

ATTACHMENT A
PROJECT DESCRIPTION

I. PROJECT DESCRIPTION

A. Applicant and Property

MCAF Vine LLC, 1750 North Vine LLC, 1749 North Vine Street LLC, 1770 Ivar LLC, 1733 North Argyle LLC, and 1720 North Vine LLC (collectively, the “**Applicant**”) propose to construct a mixed-use project on an approximately 4.46-acre (194,495 square feet) site located at 1720-1770 North Vine Street; 1746-1760 North Ivar Avenue; 1733 and 1741 Argyle Avenue; and 6236, 6270, and 6334 West Yucca Street, Los Angeles, California 90028 (collectively, the “**Property**”). The Property consists of 10 parcels generally bounded on the north by Yucca Street, on the west by Ivar Avenue, on the east by Argyle Avenue, and on the south by Hollywood Boulevard. Vine Street bisects the Property, which creates two development subareas referred to as the “**West Site**” and the “**East Site**”, as set forth in Tables 1 and 2 below.

Table 1 – West Site Area						
APN	Addresses	Lot	Arb	Block	Tract	Lot Area
5546-004-006	1746-1764 N. Ivar Ave.	4	1	21	Hollywood	34,109 sf
5546-004-029	6334 W. Yucca St.	FR 2	1	21	Hollywood	7,241 sf
5546-004-020	1745-1753 N. Vine St.	21	2	21	Hollywood	27,362 sf
5546-004-021	No Address	21	1	21	Hollywood	9,085 sf
5546-004-032	No Address	FR 1	None	21	Hollywood	832 sf
West Site Subtotal						78,629 sf

Table 2 – East Site Area						
APN	Addresses	Lot	Arb	Block	Tract	Lot Area
5546-030-028	6236 W. Yucca St.; 1740-1768 N. Vine St.	LT 1	2	None	TR 18237	52,039 sf
5546-030-031	6270 W. Yucca St.	FR 13	3	None	Central Hollywood Tract No. 2 (“ CHT 2 ”)	1,724 sf
5546-030-032	1770 N. Vine St.	FR 13	2	None	CHT 2	3,433 sf

5546-030-033	1733-1741 N. Argyle Ave.	LT 1	3	None	TR 18237	26,535 sf
5546-030-034	1720-1724 N. Vine St.	FR 6	None	None	CHT 2	32,135 sf
East Site Subtotal						115,866 sf

To be consistent with the City of Los Angeles (the “City”) Mobility Plan, the Applicant is requesting a merger of the public right-of-way and alley. This would ensure the streets and the sidewalks surrounding the Property meet the Mobility Plan’s width requirements. Approval of the merger of the public right-of-way and alley would also increase the Property’s lot area by 6,430 square feet. Table 3 below outlines the total Property area.

Table 3 – Property Area	
	Lot Area
Project Site	194,495 sf
East Site Alley	1,267 sf
Sidewalk Merger	5,163 sf
Total	200,925 sf

The West Site is generally bound by Ivar Avenue on the west, Yucca Street and two commercial buildings to the north, Vine Street to the east, and two commercial buildings to the south. The East Site is generally bounded by Vine Street to the west, Yucca Street to the north, Argyle Avenue to the east, and two commercial buildings to the south. The Capitol Records building and the Gogerty building (collectively, the “**Capitol Records and Gogerty Buildings**”) are located on the East Site. Figure 1 below depicts the approximate location of the Property, with the West Site outlined in blue and the East Site outlined in orange.

Figure 1 – Property Location



B. Project Overview

The proposed mixed-use project, which would be consistent with Measure JJJ - adopted by the City Council as Ordinance No. 184745 - would convert underutilized surface parking lots with :

- (i) 872 market-rate dwelling units;
- (ii) 133 senior affordable housing units, set aside for extremely-low and/or very-low income households;
- (iii) 30,176 square feet of commercial floor area;
- (iv) 1,521 vehicle parking spaces; and
- (v) 551 bicycle parking spaces (the “**Project**”).

The Project would preserve approximately 114,303 square feet of floor area contained within the Capitol Records and Gogerty Buildings. Implementation of the Project would require demolishing the existing approximately 1,237 square feet commercial building located on the West Site. The Project would convert an underutilized surface parking lot that does not contain any residential dwelling units with approximately 1,287,150 square feet of new zoning floor area and approximately 120,175 square feet of open space, of which 29,956 square feet would be publicly accessible. There would be no change to the existing Capitol Records and Gogerty Buildings. The Project’s proposed new floor area ratio (the “**FAR**”) would be approximately 6.4:1. Including the existing 114,303 square foot Capitol Records and Gogerty Buildings, the

FAR used for the entire Property would be 6.975:1. Table 4 below summarizes the Project's floor area by use, and Tables 5 and 6 below outline the Project's parking and bicycle parking components, respectively.

Table 4 – Project Floor Area	
Areas of Project	Floor Area
Residential (872 dwelling units)	1,125,218 sf
Senior Affordable (133 dwelling units)	131,756 sf
Commercial (retail or restaurant)	30,176 sf
Existing Capitol Records and Gogerty Buildings	114,303 sf
Total	1,401,453 sf

Table 5 – Project Vehicular Parking				
Parking	Code Requirement	Calculation	Required	Proposed
Residential	0.5 spaces per bedroom [per City Planning December 17, 2015 AB 744 memo]	0.5 x 1,660 bedrooms (rounded up)	830	1,242
Commercial¹	1 space per 500 sq. ft. [per LAMC 12.21-A.4(x)(3).6]	30,176 / 500	60.4 → 60	279
Total			987	1,521

¹ Includes parking required for the existing Capitol Records and Gogerty Buildings per the Certificate of Occupancy.

Table 6 – Project Bicycle Parking per LAMC 12.21-A.16¹				
Bicycle Parking	Code Requirement		Provided	
	Long Term	Short Term	Long Term	Short Term
Residential	<u>1-25</u> : 1 per unit <u>26-100</u> : 1 per 1.5 units <u>101-200</u> : 1 per 2 units <u>200+</u> : 1 per 4 units	<u>1-25</u> : 10 per unit <u>26-100</u> : 1 per 15 units <u>101-200</u> : 1 per 20 units <u>200+</u> : 1 per 40 unit	474	47
Commercial	1 per 2,000 sf	1 per 2,000 sf	15	15

Total	489	62
¹ As amended by Ordinance No. 185,480.		

1. West Site

The West Site development would involve the demolition of the existing approximately 1,237 square feet commercial building and the construction of (a) a 35-story, 449-unit mixed-use building with ground floor commercial uses, a ground floor courtyard, and a residents-only mezzanine amenity space (collectively, the “**West Building**”); (b) an 11-story, 68-unit senior affordable housing building with ground floor commercial uses (the “**West Senior Building**”); and (c) a five-story subterranean parking garage with 837 parking spaces and 277 bicycle parking stalls. The West Site would comprise 648,744 square feet of floor area. Table 7 below provides a breakdown of the West Site floor area.

Table 7 – West Site Floor Area	
Areas of Project	Floor Area (sf)
Residential (449 dwelling units)	569,949
Senior Affordable (68 dwelling units)	66,104
Commercial	12,691
Total	648,744

a) West Building

The West Building would be 35 stories tall with an additional, non-occupiable level housing mechanical building equipment-only. The West Building would contain 449 dwelling units comprised of 195 one-bedroom units, 198 two-bedroom units, 51 three-bedroom units, and five three-bedroom penthouse units.

In order to promote pedestrian activity, the ground floor along Vine Street would contain (a) approximately 3,810 square feet of commercial retail or restaurant space and (b) approximately 9,249 square feet of publicly accessible common open space and “back of house” services for the building including, but not limited to, trash, security, storage, and a fire command room. The mezzanine floor along Ivar Avenue would include approximately 8,881

square feet of commercial retail or restaurant space and the second level would contain approximately 25,753 square feet of residential amenity and common open space in the form of a residential multi-purpose room, a residential poolside clubhouse, two pools, and an amenity deck with seating. The residential amenity space would include a residential screening room, fitness area, changing lockers, children's room, game room, residential multi-purpose room, library, and lounge space.

In total, the West Building's floor area would be 582,640 square feet.

b) West Senior Building

The West Senior Building would be 11 stories with an additional level of mechanical building equipment only. The West Senior Building would contain 68 senior affordable housing dwelling units, including 59 one-bedroom units and 9 two-bedroom units.

The West Senior Building's ground level lobby would front Ivar Avenue. The 1,920 square feet lobby would contain two elevators that would be accessible from the subterranean garage to serve the West Senior Building; a mail room; and "back of house" service area. Level 2 would contain a multi-purpose room and senior social services office measuring 1,895 square feet and a 1,080 square feet senior residents' terrace. The multi-purpose room would be a larger room that could be used for group activities, such as fitness, games, and entertainment and the senior social services office could be used by social workers to provide a wide array of assistance to the senior residents. Lastly, the approximately 4,050 square feet rooftop open-air terrace space could also be used for a variety of activities, gatherings, and other programs.

In total, the West Senior Building's floor area would be 66,104 square feet.

c) West Site Parking

Of the West Site's 837 parking spaces, 163 parking spaces are valet-only, double vehicle stackers while the remaining 511 parking spaces are self-park. The West Site would contain 84 electric vehicle ("EV") parking spaces. The West Site parking garage's second basement level would also have a dual purpose area with 15 queuing spaces for (a) valet drop-off and pick-up for the stacked parking spaces and (b) ride-hailing services (such as Uber, Lyft, etc.) drop-off

and pick-up. The West Site’s parking garage would be accessed from of a driveway on Ivar Avenue, south of Yucca Street. Tables 8 and 9 below outline the West Site’s parking and bicycle parking components, respectively.

Table 8 – West Site Parking				
Parking	Code Requirement	Calculation	Required	Proposed
Residential	0.5 spaces per bedroom [per City Planning December 17, 2015 AB 744 memo]	0.5 x 836 bedrooms (rounded up)	418	695
Commercial	1 space per 500 sf. [per LAMC 12.21-A.4(x)(3).6]	12,691 / 500	25.4 → 25	142
Total			443	837

Table 9 – West Site Bicycle Parking per LAMC 12.21-A.16¹						
Bicycle Parking	Code Requirement		Calculation		Provided	
	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term
Residential	<u>1-25</u> : 1 per unit <u>26-100</u> : 1 per 1.5 units <u>101-200</u> : 1 per 2 units <u>200+</u> : 1 per 4 units	<u>1-25</u> : 10 per unit <u>26-100</u> : 1 per 15 units <u>101-200</u> : 1 per 20 units <u>200+</u> : 1 per 40 unit	<u>1-25</u> : 25/25 <u>26-100</u> : 50/29 <u>101-200</u> : 50 <u>200-449</u> : 62	<u>1-25</u> : 2.5/2.5 <u>26-100</u> : 5/2.9 <u>101-200</u> : 5 <u>200-449</u> : 6.2	241	24
Commercial	1 per 2,000 sf	1 per 2,000 sf	12,691 / 2,000	12,691 / 2,000	6	6
Total					247	30
¹ As amended by Ordinance No. 185,480.						

2. East Site

The East Site would preserve the Capitol Records and Gogerty Buildings and add a 46-story, 423-unit mixed-use building with ground floor commercial uses, a ground floor courtyard, and a

residents-only mezzanine amenity space (the “**East Building**”); a 11-story, 65-unit senior affordable housing building with ground floor commercial uses (the “**East Senior Building**”); and a five-story subterranean parking garage with 684 parking spaces and 274 bicycle parking stalls. The East Site’s total floor area would comprise 638,406 square feet. Table 10 below provides a breakdown of the East Site floor area.

Table 10 – East Site Floor Area	
Areas of Project	Floor Area (sf)
Residential (423 dwelling units)	555,270
Senior Affordable (65 dwelling units)	65,651
Commercial	17,485
Total	638,406

a) East Building

The East Building would be 46 stories tall with an additional, non-occupiable level housing mechanical building equipment-only. The East Building would contain 423 dwelling units comprised of 175 one-bedroom units, 172 two-bedroom units, 71 three-bedroom units, and five penthouse units.

The ground level would contain approximately (a) 9,905 square feet of commercial retail/restaurant space and (b) 9,377 square feet of common open space and “back of house” services for the building including, but not limited to, trash, security, storage, and a fire command room. The ground level would also provide “back of house” services for the building’s commercial component, including trash, security, storage, and other services. The mezzanine floor along Argyle Avenue would include approximately (a) 7,580 square feet of commercial retail or restaurant space and (b) 20,804 square feet of residential amenity common open space in the form of a residential multi-purpose room, a residential poolside clubhouse, two pools, and an amenity deck with deck seating. The residential amenity space would include a residential screening room, fitness area, changing lockers, children’s room, game room, residential multi-purpose room, library, and lounge space.

