale. Lighting fixtures will complement the architectural details, will be glare free, and will not spill over.

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

The Project will provide a range of recreational facilities and service amenities that will improve habitability for the residents, provide a pedestrian-friendly experience along Yucca Street and Argyle Avenue and minimize impacts on neighboring properties. A total of approximately 22,850

square feet of open space in the mixed-use building and 1,500 square feet of open space in the 3-story residential building will be provided in both private and common open space areas, which is in excess of the LAMC requirements for the Project. Among other things, the Project will provide rooftop swimming pools, landscaped courtyards, garden space, a recreational lawn, a fire pit lounge, game tables, an outdoor BBQ areas and commercial uses on the ground floor easily accessible to residential tenants. Accordingly, the Project is providing ample facilities and amenities that will provide for a healthy living environment for residents and will encourage pedestrian activity and use of open space.

**I. FINDINGS OF CONSISTENCY WITH HOLLYWOOD COMMUNITY PLAN AND HOLLYWOOD REDEVELOPMENT PLAN SECTION 506.2.3 OBJECTIVES RELATED TO AN INCREASE IN FAR**

The Regional Center Commercial Development chapter of the Hollywood Community Plan notes that the Hollywood Redevelopment Plan limits development within areas with a General Plan land use designation of Regional Center Commercial to a floor area ratio (FAR) of 4.5:1, and 6:1 FAR may be permitted providing that certain objectives set forth in the Redevelopment Plan subsection 506.2.3 are met, consistent with the requirements of Chapter 1 of the Los Angeles Municipal Code. However, given the size, height, scale, and density of immediately adjacent uses and other uses in the Project vicinity—including the approved Argyle Hotel, on the northeast corner of Yucca and Argyle, a 186 foot-tall mixed use project with a 225-room hotel and 87 condominium units at a 6:1 FAR and the approved Yucca Condominium project at the southwest corner of Argyle and Yucca, a 16-story, 189 foot tall mixed-use condominium, ground floor retail, and live-work unit project with a 4.5:1 FAR—the City finds sufficient grounds under the terms of LAMC Section 12.24-F to allow the conditional uses proposed by the Project to be excluded from the applicable area regulations that limit the FAR of the Project Site to a 6:1, and instead find that the Project's proposed FAR of 6.6:1 is warranted and appropriate for the Project Site and the neighborhood, and that the Project otherwise complies with applicable provisions of the Hollywood Community Plan and Hollywood Redevelopment Plan. Subsection 506.2.3 of the Hollywood Redevelopment Plan further requires that projects meet at least one objectives listed in Subsection 506.2.3 in addition to making the findings set forth in this section related to an increase in FAR. The proposed Project meets the following Hollywood Redevelopment Plan Section 506.2.3 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;**

The Project Site is located in a highly urbanized area with a number of bus stops in close proximity. Further, the Hollywood Dash operates a bus stop on the corner of Yucca Street and Argyle Avenue in front of the Site, and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Vine Street, approximately 650 feet from the Site. Even though the Site is in a prime location for transit oriented development due to its proximity to bus stops and Metrorail, it is currently underutilized with low density residential buildings and underutilized parcels. The proposed Project will replace the low density residential units currently on the Project Site with 210 rent stabilized residential units and 136 hotel rooms and concentrate high intensity and high density development on the Site, effectively utilizing the Site to maximize the number of residents and hotel patrons who may utilize the high capacity transportation facilities. Additionally, the Project

also proposes 12,570 square feet of commercial and restaurant space, allowing residents and hotel patrons to have close access to commercial uses without having to venture long distances, and allow commercial use customers and patrons access to these commercial spaces via the public transportation system. The proposed development on Site effectively constitutes the highest and best use of the Site given its proximity to public transportation options.

**J. FINDINGS FOR HOLLYWOOD REDEVELOPMENT PLAN SECTION 506.2.3 RELATED TO AN INCREASE IN FAR**

**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.**

The Hollywood Redevelopment Plan lists a total of 16 goals. The Project meets the following applicable goals:

*1) Encourage the involvement and participation of residents, business persons, property owners, and community organizations in the redevelopment of the community.*

The Project meets this goal by engaging residents, business persons, property owners, and community organizations during the application process through the California Environmental Quality Act and the City's public notice and hearing processes.

*2) Preserve and increase employment, and business and investment opportunities through redevelopment programs and, to the greatest extent feasible, promote these opportunities for minorities and women.*

The Project will build 166 additional residential units above what is currently available on site, creating a total of 210 residential units on Site. Additionally, Project includes the construction of a 136-room hotel and 12,570 square feet of commercial and restaurant space. The residential units, the new hotel, and the additional commercial and restaurant space will all create additional employment, business, and investment opportunities.

*3) Promote a balanced community meeting the needs of the residential, commercial, industrial, arts and entertainment sectors.*

The mixed-use Project provides additional housing to meet the needs of the residents, additional commercial space to meet the needs of the residents of the area and businesses in the neighborhood, and it also includes a new hotel that may serve the needs of the commercial, industrial, tourism and entertainment sectors.