In total, the East Building's floor area would be 572,555 square feet.

b) East Senior Building

The East Senior Building would be 11 stories with an additional level housing mechanical building equipment only. The East Senior Building would contain 65 senior affordable housing dwelling units, including 53 one-bedroom units and 12 two-bedroom units.

The East Senior Building's ground level lobby would front Argyle Avenue. The 1,874 square feet lobby would contain two elevators that would be accessible from the subterranean garage to serve the East Senior Building; a mail room; and "back of house" service area. The second floor would contain a multi-purpose room and a senior social services room measuring 2,000 square feet. The multi-purpose room could be used for group activities such as fitness, games, and entertainment and the senior social services office could be used by social workers to provide a wide array of assistance to the senior residents. Lastly, the East Senior Building's rooftop would contain a 4,800 square feet terrace space, which may be used for a variety of activities, gatherings, and other programs.

In total, the East Senior Building's floor area would be 65,651 square feet.

c) East Site Parking

Of the East Site's 684 parking spaces, 130 parking spaces are valet-only, double vehicle stackers while the remaining 424 parking spaces are self-park. The East Site would contain 69 EV parking spaces. The East Site parking garage's second basement level would also have a dual purpose area with 23 queuing spaces for (a) valet drop-off and pick-up for the stacked parking spaces and (b) ride-hailing services (such as Uber, Lyft, etc.) drop-off and pick-up. The East Site parking garage would be accessed from an alley on Argyle Avenue, south of Yucca Street. Tables 11 and 12 below outline the East Site's parking and bicycle parking components, respectively.

Table 11 – East Site Parking				
Parking	Code Requirement	Calculation	Required	Proposed
Residential	0.5 spaces per bedroom [per City Planning December 17, 2015 AB 744 memo]	0.5 x 824 bedrooms (rounded up)	412	547
Commercial ¹	1 space per 500 sq. ft. [per LAMC 12.21-A.4(x)(3).6]	17,485 / 500	132	137
Total			544	684
¹ Includes parking required for the existing Capitol Records and Gogerty Buildings per the Certificate of Occupancy.				

Table 12 – East Site Bicycle Parking per LAMC 12.21-A.16 ¹						
Bicycle Parking	Code Requirement		Calculation		Provided	
	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term
Residential	<u>1-25</u> : 1 per unit <u>26-100</u> : 1 per 1.5 units <u>101-200</u> : 1 per 2 units <u>200+</u> : 1 per 4 units	<u>1-25</u> : 10 per unit <u>26-100</u> : 1 per 15 units <u>101-200</u> : 1 per 20 units <u>200+</u> : 1 per 40 unit	<u>1-25</u> : 25/25 <u>26-100</u> : 50/27 <u>101-200</u> : 50 <u>200-449</u> : 56	<u>1-25</u> : 2.5/2.5 <u>26-100</u> : 5/2.7 <u>101-200</u> : 5 <u>200-449</u> : 5.6	233	23
Commercial	1 per 2,000 sf	1 per 2,000 sf	17,485 / 2,000	17,485 / 2,000	9	9
Total					242	32
¹ As amended by Ordinance No. 185,480.						

3. East Site - Hotel Alternative

The East Site alternative development would replace 104 dwelling units in Levels 3 through 12 of the East Building with a 220 guest room hotel (the “**Hotel Alternative**”). The Hotel Alternative’s residential unit mix would include 117 one-bedroom units, 132 two-bedroom units, 65 three-bedroom units, and five three-bedroom penthouse units. In all other ways, the Hotel Alternative and would be identical to the Project. For instance, the East Building and the Hotel

Alternative would be the same height and would have the same massing. Likewise, although the City does not require open space for hotel guest rooms—which would therefore reduce the required open space as compared to the Project—the Hotel Alternative would provide the same amount of open space as the Project, in excess of City requirements.

Under the Hotel Alternative, since the market-rate unit count would decrease, the East Site’s senior affordable housing would be reduced from 65 units to 48 units, consisting of 40 one-bedroom units and eight two-bedroom units (the “**East Senior Building Alternative**”), and would also decrease in height from 11 stories to nine stories with an additional level housing mechanical building equipment only. However, the East Senior Building Alternative would continue to provide the 1,840 square feet lobby; second floor multi-purpose room and a senior social services room measuring 1,656 square feet; and the 4,800 square feet terrace space.

In total, the Hotel Alternative’s floor area would be 623,997 square feet. Table 13 below provides a breakdown of the floor area under the Hotel Alternative scheme. Tables 14 and 15 below outline the Hotel Alternative’s parking and bicycle parking components, respectively.

Table 13 – Hotel Alternative Floor Area	
Areas of Project	Floor Area (sf)
Residential (319 dwelling units)	424,992
Hotel (220 guest rooms)	130,278
Senior Affordable (48 dwelling units)	51,242
Commercial	17,485
Total	623,997

Table 14 – Hotel Alternative Parking				
Parking	Code Requirement	Calculation	Required	Proposed
Residential	0.5 spaces per bedroom [per City Planning December 17, 2015 AB 744 memo]	0.5 x 647 bedrooms (rounded up)	324	448

Hotel	First 30 = 1 per room; 31 st to 60 th = ½ per room; 61 st and up = 1/3 per room [per LAMC 12.21-A.4(b)]	30+15+(160/3)	99	99
Commercial¹	1 space per 500 sq. ft. [per LAMC 12.21-A.4(x)(3).6]	17,485 / 500	132	137
Total			555	684
¹ Includes parking required for the existing Capitol Records and Gogerty Buildings per the Certificate of Occupancy.				

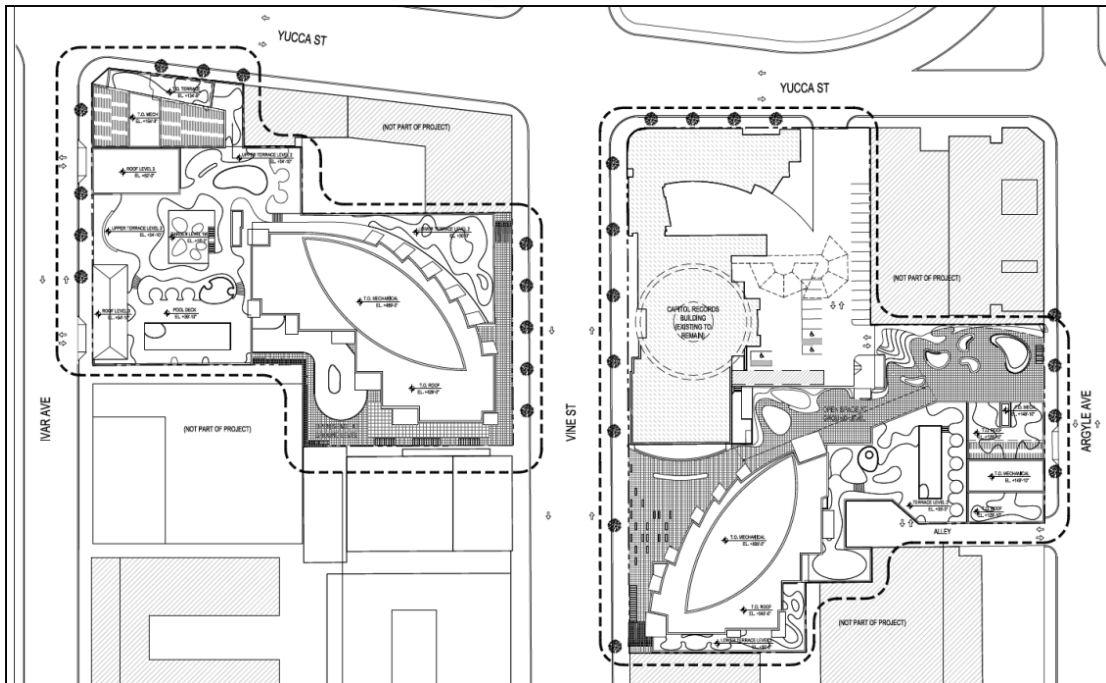
Table 15 – Hotel Alternative Site Bicycle Parking per LAMC 12.21-A.16¹						
Bicycle Parking	Code Requirement		Calculation		Provided	
	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term
Residential	<u>1-25</u> : 1 per unit <u>26-100</u> : 1 per 1.5 units <u>101-200</u> : 1 per 2 units <u>200+</u> : 1 per 4 units	<u>1-25</u> : 10 per unit <u>26-100</u> : 1 per 15 units <u>101-200</u> : 1 per 20 units <u>200+</u> : 1 per 40 unit	<u>1-25</u> : 25/25 <u>26-100</u> : 50/15 <u>101-200</u> : 50 <u>200-449</u> : 30	<u>1-25</u> : 2.5/2.5 <u>26-100</u> : 5/1.5 <u>101-200</u> : 5 <u>200-449</u> : 3	195	20
Hotel	1 per 10 rooms	1 per 10 rooms	220 / 10	220 / 10	22	22
Commercial	1 per 2,000 sf	1 per 2,000 sf	17,485 / 2,000	17,485 / 2,000	9	9
Total					226	51
¹ As amended by Ordinance No. 185,480.						

II. PROJECT BACKGROUND

A. Project Layout

Figure 2, below, depicts the Project's plot plan.

Figure 2 – Plot Plan



B. Recreation, Open Space, and Landscaping

The Project includes a variety of recreational and outdoor open spaces that were designed to create a unique and active pedestrian experience adjacent to the Capitol Records Building. Based on the anticipated number of dwelling units and the mix of unit types, the Project would be required to provide at least 120,175 square feet of useable open space.¹

The Project's ground floor includes approximately 29,956 square feet of publicly accessible open space, and is programmed with a variety of uses designed to encourage pedestrian activity. The

¹ Pursuant to a lease between the Applicant and Capitol Records, Capitol Records must consent to certain proposed improvements that may impact Capitol Records' use of the property, including the echo chambers. Specifically, Capitol Records must grant its consent to portions of the proposed open space area on the East Site. If Capitol Records does not consent, the East Site's open space area may be reduced and will be redesigned to accommodate Capitol Records and/or to comply with the lease; however, under this scenario, the open space area will comply with the City's zoning requirements, including, but not limited to, the open space requirements.

publically accessible open space design was inspired by the local context including a series of well-loved courtyards, historical and cultural landmarks and world tourist destinations such as the Walk of Fame, the intersection of Hollywood Boulevard and Vine Street, Capitol Tower, the Jazz Mural, the Egyptian, Crossroads of the World, and Grauman's Chinese Theatre.

The open space plan strengthens the connection in the immediate area and enriches the community with a number of cultural and social amenities in order to promote the use of public open space with pedestrian linkages; enhance walkability; provide substantive, active, quality spaces that adequately frame adjacent buildings; and, create a variety of outdoor living spaces and environments ranging from intimate social spaces to large plazas. Vine Street would be improved to include a landscaped center divider.

The open space design creates a sequence of unique, integrated multi-programmed outdoor courtyards that would function as local hangouts and tourist destinations.

The consistent use of design elements and materials, including paneling, paving, screens and seating provide uniformity to unite the public spaces together and draw users through and to them. However, when experienced, each of the courtyards are unique – creating a series of outdoor spaces that respond to their context and vary in program and use.

Specifically, the West Site includes a plaza with interactive tiles that light up upon contact. Additionally, the West Site plaza functions as a more flexible space where visitors can admire the Capitol Records Building or partake in a variety of programs for the space. The East Site has three distinct programmed areas:

- The Sinatra Lounge: A gathering space to allow pedestrians to relax on outdoor seating with a fire pit.
- The Beatles Garden: A landscaped area serving as a transition between the Sinatra Lounge and the Nat King Cole Plaza. Tucked away from the adjacent streets and located inside of the block to provide an exquisitely tranquil atmosphere including a grassy floor, intimate seating alcoves, lush vines, flowering trees and the ambient sound of flowing water.

- The Nat King Cole Plaza: A performance venue with a stage that hosts public acoustic performances by nearby school and community music groups. The plaza would be accented by the iconic “Hollywood Jazz 1942-1972” mural and also feature outdoor seating to encourage pedestrians to sit and enjoy the performances or to gather and relax when the stage is inactive.

Additional outdoor open space would include private balconies and amenity decks for both the West and East Buildings. Indoor open space would include amenity recreational spaces, such as fitness rooms, community rooms, children’s rooms, libraries, and screening rooms.

The Property contains 20 street trees and 49 on-site trees, none of which are protected. The Project would provide the required 252 trees (1 tree per 4 residential units) throughout the Project Site.

C. Zoning and Land Use Designation

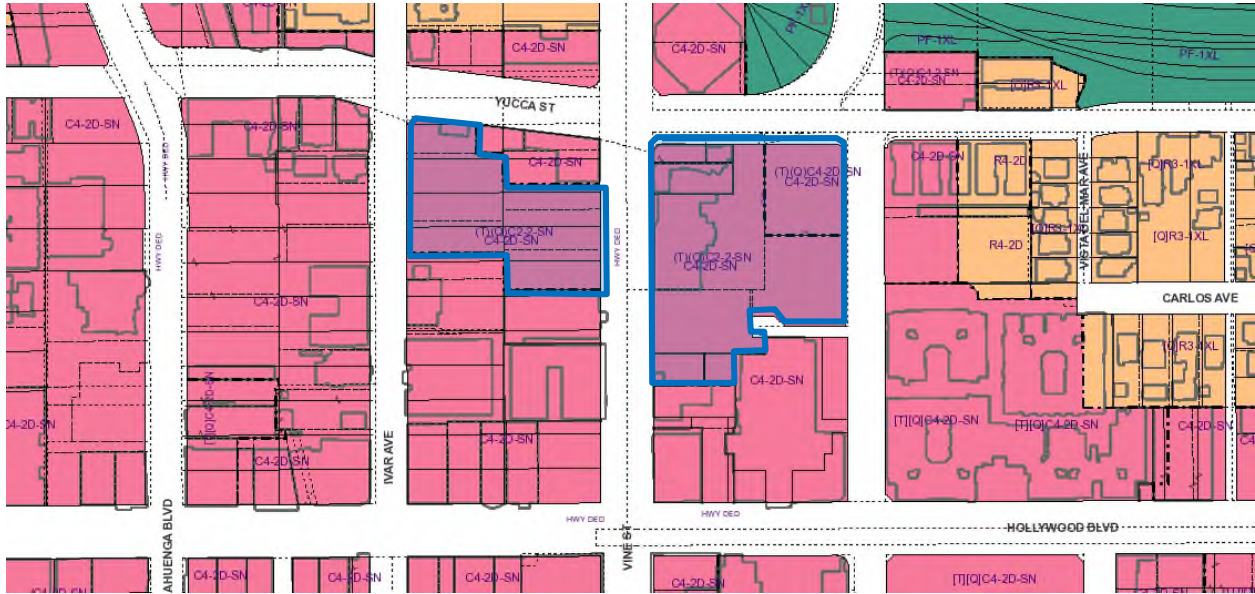
1. Existing Land Use and Zoning

The Property is located within the Hollywood Community Plan (the “**Community Plan**”) and is designated Regional Center Commercial, with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Property is zoned (T)(Q)C2-2-SN and C4-2D-SN².

The Property is also located within a Transit Priority Area, a State Enterprise Zone, a Freeway Adjacent Advisory Notice for Sensitive Uses, an Alquist-Priolo Earthquake Fault Zone, and the Hollywood Redevelopment Project Area. Figure 3, below, depicts the Property’s land use and zoning (the Property is outlined in blue).

² On or about July 24, 2013, the City’s City Council approved Ordinance No. 182,636 (effective on or about July 26, 2013) that amended the Property’s zoning from C4-2D-SN to (T)(Q)C2-2-SN. On or about April 30, 2015, the Los Angeles Superior Court issued a ruling invalidating the City’s adoption of Ordinance No. 182,636. The Superior Court’s ruling is currently under appeal. However, the Applicant is hereby requesting a zone change and height district change that would supersede Ordinance No. 182,636; therefore, Ordinance No. 182,636 would be superseded upon the City’s approval of the requested zone change and height district change.

Figure 3 – Property Land Use & Zoning



The C2 and C4 zone allow for a wide variety of land uses, including retail stores, theaters, hotels, broadcasting studios, parking buildings, parks, and playgrounds. These zones also permit any land use permitted in the R4 zone, including multiple residential uses.

Height District Number 2 allows a 6:1 FAR in the Property's C2 and C4 zoned portions with no height limit. However, the Property is subject to D Limitations, which limit some lots to a 3:1 FAR and other lots to a 2:1 FAR. The D Limitations do not impose any height limits on the Property.

D. Adjacent Land Uses

The Property is located within a vibrant commercial area in Hollywood, conveniently accessible by various transit options, including the Metro Red Line (at the Hollywood and Vine Metro Station) and the Metro Rapid Line 780. Various local and regional bus lines are also in close proximity. The Property is less than a quarter mile south of the Hollywood (US-101) Freeway.

The Project's commercial uses would be located along Yucca Street, Vine Street, Ivar Avenue, and Argyle Street, which would activate the ground floor and contribute to the neighborhood's bustling commercial and pedestrian activity. The residential portion would be located along

Yucca Street, Ivar Avenue, and Argyle Avenue, and would integrate well into the multi-family residential uses along the same streets.

The land uses within the Property's general vicinity are characterized by a mix of low- to high-intensity residential, commercial, school, and mid-rise office buildings, which vary widely in building style and period of construction.

North: Properties to the north are designated with Regional Center Commercial and High Density Residential land uses and are predominantly zoned C4-2 (for those parcels along the Yucca Street frontage) and R4-2 (for those parcels further north beyond the Hollywood Freeway). The recently constructed 18-story, 114-unit mixed-use residential building at 6226 Yucca Street; the American Dramatic Musical Academy campus, and the 15-story, 216-room Kimpton Everly Hotel at 1800 Argyle Boulevard are located immediately north of the Property.

East: Properties to the east are designated with Regional Center Commercial and Medium Density Residential land uses and are predominantly zoned C4-2D-SN, R3-1XL, R4-2, and R4-2D for those parcels along Argyle Avenue, including the proposed 20-story mixed-use Yucca Argyle residential building at 6220 Yucca Street and the 7-story, 507-unit Eastown mixed-use residential building at 6201 Hollywood Boulevard.

South: Properties to the south are designated with Regional Center Commercial land uses and are predominantly zoned C4-2D-SN along Hollywood Boulevard, including the 10-story Hollywood Pantages Theatre; the 8-story, 550-unit 1600 Vine Apartment; Cleo Hollywood; Avalon Hollywood; and the Hollywood Knickerbocker Apartment.

West: Properties to the west are designated with Regional Center Commercial land uses and are zoned C4-2D-SN. The structures directly west of the Property on the west side of Ivar Avenue include the 12-story Hotel Hollywood and various retail, restaurant, and service uses.

E. Streets and Circulation

Per the Mobility Element, Mobility Plan 2035, the following are the designation of the adjoining streets:

- 1) Yucca Street (between Vine and Cahuenga) – Avenue II

- 2) Yucca Street (East of Vine and West of Cahuenga) – Local Street Standard
- 3) Vine Street – Avenue II
- 4) Argyle Avenue – Local Street Standard
- 5) Ivar Avenue – Local Street Standard

F. Public Transit

The Property is located within one of the City's best served public transit locations. Metro's Hollywood/Vine Metro Red Line station is conveniently located within 1,500 feet of the Property. To the east, the Red Line offers transportation to Koreatown, Westlake, Downtown Los Angeles, and Union Station, and it connects with other Metro lines, including the Purple Line at Vermont Avenue, and the Exposition and Blue Lines at the 7th Street/Metro Center. To the west and then north, the Red Line extends to other major employment and destination centers, including Universal/Studio City and North Hollywood. Metro's Interactive Estimated Ridership Stats for February 2018 estimate that the average ridership on the Red Line is 138,610 on weekdays, 83,740 riders on Saturdays, and 67,075 riders on Sundays.

The Metro Rapid Line 780 bus stop is located approximately half a block south of the Property, at Hollywood Boulevard and Argyle Avenue. The Property is also served by Metro Line 222 on Yucca Street, and Metro Line 180, 181, and 217 on Hollywood Boulevard. There are also several bus lines for local DASH services and the LAX FlyAway bus service, which are shuttles to and from Los Angeles International Airport.

Figures 4 and 5 below illustrate the Metro Red Line and Metro Rapid Line 780, respectively, which are conveniently accessible from the Project.

Figure 4 – Transit Rail

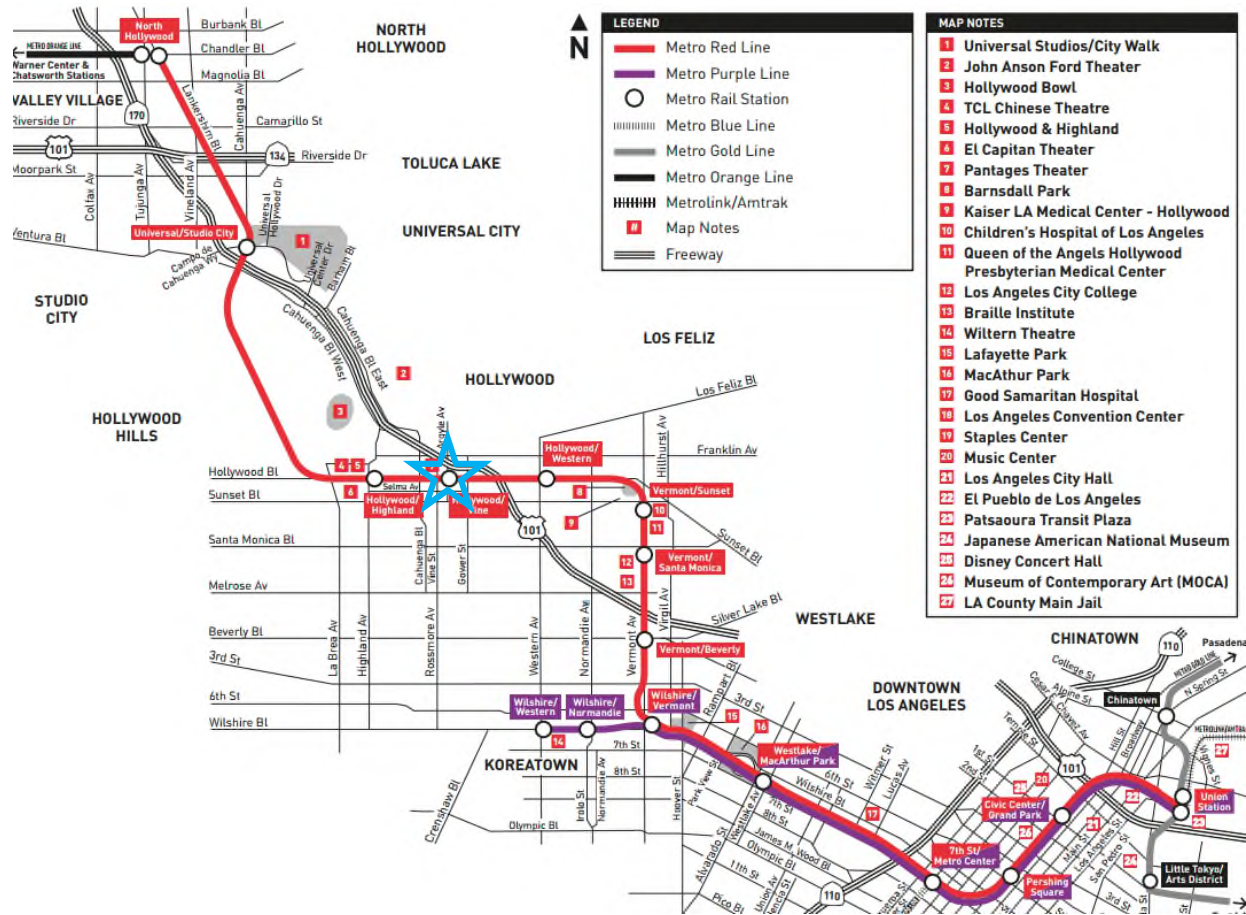
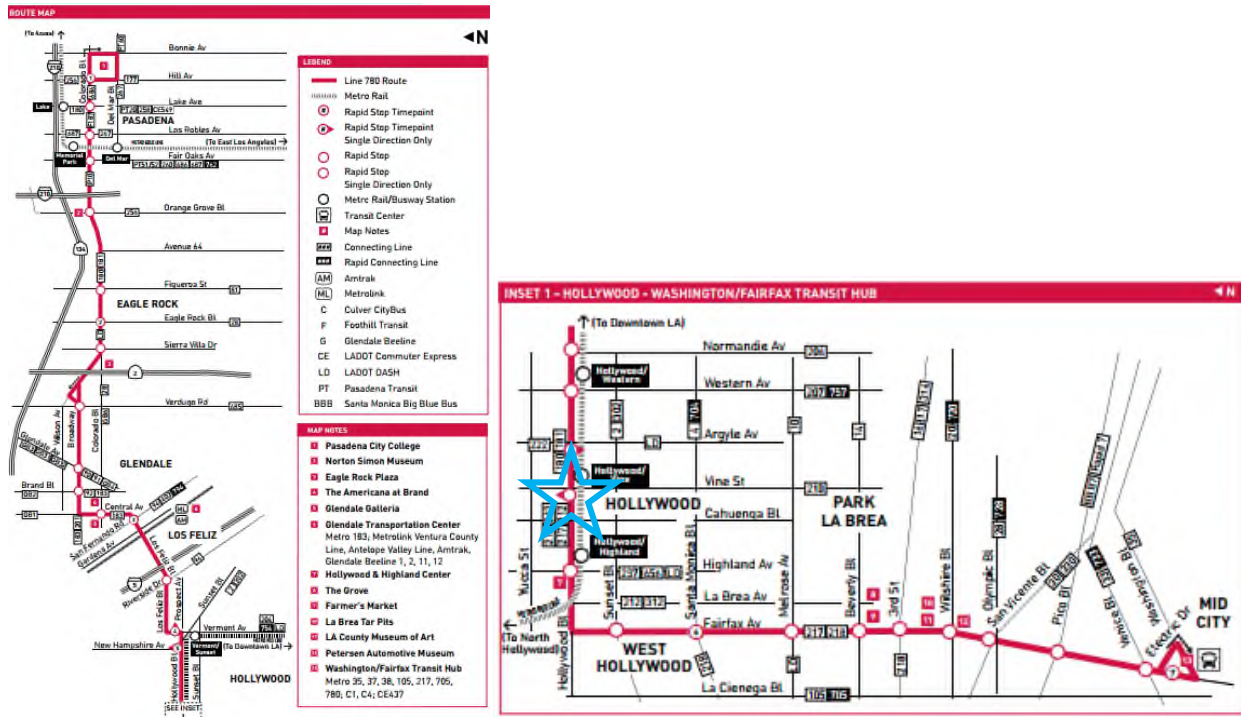