*5) Improve the quality of the environment, promote a positive image for Hollywood and provide a safe environment through mechanisms such as:*

*h) integrate public safety concerns into planning efforts.*

The Site is currently underdeveloped and blighted and has been attracting criminal activities such as drug use, gang activity and graffiti. By redeveloping the Project Site with additional housing and



a hotel that operates around the clock, and by providing on-site security to ensure the safety of the Project Site and the vicinity, the Project improves the public safety in the area.

*6) Support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry.*

The 136-room hotel that is proposed as a part of Project will serve to support the needs of the entertainment industry, Hollywood's growing role as a center for commerce and business, and contribute to the promotion of Hollywood as a tourist destination. Additionally, it will provide the entertainment industry, businesses, and tourists with a new hotel option when visiting the neighborhood.

*7) Promote the development of Hollywood Boulevard within the Hollywood commercial core as a unique place which:*

- a) reflects Hollywood's position as the entertainment center;*
- b) provides facilities for tourists;*
- c) contains active retail and entertainment uses at the street level;*
- d) provides for residential uses;*
- e) is pedestrian oriented;*

The Project is located two blocks north of the Hollywood Boulevard. By operating a new 136-room hotel on Site, the Project will provide a new entertainment venue, restaurants and commercial uses, and a new hotel option to support the entertainment industry and the tourists. Further, the Project proposes retail uses at street level, and the hotel includes a street level meeting space. The placement of these uses within the Project Site will help activate Yucca Street and Argyle Avenue, creating a friendly and safe environment that promotes pedestrian activity. Additionally the Project will be constructed with 210 residential units that are subject to the rent stabilization ordinance, which will provide additional, much needed residential uses to serve the neighborhood with stabilized rents. The Project brings together three distinct uses (residential, hotel, and commercial) and combines them harmoniously, which will contribute to making Hollywood Boulevard and the Hollywood Commercial Core an vibrant and safe area that serves residents, businesses, the entertainment industry, and tourists.

*9) Provide housing choices and increase the supply and improve the quality of housing for all income and age groups, especially for persons with low and moderate incomes; and to provide home ownership opportunities and other housing choices which meet the needs of the resident population.*

The 210 rent-stabilized residential units the Project will provide will increase the supply of residential units in the neighborhood and create quality housing for all income and age groups, replacing much less dense and lower quality units currently existing on the Project Site.

*10) Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood.*

The Project consists of in-fill housing and a mixed-use, transit oriented development that is respectful of the traffic and circulation programming in the area. Additionally, the Project will be developed with open space and other residential amenities that are necessary to enable the residents on-site to find leisure and play space in close proximity. The Project also provides employment opportunities on-site and offers a great location for residents, employees, patrons, and tourists to make use of the public-transportation system.

*12) Support and encourage a circulation system which will improve the quality of life in Hollywood, including pedestrian, automobile, parking and mass transit systems with an emphasis on serving existing facilities and meeting future needs.*

The Project develops the ground floor of the mixed-use building with meeting space, commercial space, and restaurants along Yucca Street and Argyle Avenue to create a welcoming and safe environment for the pedestrians, increase the walkability of the neighborhood and improve the quality of life in Hollywood. Parking spaces for the Site are provided in the subterranean and semi-subterranean garages, mostly shielded from pedestrian view, which allows the Project to provide automobile parking spaces without detracting from the pedestrian experience. Additionally, by creating a mixed-use development within close proximity of public transportation options such as buses, Hollywood Dash, and Metrorail Red Line, the residents, patrons, employees, and customers of the Site will be able to utilize the mass transit system with ease, which will reduce the impact the Site has on the existing roadway while promoting the mass transit system.

*16) To the maximum extent feasible, seek to build replacement housing within the Project Area prior to the destruction or removal of dwelling units which house low and moderate income people. The Agency shall make a good faith effort to relocate displaces within the Project Area unless they choose to relocate elsewhere. Project displaces shall be provided a priority for occupancy in housing which the Agency has facilitated.*

The 44 residential units that currently exist on Site will be replaced by 210 rent stabilized residential units, which will increase the supply of residential units in the neighborhood and create quality housing for a variety of income and age groups.

**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 Project provides open space that is above code requirements. The Project proposes both private and common open space in the form of balconies, gym, landscaped court yard, barbeque area, pool, and other residential amenities. These open space provided to the residents will give residents options for leisure and play, taking pressure off of the public parks nearby. The Project also provides parking on-site in the below-grade garage, which includes hotel and commercial parking spaces in addition to residential parking spaces, adding to the available public parking

spots in the area. The Project serves public purpose objectives by providing open space and parking spaces on-site.

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.**

The project is located within close proximity to bus stops, the Hollywood Dash, and the Hollywood and Vine Metro Red Line station, which will allow the future residents, customers, employees, and patrons on-site to utilize the public transportation with ease, lessening the environmental impacts the Project may have on the transportation and circulation system of the area and the City as a whole. The Project Site is an optimal location for transit oriented development and higher density uses such as the proposed 210 residential units, 136-room hotel, and 12,570 square feet of commercial space will bring the highest and best use to the Project Site and increase the ridership of the various public transportation options in the Project's vicinity.