Figure 5 – Rapid Bus Line



III. Project Entitlements

The Applicant is requesting approval of the following entitlements:

1. Pursuant to the Los Angeles Municipal Code (the “LAMC”) Section 12.32-Q, a **Zone Change** to C2-SN;
2. Pursuant to LAMC Section 12.32-Q, a **Height District Change** for the Property to remove the D Limitation, which limits FAR and not height;
3. Pursuant to LAMC Section 11.5.11(e) and subsequently California Government Code Section 65915(k), three incentives, concessions, reductions, or modifications of zoning code requirements to provide for affordable housing costs:
 - A Floor Area Modification to allow an additional 35 percent of floor area (increasing the total allowable FAR to 8.1:1 FAR; however, the Project proposed uses at 6.975:1 FAR);

- A development modification for balcony floor area to exclude residential balconies and terraces from consideration as floor area, as defined by LAMC Section 12.03; and
 - A development modification to allow a greater number of smaller affordable units with less bedrooms to accommodate Senior Affordable Housing Units in lieu of providing the requisite number of Restricted Affordable Units;
4. Pursuant to LAMC Section 12.24-W.1, a **Master Conditional Use Permit** for the sale or dispensing of alcoholic beverages for on-site and off-site consumption;
 5. Pursuant to LAMC Section 12.24-W.19, a **Conditional Use Permit** for a unified development to allow floor area ratio averaging and residential density transfer between the East Site and the West Site;
 6. Pursuant to LAMC Section 16.05, a **Site Plan Review** for a development that results in an increase of 50 or more dwelling units and/or guest rooms or generates more than 1,000 average daily trips;
 7. Pursuant to LAMC Section 17.15, a **Vesting Tentative Tract Map No. 82152** to merge (i) an alley to add 1,267 square feet to the Property and (ii) portions along the sidewalk of Yucca Street and both sides of Vine Street to add 5,114 square feet to the Property; and
 8. Pursuant to California Government Code Sections 65864-65869.5, a **Development Agreement** between the Applicant and the City of Los Angeles.

In addition to the entitlements identified above, approvals are also required from other City entities for the Project, including, but not limited to, approvals and permits from the City's Department of Building and Safety and Public Works (and other municipal agencies) for Project construction activities, such as demolition, haul route, excavation, shoring, grading, foundation, building and interior improvements, and the removal of trees on public and/or private property.

IV. Applicable Plans and Related Cases

A. On-Site Related Cases

Case No. CPC-2016-1450-CPU and ENV-2016-1451-EIR: Community Plan Update.

Case No. CPC-2014-669-CPU and ENV-2014-670-SE: Community Plan Update.

Case No. CPC-2008-3440-ZC-CUB-CU-ZV-DA-HD and ENV-2011-675-EIR: A mixed-use office, residential, and hotel project with a residential zone change, height district change, conditional use alcoholic beverage (global license), subterranean and above grade parking, and parking variance.

Case No. CPC-2007-5866-SN: Hollywood Sign District Amendment.

Case No. CPC-2005-5082-CPU and ENV-2005-2158-EIR: Community Plan Update.

Case No. CPC-2003-2115-CRA and ENV-2003-1377-MND: First Amendment to the Hollywood Redevelopment Plan.

Case No. CPC-2002-4173: Hollywood Sign District for commercial and industrial properties of the Hollywood Redevelopment Plan and the Media District Business Improvement District.

Case No. AA-2001-1814-COC: Certificate of Compliance.

Case No. AA-2000-5027-COC: Certificate of Compliance.

Case No. AA-2000-5025-COC: Certificate of Compliance for a vesting tentative map for a mixed-use development including 95 residential condominiums and ten commercial condominiums.

Case No. CPC-1999-2293-ICO: Interim Control Ordinance.

Case No. CPC-1999-324-ICO: Interim Control Ordinance.

Case No. CPC-1999-2293-ICO: Interim Control Ordinance.

Case No. AA-1998-70-PMV: Parcel Map Violation.

Case No. CPC-1997-43-CPU: Community Plan Update.

Case No. ZA-1997-369-ZV: Zone variance to allow outdoor sales for antiques and collectibles every 4th Sunday of each month from 5 A.M. to 5 P.M.

Case No. CPC-1986-835-GPC: General Plan and Zoning Consistency Program.

Ordinance No. 182960: An ordinance to repeal Ordinance No. 182173 for zone and height district changes in furtherance of the Hollywood Community Plan Update.

Ordinance No. 182636: An ordinance for the mixed-use office, residential, and hotel project with a residential zone change, height district change, conditional use alcoholic beverage (global license), subterranean and above grade parking, and parking variance associated with Case No. CPC-2008-3440-ZC-CUB-CU-ZV-DA-HD.

Ordinance No. 182173: An ordinance changing the zones and zone boundaries for various properties in accordance with Hollywood Community Plan Update.

Ordinance No. 181340: An ordinance amending the Hollywood Signage District and to supersede Ordinance No. 176172.

Ordinance No. 176172: An ordinance establishing the Hollywood Signage District.

Ordinance No. 173562: An ordinance imposing interim regulations on the issuance of building permits for Off-Site signs on all commercially-zoned property within the Hollywood Redevelopment Project Area.

Ordinance No. 165659: An ordinance changing the zones and zone boundaries for various properties.

Ordinance No. 129944: An ordinance establishing the Fire District No. 1.

Ordinance No. 129279: An ordinance amending the definition of “Hillside Areas” of Subsection (h) of Section 91.0403 of the Los Angeles Municipal Code.

VTT-71837-CN: Vesting tentative tract map for the proposed 492 Condominium Units and 49,000 square feet.

Case No. ZAI-1979-346: Zoning Administrator's Interpretation.

Case No. ZAI-1978-81-B: Zoning Administrator's Interpretation.

V. Project Analysis

A. Walkability Checklist

Walkability is a measure of how interesting, inviting, and comfortable the street and sidewalk environment is for pedestrians. The Department of City Planning's Urban Design Studio created the City's Walkability Checklist for Site Plan Review (the "**Walkability Checklist**"). The Walkability Checklist consists of a list of design principles intended to improve the pedestrian environment, protect neighborhood character, and promote high quality urban form, and is to be used by decision-makers and/or hearing officers to assess the pedestrian orientation of a project when making the required findings for approval of a project. The Walkability Checklist's design elements are consistent with the General Plan and applicable Urban Design Chapters of Community Plans. Within the private realm, the guidelines address such topics as building orientation, building frontage, landscaping, off-street parking, driveways, building signage, and lighting within the private realm. Within the public realm, the guidelines address topics such as sidewalks, street crossings, on-street parking, and utilities.

An analysis of site plans, community context, and building elevations is essential to improve and ensure walkability. The Project is consistent with many of the goals and implementation strategies from the Walkability Checklist.

While the guidance provided by the Walkability Checklist is not mandatory and is not a part of the LAMC, incorporating the criteria listed to the maximum extent feasible will create a more walkable environment and a higher quality of urban form for the Project. The essential purpose of the Walkability Checklist is to guide Department of City Planning staff in working with developers to make developments more walkable by way of enhancing pedestrian activity, access, comfort, and safety. In addition, the Walkability Checklist encourages planners and

developers to protect neighborhood character and pursue high-quality urban form. The following is an analysis of the Project's consistency with the applicable guidelines.

1. Building Orientation.

The Project focuses on the assets and needs of the Hollywood neighborhood, including celebrating the Capitol Records Building and providing a meaningful terminus for the Hollywood Walk of Fame. The public open space extends the pedestrian sphere as a place of activity and leisure. Pedestrians could walk through the Property and on the public sidewalk and can find seating for relief on the Property.

Many of the objectives referencing the relationship between "building and street" also apply to "building and open space." All ground floor programs front on sidewalks or open space to activate and enrich the urban environment. The residential entries front onto streets for easy way-finding and the building interiors and entrances maintain a visual relationship with the open spaces by opening onto the open space.

2. Building Frontage.

The massing composition of the West and East sites include low rise bases, upon which the buildings sit. The bases are articulated to be legibly different from the buildings above to respect the pedestrian scale. The ground level commercial uses and residential lobbies activate the sidewalks and public spaces. Above, the second and third floors provide indoor and outdoor amenity spaces. The incorporation of these programs provide an active edge with "eyes on the street." The base and all buildings above feature richly articulated facades, made with quality materials, and thoughtful architectural detailing.

3. On-Site Landscaping.

The Project's open space features a thoughtful and site specific landscape design by blending the hardscape with softscaping and using landscape architecture to create a vibrant oasis for the enjoyment of residents, neighbors, and visitors. The primary circulation path between the Project's buildings would be flanked by visitor seating, commercial storefronts, outdoor dining, and other programming.

The building frontages along Vine Street provide a street wall which enhances views into the public space, softens the site edge, and lengthens the interaction between open space and the sidewalks. Throughout, trees would provide shade and contribute to the verdant character of the neighborhood.

4. Off-Street Parking and Driveways.

The Project encourages tourist exploration and daily use by residents and neighbors. Given the pedestrian nature of the Project, minimizing interactions between pedestrians and vehicles was a design priority. For this reason, all vehicles access the project from Ivar Avenue and Argyle Avenue, allowing Vine Street and the Hollywood Walk of Fame to completely avoid curb curbs.

Parking is provided below grade and both sites have dedicated pick-up/drop-off locations in the subterranean garage for taxis or ride sharing vehicles to queue, reducing the number of driveways to the absolute minimum.

5. Building Signage and Lighting.

The Project would includes signage relevant to the pedestrian realm, such as building addresses, way-finding signs, and identification for commercial tenants. Additionally, the Project does not include off-site signage.

Outdoor lighting would be provided throughout the public open space and on sidewalks as needed to maintain an attractive, safe, and inviting atmosphere into the evening hours. Light fixtures would share a consistent design aesthetic and would be configured to minimize light pollution.

6. Sidewalks.

Adequate sidewalks currently exist along all the Property's street frontages. Project plazas are dimensioned to avoid "pinch points" and to provide programmed space without impinging upon the sidewalks. The plazas also includes items like bicycle parking, seating, and shade trees to increase visibility into the public space from the street.

7. Utilities.

Space has been allocated below grade to accommodate incoming building utilities services, such as water service and electrical transformers. All mechanical equipment would be screened from view using integrated architectural elements. Rooftop equipment would be hidden behind attractive screening or kept within a utility room.

B. Citywide Design Guidelines for Commercial and Residential Buildings

The Citywide Design Guidelines are intended as performance goals and not zoning regulations or development standards. Although each of the Citywide Design Guidelines should be considered in a project, not all will be appropriate in every case. The Project is consistent with the six objectives of the Citywide Design Guidelines for Commercial and Residential projects, as discussed below.

1. Objective 1: Consider Neighborhood Context and Linkages in Building and Site Design

The Project was designed to welcome its own users, neighbors, and pedestrians through the free movement of pedestrians onto and across both sites. The design emphasizes high quality open space at the terminus of the Hollywood Walk of Fame by supporting varied and interesting activity; including but not limited to: shopping, outdoor seating, landscaping, open-air dining, public performances, art installations, viewing of the Capitol Records Tower, and special events. The Project's design also ensures accessibility for persons of limited mobility by spreading out changes in grade to make them generally imperceptible.

The open space amenities located at the ground and second floor levels maintain a visual connection with the street and public plazas and help the plazas feel active and safe.

The Project's massing focuses greater density adjacent to Vine Street, in the center of the development and orients smaller masses on the periphery to transition into the balance of the community. All massing has been located and shaped to preserve views of Capitol Records Building, and architectural expression, including materiality, draws inspiration from the neighborhood's existing context, thoughtfully interpreting the context into contemporary forms.

2. Objective 2: Employ Distinguishable and Attractive Building Design

All buildings within the Project follow the rational design practice of tripartite composition, with a distinct base, coherent vertical massing, and an articulated top.

Two or three overlapping large-scale gestures act in concert on each façade to provide visual variety and depth. The screen element on the north façade of the West and East Buildings add texture and create a “figure” with a visually pleasing ratio, composed with an eye for hierarchy. One piece always extends upward over another to function as a rational basis from which an integrated top can evolve. This interplay of massing and texture creates buildings both elegant in simplicity and rich in texture; organized, yet playful.

All façade materials are high quality, with thoughtful architectural detailing, including items such as joint lines and connection details. The façade employs light colored materials with occasional exceptions for contrast and to delineate a special condition or element, such as a soffit or building entry.

3. Objective 3: Provide Pedestrian Connections Within and Around the Project

Adequate sidewalks currently exist along all the project’s street frontages. Plazas on-site are dimensioned generously, avoiding “pinch points”. Within the plazas and on all sidewalks, a consistent and attractive palette of lighting fixtures would ensure the public areas feel welcoming during evening hours.

All vehicles access the project from Ivar Avenue and Argyle Avenue, allowing Vine Street and the Hollywood Walk of Fame to completely avoid curb curbs. Both sites also have dedicated pick-up/drop-off locations for taxis or ride-sharing vehicles. Furthermore, no parking is provided above grade to avoid parking’s typical negative externalities.

The Project also identified a planted median for Vine Street as a measure to help slow traffic and make the crossing safer. The Project would continue using the existing mid-block traffic light and crosswalk signage.

4. Objective 4: Minimize the Appearance of Driveways and Parking Areas

The additional benefit of locating vehicular access to Ivar Avenue and Argyle Avenue is to minimize the parking area presence. For pedestrian vehicles, access to the drop-offs, and the parking garages occurs off the City's main thoroughfares, providing an additional degree of separation from the busier streets.

5. Objective 5: Utilize Open Areas and Landscaping Opportunities to their Full Potential

The Project's open space focuses on being attractive and functional yet resilient. Green design strategies are deployed throughout the Project. Design features include green roofs on the Senior Buildings, water-permeable pavers, stormwater retention, and automated irrigation. Plantings and landscaping throughout the Project use native species, especially drought resistant varieties.

The Project provides multiple types of outdoor space – fully public pedestrian plazas, semi-private amenity decks for residents, and private balconies for individual units. Together, these spaces offer a vision of vibrant urban options for healthy indoor-outdoor living.

6. Objective 6: Improve the Streetscape by Reducing Visual Clutter

The Project employs a clear hierarchy and attractive facades with space allocated below grade to accommodate incoming building utilities services, such as water service, and electrical transformers. All mechanical equipment shall be screened from view appropriately.

C. Architectural Design

1. Design Philosophy and Project Brief

The entire team behind Hollywood Center shares a common design philosophy – architecture and smart urbanism can act as a catalyst for positive change. There is an urgent imperative to design buildings that exemplify a healthy and sustainable urbanism. The Project is conceived of as a model for these types of developments. The Project would be a vibrant component of Los Angeles civic life, preserving and enhancing the existing heritage while embodying the spirit of Los Angeles' forward-looking public policies.

2. Vibrant Civic Life

The Property is located at one of the most famous intersections in the world – Hollywood Blvd and Vine Street. The Property is the terminus of the Hollywood Walk of Fame, one block away from a Los Angeles Metro station, served by numerous bus lines, and directly adjacent to Capitol Records Building. These rich and varied connections draw people to the site but the currently existing surface parking lots leave much to be desired. For this reason, the project includes world-class public plazas designed by James Corner Field Operations.

These paseos are conceived of as a linear series of overlapping programmed spaces to allow for performances and public art, al-fresco dining, shopping, gatherings, activities, tourism, and people-watching. These spaces are conceived of as a melting pot for neighbors, visitors, and residents to inter-mingle.

The Project's architecture supports the public realm, and vice versa. All portions of the ground floor abut the publically accessible open space and are programmed to include active uses such as retail, restaurants, cafes, and residential lobbies.

3. Preserving and Enhancing

The Project is mindful and respectful of the Capitol Recordings and Gogerty Building. Neighborhood features like the Hollywood Walk of Fame shaped the vehicular access strategy – all vehicles access the sites by Ivar Avenue and Argyle Avenue to avoid curb cuts along the Walk of Fame.

The architecture of Hollywood Center responds to the modernist architectural character of the Capitol Records Building and the greater Hollywood neighborhood by interpreting it as a contemporary urban form, rather than historicizing it.

The West and East Buildings draw inspiration for the Capitol Records Building articulation. Together, they form a trio of asymmetrically balanced composition centered on Vine Street. The composition highlights Capitol Records Building prominently, extending its architectural vocabulary skyward to place its iconography on the Hollywood skyline.

The facades of the West and East Buildings facing the Capitol Records Building and the Hollywood Hills curve softly to maximize the width of view corridors into and through the site. These curved exterior walls feature serrated balconies which echo the signature sunshades of Capitol Records and reference the organic planning geometry of the hills. The remaining facades facing Los Angeles' urban landscape adopt the rectilinear language of the city's grid and more traditional buildings.

The East and West Senior Buildings serve important functions within the urban tableau, anchoring the outward-facing edges of the Project. Their size picks up on the typical mid-rise height seen in other pockets of the Hollywood community, mediating between Vine Street, Hollywood Boulevard, and the local context.

The mixed use podiums further define a strong street-wall and contain active uses to enhance the site's vibrancy and support its dynamic range of uses.

4. The Embodiment of Forward Looking

The Project makes a meaningful and lasting change within the community as it aims to provide quality housing for all units and ensure all demographic groups remain within the Hollywood neighborhood. Urban environments are ideal for seniors who wish to age in place and the community benefits from their presence.

The Project also incorporates City and State policy priorities to locate density near transit, support bike-oriented uses, provide for electric vehicles, and meet LEED Gold certification. Additionally, features such as dedicated pick-ups and drop-offs for taxis and ride-sharing services would enhance pedestrian safety and convenience.

With the above, the Project would contribute to the community's vitality and Los Angeles as a whole.

D. Sustainability

The Applicant would commit to pursue and integrate the highest standards of sustainable design and green building for the Project based on its extensive experience in sustainable design and construction to create healthy living environments for both residents and the greater community.

The Project has been designed to meet the standards for LEED Gold Certification through proven and effective design strategies, including the following:

1. Urban Location as an Asset

The Property's urban location enables the project to earn LEED *Location and Transportation* credits related to public transit, bike usage, and EV charging stations. The Project would be readily accessible by public transit options including numerous city bus lines and rail at the Hollywood/Vine Metro Red Line station. TDM measures have been developed including, but not limited to, unbundled parking; daily parking discounts for Metro commuters; transit subsidies; upgrades or repairs to sidewalks on route to the Hollywood/Vine Metro Red Line station; rideshare programs and parking; and, integrated pedestrian network within and adjacent to the site that is transit, bike, and pedestrian friendly. Additionally, the Project aims to further enhance Project accessibility by providing on-site short and long-term bicycle parking across both sites with careful consideration of its integration throughout the Project and surrounding roadway network.

2. Site Sustainability and Water Conservation

In pursuit of a sustainable urban vision, the Project would incorporate water conservation and rainwater management strategies such as high efficiency water fixtures, graywater and rainwater capture systems, green roofs on the senior buildings and residential amenity decks, and water-permeable paving.

As part of a hybrid strategy to mitigate urban heat island effects, the Project would not include any above-grade parking. The Project would also employ light-colored, reflective paving materials and an abundance of roof and grade level vegetation. All selected plant and tree species would be well suited to the climate and drought tolerant.

3. Energy Efficiency and Healthy Living

The Project is designed to exceed American Society of Heating, Refrigerating and Air-Conditioning Engineers 90.1-2010 standards by more than 20 percent through the use of efficient HVAC systems and a high performance building envelope. Indoor air quality would be

enhanced through the selection of low-VOC emitting materials and exhaust systems would be utilized for optimal ventilation in both kitchens and bathrooms.

In pursuit of a healthy environment, all residential and senior housing units can access the shared outdoor amenity space to take advantage of the California climate. Furthermore, the Project's outdoor amenity spaces would contain multiple gardens and green spaces on-site for both the public and residents to use. The Project would comply with Los Angeles requirements for tree planting to enhance the outdoor environment.

VI. Project Findings

A. Zone Change to C2-SN and Height District Change to remove the "D" Limitation

The Property's General Plan designation is Regional Center Commercial and it is zoned (T)(Q)C2-2-SN and C4-2D-SN.

The Applicant requests a Zone Change to create a uniform C2-SN zone and to remove the (T) and (Q) Qualifications imposed by Ordinance No. 182636.

The Applicant also requests a Height District Change to remove the "D" Development Limitation imposed by Ordinance No. 165661 that reduced the FAR on the lots to a 3:1 or 2:1 FAR. Removal of the "D" Limitation would allow a base FAR of 6.0:1 FAR. Since the Project includes affordable housing consistent with LAMC Section 11.5.11(a), the Project would be entitled to three incentives or concessions specified in California Government Code Section 65916(k). The Applicant requests to use an incentive to allow an additional 35 percent floor area increase (not a density increase), increasing the allowable FAR from 6.1:1 to 8.1:1; though the Project uses a 6.975:1 FAR.

1. The proposed land use ordinance will be in conformity with public necessity, convenience, general welfare and good zoning practice.

The Project is consistent with the General Plan and is in conformity with public necessity, convenience, general welfare and good zoning practice. The proposed Zone Change and Height District Change would allow the construction, use, and maintenance of the Project, which is

beneficial in terms of public necessity, convenience, general welfare and good zoning practice because it provides much needed housing, including senior affordable housing, near public transit, on underutilized surface parking lots.

The Project would reduce the housing shortage that currently exists in the City. The Project would provide 1,005 units of new housing, including 133 Senior Affordable housing units, near public transportation. The Project would also increase the livability of the neighborhood by providing a mix of land uses, including employment, in proximity to public transit. The purpose of the Zone Change and Height District Change is to remove the (T), (Q), and “D” Development Limitations to provide a range of land uses and a floor area ratio that would allow for the development of a mixed-use project with residential and compatible commercial uses. Currently, the “D” Development limitation of a mix of 2.0:1 and 3.0:1 FAR prohibits the development of the Project as proposed (as further explained below), thereby depriving the City of 1,005 units of much needed housing.

The proposed Height District Change to remove the “D” Development Limitation would allow a FAR of 6.0:1 in the Hollywood Community Plan for the Property. The mixed-use Project would be compatible and complementary with the buildings in the vicinity, such as the Kimpton Everly Hotel, the Argyle House, and several other mixed-use buildings and complexes existing and planned in the area. In addition, there are numerous proposed hotel projects located within blocks of the Property. The design of the mixed-use Project would be complementary with its neighboring commercial and residential developments.

The Project’s 1,005 residential units would also provide new housing opportunities for motion picture production and entertainment industry employees who work at the commercial properties in the area, improving the jobs/housing relationship. According to the Southern California Association of Governments (“SCAG”) 2016 Regional Transportation Plan/Sustainable Communities Strategy Plan (“RTP/SCS”), the jobs/housing balance within the City in 2012 was approximately 1.28 jobs for each household and is projected to be approximately 1.32 by 2020, 1.3 by 2035, and 1.28 by 2040. The data makes clear that the area needs housing more than it needs jobs. The Project would provide 1,005 housing units, which would help improve the SCAG and City average.

SCAG also anticipates the region's age composition of the population would shift as more Baby Boomers age and retire. In 2000, persons 65 years old and over composed of 9.9% of the population; increased to 10.9% in 2010; and increased again to 12.3% in 2015. SCAG projects the age group for persons 65 years old and over would increase to 18.2% by 2040, a growth of 5.9%. The 133 senior affordable housing units would ensure housing units would contribute to serve the senior demographic.

Public necessity and convenience are also served by allowing additional floor area to provide mixed-use projects consisting of commercial and residential uses on an underutilized property in the Hollywood Community Plan area. Permitting additional floor area will allow for larger dwelling units than would otherwise be allowed with a 3.0:1 FAR. The additional floor area does not increase the Property's permitted density (number of permitted residential units), it simply allows for a wider range of unit types). With a blend of the Property's current 2.0:1 and 3.0:1 FAR, the average unit size could be approximately 481.82 square feet $[(200,925 \times 2.41)/1005 = 481.82]$. However, with a 6.975:1 FAR, the average unit size could be approximately 1,394.48 square feet $[(200,925 \times 6.975)/1,005 = 1,394.48]$, allowing for a more diverse mix of housing units. The Project's average unit size would be approximately 1,133 square feet for the West and East Buildings; and, 793 square feet for the Senior Buildings. The increased FAR would help accommodate projected population growth in mixed-use and residential projects that are compatible with existing residential neighborhoods. The additional floor area afforded would contribute to the expected growth and continued vitality of the community by providing additional opportunities for accessory services and additional residential units in projects in the Hollywood community area.

While providing new residential housing units needed to meet the City's growing population, the Applicant's proposed Height District Change to remove the "D" Development Limitation fulfills a number of goals important to the City.

1. The Framework Element of the General Plan states "[i]mprovement of the jobs and housing relationships in sub-areas of the City may be accomplished through the re-use of commercially zoned corridors and development at transit stations which afford the

opportunity for the development of a mix of uses, housing, local retail, and offices, and can improve localized jobs and housing relationships.”

2. “Currently, the City of Los Angeles has insufficient vacant properties to accommodate the cumulative amount of population growth which has been forecasted. The supply of land zoned for residential development is the most constrained in the context of population growth forecasts. Thus, should growth and new development in the City occur, most likely it will require the recycling and/or intensification of existing developed properties or conversion of certain uses...”

3. The land use chapter of the Framework Element also encourages development “...in proximity to rail and bus transportation corridors and stations.” Additionally, “it is intended that a considerable mix of uses be accommodated to provide population support and enhance activity near the stations. This may encompass a range of retail commercial, offices, personal services, entertainment, restaurants, and housing that serve both transit users and local residents.” The highest development intensities are targeted generally “within one quarter mile of the transit stations.” Framework Element Land Use Chapter Transit Station Goal 3K calls for “[t]ransit stations to function as a primary focal point of the City’s development.”

The Project would meet all three of the goals stated above. The residential units in the mixed-use Project would provide additional housing opportunities in an area with a diverse mix of motion picture production facilities, large office buildings, and entertainment venues near transit corridors and a Metro station, thus improving the jobs/ housing balance. Through the intensification of the existing developed property and conversion of its land use, the Project would provide an additional supply of 1,005 dwelling units in the City to accommodate anticipated population growth. Finally, the Project would meet the Framework goal of focusing development near transit stations since the Project is located within 0.1 miles from the Hollywood/Vine Metro Redline Station and along well-serviced bus corridors, such as Hollywood Boulevard and Vine Street that run bus service at least every 15 minutes during peak hours and Highland Avenue that runs bus service at least every 30 minutes during the day.

There is no detriment to the general welfare of the City, the surrounding community or the future residents of the Property because the Project's density and scope were designed and are appropriate for the Property and the surrounding properties. The general welfare is served by the redevelopment of underutilized properties, in this case a former car rental facility and surface parking lots, with a high quality, aesthetically appealing Project that would promote foot traffic because of its ground floor commercial uses and publically accessible open space areas. The Project would serve the general welfare of the City by contributing 1,005 new residential dwelling units to the City's housing stock.

Permitting additional floor area will allow for a more diverse set of dwelling units than would otherwise be allowed with a 2.0:1 or 3.0:1 FAR. The additional FAR afforded would allow for the construction of senior affordable units that can contribute and provide housing to meet an underserved age demographic. The practical effect of this Height District Change is to remove the "D" Development Limitation to permit a more diverse set of dwelling units in the Project. The current C4-2D zoning allows a maximum of approximately 1,005 units by right. However, with a maximum FAR of 3.0:1, each unit could only average 481.82 square feet, as opposed to the approximately 1,133 square feet, almost triple the potential unit size. In order to include one-, two-, and three-bedroom units larger than 500 square feet on average, the removal of the "D" Development Limitation would be necessary to allow for additional floor area. A project such as this, taking advantage of a 6.975:1 FAR, would also provide an increased tax base in terms of both property and sales tax to the City that in turn would assist in providing the necessary City services that serve the development. The removal of the "D" Development Limitation would also allow for an increased size of affordable units as the increased FAR and building envelope provides greater floor area per unit, including the income-restricted units.

The Project would conform to good planning practices because it would provide a mix of residential units in an area of the City with many other residential and commercial uses near transit. The mixed-use Project would promote a synergy between the diverse mix of uses including restaurants, shops, and bars along Hollywood Boulevard to the south and the residential uses within the larger mixed-use buildings and within the older housing stock around the Property.

The Project complies with SB 375 and AB 32 by contributing to a reduction in greenhouse gas emissions through integrated land use, housing and transportation planning. The key component of greenhouse gas emissions is the reduction of emissions from passenger vehicles, which represents about one-third of overall greenhouse gas emissions in the United States. Land use is among the top strategies to reduce such emissions. Compact development, which includes a mix of land uses, access and proximity to transit, and concentrations of population and/or employment, can reduce congestion, lower infrastructure costs, and reduce household expenses related to transportation and energy, according to a 2010 report published by the Urban Land Institute (*Land Use and Driving: The Role Compact Development Can Play in Reducing Greenhouse Gas Emissions, Evidence from Three Recent Studies*).

As stated in this report “[t]he key to successful compact development is a land use pattern that has a high-quality pedestrian network and a variety of land uses within walking distance of each other.” The Project’s location, near major bus lines and a Metro station and land use mix (including housing, employment, and public space), would give residents and visitors the choice to not drive at all or park only once. In addition, existing uses within walking distance include grocery stores, the Hollywood Recreation Center, fitness centers, schools, retail stores, and numerous office buildings. Building 1,005 units of new housing in the Project’s area will significantly increase the livability in the area, and takes into account anticipated population growth and integrated land use with transportation planning. The consequences of not designing for transportation with development include reduced air quality, less livable communities, and a lower quality of life.

The mixed-use Project near transit contributes to a regional vision supported by a three-legged stool – mobility and accessibility, economy, and sustainability – set by SCAG. These three collective principles form the foundation of SCAG’s RTP/SCS. The plan calls for mobility options to “[integrate] strategies for land use and transportation” and aims to accomplish this with a strategy to “focus new growth around transit.” The Project’s proximity to the bus routes and Metro rail would allow people another travel mode to reach their jobs, school, or leisure destinations, such as the downtown Los Angeles or Universal City. It is also likely that some residents may work and live on or near the Property, and would only need to walk or ride a bicycle for their mobility needs. One of the goals for improving the region’s economic activity

is to improve mobility, reduce congestion, and reduce commute times. The Project assists in this outcome by placing jobs and 1,005 new units of housing along transit corridors (Hollywood Boulevard, Yucca Avenue, and Vine Street). It is likely that future residents of the Project would be drawn to the Project so that they can live closer to work or use transit for their daily needs, reducing the time they would spend in their cars on congested freeways.

Sustainability, under the SCAG plan, means continued efforts to reduce pollutant emission and expand opportunities for active transportation, such as walking and bicycling. The Project would encourage people to take advantage of transit, which would mean that people walk more, drive less, and produce less greenhouse gas emissions. The Project meets a majority of the SCAG plan's nine regional goals:

- #2. Maximize mobility and accessibility for all people and goods in the region.
- #4. Preserve and ensure a sustainable regional transportation system.
- #5. Maximize the productivity of our transportation system.
- #6. Protect the environment and health of our residents by improving air quality and encouraging active transportation (e.g., bicycling and walking).
- #8. Encourage land use and growth patterns that facilitate transit and active transportation.

The Project's location near the Hollywood/Vine Metro Red Line station would promote mobility and accessibility for residents and employees in the region, including seniors, children, and millennials. A "silver tsunami" of Baby Boomers reaching retirement age is approaching, and this age group is embracing mobility options other than driving. Empty-nesters want a more urban lifestyle where they could walk or take transit to grocery stores, restaurants, medical offices, and entertainment destinations. As noted in SCAG RTP/SCS, some millennials and Baby Boomers "are expected to demand more compact communities and more access to transit."

The Project would generate transit ridership from its residents and those who work in the building. Increased transit ridership would help sustain and maximize the productivity of the nearby Metro Red Line. As stated, residents, workers, and visitors to the Project site would be able to practice active transportation by walking and bicycling. The Project's engaging design

would promote pedestrian activity and linkage to the transit network. Bicycle parking and amenities would be provided on-site, in compliance with LAMC regulations.

The California Air Resources Board has set greenhouse gas emissions-reduction targets for the SCAG region. The SCAG RTP/SCS aims to achieve a eight percent per capita reduction for 2020 relative to 2020 and 13 percent per capita reduction for 2035.

Finally, the Project exemplifies the much desired marriage of land use patterns and transit. “The 2016 RTP/SCS overall land use pattern reinforces the trend of focusing new housing and employment in the region’s [High Quality Transit Areas]” that could “produce high quality housing with consideration of urban design, construction and durability, and result in increased ridership on important public transit investments.” Specifically, the Plan focuses on “new growth around transit..., developing nodes on a corridor; planning for additional housing and jobs near transit; planning for changing demand in types of housing; continuing to protect stable, existing single-family areas;’ ensuring adequate access to open space...” to support development of High Quality Transit Areas and livable corridors.

SCAG recognizes the changing land use trends in the region and the significance of polices that better support integrated land use and transportation planning. The Project is a direct outcome of all four trends:

- Changing demographics and housing market demand.
- Redevelopment of main streets, downtowns, and corridors to vibrant mixed-use places.
- Transit-oriented development adjacent to rail station areas and along major bus corridors.
- Protection of resource areas and farmland.

According to SCAG, demand for single-family homes on large lots is likely decreasing due to the changing types of households in the region. Today, the number of households with children at home is “a smaller percentage” than in the postwar era, while the number of households without children is “dramatically increasing.” “As a result, there is an expected increase in demand for small-lot single-family houses and multifamily housing in close proximity to amenities, including local shopping and transit service” (Chapter 2: Where We Are Today).

The Project's 1,005 units of multi-family housing with a mix of one-, two, and three-bedroom units in a mixed-use setting represent the new housing market model, and the demographic shift that is occurring both in household and age compositions. The Project also meets people's desire for vibrant mixed-use places with its combination of housing, amenities, open space, and retail/restaurant on-site. This Project is located along several bus corridors serving the area, which integrates land use and transit. As a result, surrounding single-family neighborhoods to the North are preserved by concentrating development and growth in appropriately zoned locations in proximity to transit such as the Project site.

As a mixed-use project near bus lines and Metro rail, the Project also meets the Land Use goals of SCAG's RTP/SCS of "focusing new housing and employment within the region's [High Quality Transit Areas]" and of "allowed future growth in walkable, mixed-use communities and in High Quality Transit Areas...."

The removal of the "D" Development Limitation would support the Hollywood Community Plan's stated intention "to promote the arrangement of land use, circulation, and services that will encourage and contribute to the economic, social and physical welfare, and convenience of the Community..." by providing much needed housing that would support the area's office and entertainment industry employment. The Project's high-quality design would complement and enhance the design of the area's existing commercial developments. The Project would promote community revitalization by replacing an outdated building and surface parking lots with a vibrant, active and unified mixed-use residential and commercial development.

Finally, the removal of the "D" Development Limitation would support the proposed goals and policies considered for the City of Los Angeles's Mobility Element update. The City's Mobility Plan was last updated in 2016, and in 2008, the California State Legislature adopted AB 1358 (The Complete Streets Act), which requires local jurisdictions to "plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation, in a manner that is suitable to the rural, suburban or urban context...".

The Project would place 1,005 new residential units and commercial uses, and public amenities along or within a short walking distance of transit (bus routes along Hollywood Boulevard, Vine Street, Yucca Street, and Hollywood/Vine Metro Red Line Station). Future visitors, employees, and residents of this Project, as well as people who already live and work in the area, would be able to take advantage of the mix of land uses near transit to serve their daily needs. Their mobility needs would be served by a major transit stop in a variety of scenarios, which would generate high levels of transit ridership. People would be able to commute from their residences on-site to their jobs and other daily needs elsewhere in the area. As mentioned, juxtaposing a mix of land uses in close proximity to the Hollywood/Vine Metro Red Line station would encourage people to use transit and walk. It is possible that future residents of the Project may only have to walk to carry out their daily needs if they work in the community. Project residents would have access to on-site amenities, such as outdoor decks with swimming pools, fitness centers, libraries, lounges, screening rooms, kids rooms, recreational rooms, and game rooms that allow for socializing without having to leave the Property. Future residents would have the possibility of living and playing on-site while working nearby. It is also likely residents would take bicycles on the rail for use in downtown Los Angeles, Universal City or other major activity centers along the Metro Red Line. Overall, the Project is near the Hollywood Boulevard Corridor, which a job center in Hollywood with existing, large office buildings in the vicinity, and the Project would add jobs and housing to the mix.

Many benefits are associated with transit-oriented development, including expanded mobility choices, sustainability, and economic development. Transit-oriented development in the City of Los Angeles can create additional benefits such as increased affordability, more transit ridership, and increase value of existing communities, according to a 2010 report published by The Center For Transit-Oriented Development (CTOD). The report, *Creating Successful Transit-Oriented Districts in Los Angeles: A Citywide Toolkit for Achieving Regional Goals*, was sponsored by Caltrans and Metro. According to this report, successful transit-oriented development in Los Angeles should achieve four broad goals: 1) reduce the combined costs of housing and transportation; 2) reduce auto-dependence, thereby alleviating congestion, reducing greenhouse gases, and encouraging residents to bike and walk; 3) expand transportation choices for households of all incomes; and 4) contribute to economic development and job growth. A summary of the four goals follows with a discussion of how the Project contributes to the goals.

Goal #1: The combined cost of housing and transportation in Los Angeles can be challenging. But residents who can take transit to work and have a mix of uses in their neighborhood are less likely to drive and more likely to save on transportation costs.

Some residents will choose to live at the Project due to the Property's location near the Hollywood, Yucca, and Vine transit corridors and the Hollywood/Vine Metro rail station. Residents would be able to take the Metro Red Line to Downtown or North Hollywood to reach their jobs, school, and entertainment destinations. The Metro Red Line also connects at the Wilshire/Vermont Metro Purple and Red Line Rail Station to reach Koreatown and eventually through the Wilshire Corridor into the Westside when the Purple Line extension is completed. Residents may relinquish their automobiles altogether or may reduce the number of vehicles in their household since they will have a reliable public transportation alternative to serve their daily needs. In addition, residents would be able to walk to amenities on-site, including a fitness center, swimming pools, fitness centers, libraries, lounges, screening rooms, kids rooms, recreational rooms, game rooms, restaurants, and retail stores. Currently, there is already a mix of uses in the neighborhood, including grocery stores, restaurants, schools, and recreational facilities within surrounding the Property that can be easily accessed by walking or bicycle.

The Property's address generated a Walk Score of 92, where "daily errands do not require a car." A Walk Score is a number between 0 and 100 based on the walkability of any address, assigned by Walk Score, a private company. The score is based on the distance of the address to amenities, especially within a quarter-mile distance. At the same time, the location of the Project's commercial component would give employees convenient access to the Metro station, and some employees will find it superior to commute via Metro instead of driving.

Goal #2: Reduced reliance on automobiles can be positive for both the residents and the City. Transit riders can expect more stable transportation costs, especially when gas prices increase, and increased health as a result of more physical activity. Thanks to transit-oriented development, the City would be able to enjoy stable or increased ridership revenue and can accommodate growth with less need to expand freeways or other roads.

The Property is an ideal location for promoting pedestrian and bicycle activity, being located along or near several transit corridors (Hollywood Boulevard and Vine Streets and less than 0.1 miles from a Metro Red Line station, and with a Walk Score of 92. The Project could attract many regular transit riders (residents, visitors, and employees), either traveling to or from the Project. The number of transit riders typically increases when the price of gas rises. As a result, people using this alternate transportation mode significantly reduce their reliance on automobiles and vehicle miles traveled. Fewer automobile drivers help alleviate traffic congestion and the emission of greenhouse gases, especially during rush hour. Finally, transit riders typically travel on foot or bicycle and incorporate physical activity as part of their daily transportation patterns.

Goal #3: Increasingly, households prefer to live in walkable mixed-use environments and the types of households who want to live near transit, seniors and couples without children, are projected to substantially increase. Promoting equitable access to transit is significant. CTOD found that in 2000, less than six percent of all households in the Los Angeles region lived near transit, but has forecasted that about 22 percent will want to live near transit by 2030.

The Project would provide a mix of housing unit types, from one bedroom units to three bedrooms, and would accommodate demographic shifts. Providing 1,005 units of new housing units within a short walking distance of bus routes and a Metro rail station would help meet the stated projected demand. The Project's transit-rich location offers a reliable transportation alternative to the automobile, thereby reducing transportation costs, and would attract individuals and households of all incomes and ages.

Goal #4: Transit plays an important role in economic development and job growth. Economic growth is typically concentrated near or within existing job centers. Traffic congestion and fluctuating energy costs, however, can impede economic growth. As a result, it is important to ensure that the transit network can serve job centers well. As the transit network becomes better connected to job centers, more workers would be incentivized to take transit and may choose to spend their transportation savings on other goods and services in the local economy.

The Project is in a commercial area with existing office buildings and would connect jobs to transit. The bus lines and Metro station would connect workers to this growing job center, and the Red Line will be able to connect workers to their Downtown and North Hollywood jobs. Once people see the benefits of commuting on the by bus and rail, they may reduce their reliance on automobiles and transit ridership will increase. An increased ridership can have benefits such as reduced traffic congestion, transportation cost savings, and energy conservation and emission reductions. With the money saved from not having to pay for gas, car insurance, maintenance costs, and parking, people would have more discretionary spending for dining, shopping, and other services. Ultimately, this transportation behavior change can result in more sales tax revenue and economic development for the City of Los Angeles.

In establishing “D” Development Limitations, the City Council shall find that the any or all the limitations are necessary:

2. To protect the best interest of and assure a development more compatible with the surrounding property or neighborhood.

The Project includes 1,005 residential units and approximately 30,176 square feet of commercial use. The commercial component would be located on the ground floor and front Yucca Street, Argyle Avenue, Ivar Avenue, and Vine Street, which would activate and attract pedestrian interest. The commercial uses may provide neighborhood-serving uses such as restaurant and retail to benefit Project residents and neighbors.

The Project also includes a variety of recreational and outdoor open spaces designed to create a unique and active pedestrian experience. The Project’s ground floor includes approximately 29,956 square feet of publicly accessible open space and is programmed with a variety of uses designed to incentivize pedestrian activity. The West Site would include a plaza with interactive tiles that light up upon contact. The East Site has three distinct programmed areas:

- The Sinatra Lounge: A gathering space to allow pedestrians to relax on outdoor seating with a fire pit.
- The Beatles Garden: A landscaped area serving as a transition between the Sinatra Lounge and the Nat King Cole Plaza.

- The Nat King Cole Plaza: A performance stage that would host public performances by nearby schools and community groups. The plaza would be accented by the “Hollywood Jazz 1942-1972” mural and would also feature outdoor seating to encourage pedestrians to sit and enjoy the performances or to gather and relax when the stage is inactive.

Approximately 1,521 parking spaces would be provided at or below grade on both sites. The Project consists of four buildings: (i) a 46-story, approximately 595-foot tall East Building; (ii) a 11-story, approximately 150-foot tall East Senior Building; (iii) a 35-story, approximately 469-foot tall West Building; and, (iv) a 11-story, approximately 155-foot tall West Senior Building. The buildings are generally consistent with the commercial and mixed-use buildings in the surrounding area and would be compatible with existing and future development on neighboring properties. The arrangement, bulk and height of the buildings, however, will be compatible with the 18-story 6226 Yucca Street/Argyle House apartment building, the 15-story Kimpton Everly hotel building, the proposed 20-story Yucca Argyle mixed-use residential building, the 7-story Eastown mixed-use residential building, the 10-story Pantages Theatre, and the 8-story 1600 Vine apartment building.

The Property would also provide approximately 120,175 square feet of open space, of which 29,956 square feet would be publicly accessible. The publically accessible open space is described in the paragraphs above. The residential amenities for the West and East Buildings include amenity deck levels on their respective mezzanine floors, containing outdoor swimming pools, exercise rooms, landscaped outdoor areas, lounge areas, kids rooms, game rooms, recreation rooms, and changing facilities. These features will add to the attractiveness of the building and provide much needed recreational facilities for the new residents the Project would bring to the area.

3. To assure an appropriate development in harmony with the objectives of the General Plan.

The Project is in harmony with the objectives of the General Plan and Hollywood Community Plan as described in the Site Plan Review Justifications, which are incorporated herein.

4. To prevent or mitigate potentially adverse environmental effects of the Zone Change or Height District establishment or change.

The removal of the “D” Limitation to permit an increased density from the 3.0:1 to 6.0:1 FAR and the development modification to increase floor area by an additional 35 percent would not result in any adverse environmental impacts by itself.

The removal of the “D” Limitation would increase FAR, but would not increase the number of permitted dwelling units because the number of permitted dwelling units is regulated by the Property’s land use designation and zone. Since environmental impacts, such as traffic, air, and noise impacts, are most directly determined by the number of dwelling units and the amount of commercial floor area, the increase in FAR will not create an adverse environmental impact. The City will prepare an environmental impact report that will identify all potential adverse environmental impacts, and all feasible mitigation measures that reduce any significant impacts will be imposed upon the Project. Thus, 1,005 dwelling units and 30,176 square feet of commercial space could be built without the removal of the “D” Limitation, but this would result in much smaller average unit sizes that would be less desirable for the community.

B. City Charter Sections 556 and 558 Findings

Pursuant to Section 558 of the City Charter and LAMC Section 11.5.6A, the Applicant requests a zone change and height district change to amend the Hollywood Community Plan’s land use designation for the Property from the current “(T)(Q)C2-2-SN/ C4-2D-SN” zones to a uniform C2-SN. The General Plan amendment would be in compliance with Sections 556 and 558 of the City Charter as it would be in substantial conformance with the purposes, intent and provisions of the Hollywood Community Plan and General Plan. Further, it would allow the Project to support many goals, objectives, and policies of the Community and General Plans and be in conformity with public necessity, convenience, general welfare, and good zoning practice.

The Community Plan designates the Property with the Regional Commercial Center land use designation, which lists the following corresponding zone: C2 and C4. The site is presently zoned “(T)(Q)C2-2-SN/ C4-2D-SN” and is thus consistent with the land use designation. As proposed, the zone change and height district change would be consistent with the General Plan.

The development of the Project represents an opportunity to achieve the Community Plan's overarching goals, which include improving the function, design, and economic vitality of the commercial corridors and uses a development opportunity site for needed job-producing uses and housing that will improve the economic and physical condition of the surrounding area. The Project will also contribute to the goals of the Housing Element by expanding the housing stock, providing affordable senior housing, and contributing to a range of housing types by providing one-bedroom to three-bedroom units. The Project also meets Mobility Element goals by removing an underutilized site – surface parking lots and a vacant commercial rental car office – and introducing a well-designed Project with active ground floor uses, public open spaces, improved sidewalks, street trees, and on-site bicycle parking.

The zone change and height district change would be consistent with the Hollywood Community Plan, the General Plan, and the land use patterns in the general vicinity. The Regional Center Commercial land use designation permits a range of commercial and residential corresponding zones to allow a mixed-use project with commercial uses and a residential component of up to R5 density. It would allow a mixed-use project of a particular intensity that would be appropriate for its location.

The varied types of land uses within the general vicinity are currently characterized by a mix of commercial, retail, office, restaurant, multi-family residential buildings, schools, and parking lots, and span the spectrum of building style and period of construction. The surrounding properties are generally zoned C2 and C4, which allow commercial and residential uses and thus developed with a variety of intensities.

C. Conditional Use Permit to Average Floor Area Ratio and Residential Density Transfer in a Unified Development.

Pursuant to LAMC Section 12.24.T, the Applicant requests a Vesting Conditional Use Permit to average the floor area and transfer residential density between the West Site and the East Site because the Project is a unified development.

FAR averaging permits a flexible approach to designing unified developments, such as the Project. Some of the individual buildings in the development may exceed permitted FAR and

density so long as, when calculated as a whole, the FAR and density for the entire development does not exceed the maximum permitted by the Height District. This way, any impacts anticipated by the Hollywood Community Plan are not exceeded, while architects are still allowed to creatively vary the size, height, orientation, and setback of a development's various buildings.

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.

Floor area averaging would allow the Project to provide an appropriate mix of uses distributed across the West Site and East Site. The Project would enhance the built environment through the unified development of the Property, and would include essential and beneficial uses through the synergetic balance of residential and commercial uses. The Project would also benefit the community, the City and the region by providing much-needed housing, including senior affordable housing, and quality retail or restaurant uses near public transit. Without the FAR averaging approval, the Project would not include as many residential units, including as many affordable units.

The Project's location would provide residents and visitors the choice to not drive or just park once. The location of the Project near transit would reduce the need for reliance on automobiles for mobility, which will reduce transportation costs. In fact, all economic strata can benefit from having public transit nearby. It is possible that some future residents would be able to live and work on-site or live and work nearby, in one of the existing office or commercial buildings. In addition, existing uses within walking distance include the Arclight Hollywood Cinema, American Musical Dramatic Academy, the Hollywood Pantages Theatre, the Montalban, the Fonda Theatre, Avalon Hollywood, the Hollywood Farmers' Market, fitness centers, schools, restaurants, coffee shops, banks, commercial and office buildings. The Property has a Walk Score of 92 where "Daily errands do not require a car." Further development oriented around transit in the neighborhood can knit together many of our human activities: residential, employment, shopping, entertainment, and recreation/open space.

The Project would contribute to the economic development of the community and the City while providing a mix of uses – residential and commercial – that would sustain economic growth. The new development with 1,005 residential units and 30,176 square feet of commercial square footage would further concentrate growth in Hollywood in close proximity to transit. The Project would not cause commercial encroachment on existing neighborhoods because the area is already a mix of office, commercial and residential uses, with a growing residential component in the immediate area.

Therefore, FAR averaging will allow the full utility and flexibility of amenities and uses proposed for the Property, and which would serve the community, the City, and the region.

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.

The Project would consist of four buildings: (i) a 46-story, approximately 595-foot tall East Building; (ii) a 11-story, approximately 150-foot tall East Senior Building; (iii) a 35-story, approximately 469-foot tall West Building; and, (iv) a 9-story, approximately 155-foot tall West Senior Building. The Project would include 1,005 residential units, including 133 Senior Affordable Units, and 30,176 square feet of commercial space. The Project would include approximately 1,521 parking spaces at or below grade in two separate parking garages. The building is consistent with the surrounding area, and would be compatible with existing and future development on neighboring properties. The arrangement, bulk and height of the buildings, however, will be compatible with the 18-story 6226 Yucca Street/Argyle House apartment building, the 15-story Kimpton Everly hotel building, the proposed 20-story Yucca Argyle mixed-use residential building, the 7-story Eastown mixed-use residential building, the 10-story Pantages Theatre, and the 8-story 1600 Vine apartment building.

Vehicular access to the Project's West Site would be provided via Ivar Avenue toward the northern end of the West Site. Entrance from Ivar Avenue would provide access to the five subterranean floors of parking for the Project. There would also be a dedicated valet area and a drop-off/pick-up area on the second subterranean parking level.

Vehicular access to the Project's East Site would be provided via an alley along Argyle Avenue toward the middle of the East Site. Entrance from Argyle Avenue would provide access to the five subterranean floors of parking for the Project. As with the West Site parking, the second subterranean parking level would contain a dedicated valet area and a drop-off/pick-up area on the second subterranean parking level.

Vehicular circulation has been designed to be clearly separated and not be in conflict with pedestrian and bicycle circulation within the Project. Bicycle parking would be available throughout the ground floor and first subterranean parking level.

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.

The Los Angeles General Plan sets forth goals, objectives and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements, including, but not limited to, Land Use, Housing, Transportation/Mobility, Noise, and Safety. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions within the 35 sub-areas. The Property is located within the boundaries of the Hollywood Community Plan (the "**Community Plan**") area. The Property is designated for Regional Center Commercial use. The Property does not have a specific land use designation in the General Plan Framework Element. The Property is not in a specific plan area.

As explained more fully below, the Project would be in substantial conformance with the purposes, intent, and provisions of the General Plan, the Hollywood Community Plan, and the Hollywood Redevelopment Plan.

Framework Element

The Framework Element of the General Plan establishes general policies and the vision for the future of the City of Los Angeles based on projected population growth. Land use, housing, urban form and neighborhood design, open space, economic development, transportation, and infrastructure and public services are all addressed in the context of accommodating future City-

wide population increases. The Property does not have a specific land use designation in the Framework Element, but is consistent with many of the Element's goals, objectives, and policies.

Land Use

The Project is consistent with the Land Use goals, objectives, and policies identified in the Framework Element. "It is the intent of the General Plan Framework Element to encourage new development in proximity to rail and bus transportation corridors and stations."

- **Objective 3.1** - Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.
- **Objective 3.2** - To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.
- **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.
- **Objective 3.8** - Reinforce existing and establish new neighborhood districts which accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood activity, are compatible with adjacent neighborhoods, and are developed as desirable place to work and visit.

- **Objective 3.10** - Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.
- **Policy 3.15.3** - Increase the density generally within one quarter mile of transit stations, determining appropriate locations based on consideration of the surrounding land use characteristics to improve their viability as new transit routes and stations are funded....
- **Policy 3.15.4** - Design and site new development to promote pedestrian activity and provide adequate transitions with adjacent residential uses.
- **Objective 3.16** - Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

The Project’s mix of land uses, including housing and employment, would reduce trips (Objective 3.2; Objective 3.8). As a result, the Project would “accommodate a diversity of uses that support the needs of the City’s existing and future residents, businesses, and visitors” (Objective 3.1). Building 1,005 units of new housing, including 133 Senior Affordable units, in this specific location would significantly increase the livability in the Hollywood neighborhood, and takes into account the anticipated population growth and the integrated land use with transportation planning.

The 1,005 residential units along with the commercial component near public transit is the type of development that the City encourages because it places the new development in an existing commercial area while preserving the surrounding neighborhoods (Objective 3.4; Policy 3.4.1). “It is intended that a considerable mix of uses be accommodated to provide population support and enhance activity near the stations. This may encompass a range of retail commercial, offices, personal services, entertainment, restaurants, and housing that serve both transit users and local residents.” The Project would provide jobs and housing for professional workers in a growing portion of Hollywood, near public transit.

The Project also includes several conveniently located bicycle parking facilities for patrons, residents, and guests. With a supportive mixed-use design and convenient location within Hollywood, residents and guests are encouraged to engage in active transportation modes rather than vehicular trips. They would be less likely to drive or drive less as the Project would include a wide range of uses, have neighborhood resources located within the building or nearby, and provide employment opportunities conveniently accessible via transit. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the commercial developments of the surrounding properties.

The Project's location approximately one-quarter of a mile from an existing transit corridor along Vine Street is consistent with building mixed-use development near transit (Policy 3.15.3).

The commercial space is designed to attract and increase pedestrian activity. The commercial component would be located on the ground floor and front Yucca, Argyle, Vine, and Ivar frontages, which would activate and attract pedestrian interest. The commercial uses may provide neighborhood-serving uses such as restaurant and retail to benefit Project residents and neighbors. (Objective 3.16; Policy 3.15.4; Objective 3.8). Interest at the street level is created by providing pedestrian-oriented commercial uses around the Property. The Property is located near existing bus stops and the Metro Red Line, which would reduce the need for automobile trips and miles traveled and increase ridership. Residents and workers would be just a few minutes of walking time from the existing bus routes on Hollywood Boulevard and Vine Street and the Hollywood/Vine Metro Red line Station. The convenience of the Project's location near transit would be an incentive for many people to use public transportation.

The Project complies with SB 375 and AB 32 by contributing to a reduction in greenhouse gas emissions through integrated land use, housing and transportation planning. The key component of greenhouse gas emissions is the reduction of emissions from passenger vehicles, which represents about one-third of overall greenhouse gas emissions in the United States. Land use is among the top strategies to reduce such emissions. Compact development, which includes a mix of land uses, access and proximity to transit, and concentrations of population and/or employment, can reduce congestion, lower infrastructure costs, and reduce household expenses related to transportation and energy, according to a 2010 report published by the Urban Land

Institute (Land Use and Driving: The Role Compact Development Can Play in Reducing Greenhouse Gas Emissions, Evidence from Three Recent Studies). “The key to successful compact development is a land use pattern that has a high-quality pedestrian network and a variety of land uses within walking distance of each other.”

The Project’s location would provide residents and visitors the choice to not drive or just park once. In addition, existing uses within walking distance include the Arlight Hollywood Cinema, American Musical Dramatic Academy, the Hollywood Pantages Theatre, the Montalban, the Fonda Theatre, Avalon Hollywood, the Hollywood Farmers’ Market, fitness gyms, schools, restaurants, coffee shops, banks, commercial and office buildings. The Property has a Walk Score of 92 where “Daily errands do not require a car.” Further development oriented around transit in the neighborhood can knit together many of our human activities: residential, employment, shopping, entertainment, and recreation/open space.

Housing

As stated in the Framework Element, “[c]urrently, the City of Los Angeles has insufficient vacant properties to accommodate the cumulative amount of population growth which has been forecasted. The supply of land zoned for residential development is the most constrained in the context of population growth forecasts. Thus, should growth and new development in the City occur, most likely it will require the recycling and/or intensification of existing developed properties or conversion of certain uses...” The Project is the redevelopment of an underutilized commercial building and a surface parking lot with a mix-use project.

- **Objective 4.2** - Encourage the location of new multi-family housing development to occur in proximity to transit stations, along some transit corridors, and within some high activity areas with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods.

The Property is located in a prime location in Hollywood adjacent to key corridors that connect surrounding neighborhoods and provide cross-city connections. The Metro Red Line Station is located less than a block south and the Freeway 101 less than a block north. Hollywood

Boulevard and Vine Street are main thoroughfares for Hollywood access to numerous local and regional bus lines, and various Metro Red and Purple Line stations.

The Project would include residential and commercial components that would blend well with area's existing character, contribute more housing and commercial opportunities at a centrally located area in the City and continue to support the housing in the area. The proposed commercial uses include restaurants and retail, which would be compatible and complementary with the variety of commercial activities in the vicinity.

The Project would include 1,005 multi-family residential units in close proximity to a multitude of public transit options in a dense urban commercial area with existing multi-family developments in the area. It is the type of new housing desired by the City (Objective 4.2). Currently, the nearest residential uses are located immediately northeast of the Property.

The Project would have minimal conflicts with these developments. Instead, the Project would offer future residents modern energy efficient housing with extensive on-site amenities. The Housing section of the Framework Element states “[i]mprovement of the jobs and housing relationships in sub-areas of the City may be accomplished through the re-use of commercially zoned corridors and development at transit stations which afford the opportunity for the development of a mix of uses, housing, local retail, and creative offices, and can improve localized jobs and housing relationships.” The Project represents this vision, and unites good planning practices by integrating housing with a mix of land uses near transportation by replacing a commercial use and surface parking lot on the Property.

Urban Form and Neighborhood Design

In terms of Urban Form and Neighborhood Design, the Project's architectural elements would encourage foot traffic in front of and onto the Property. It is consistent with the intent of the design objectives and policies.

- **Objective 5.9** - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.

- **Policy 5.9.1** - Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.
- **Policy 5.9.2** - Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours through the development of ground floor retail uses and sidewalk cafes.

The Project features four residential buildings to maximize residential density near public transit. Pedestrians, bicyclists, and vehicles would be attracted to the Project (Objective 5.9; Policy 5.9.2). As a mixed-use Project, there would be residents and visitors on-site throughout the day and night, acting as natural surveillance (Objective 5.9; Policy 5.9.1; Policy 5.9.2) in addition to security measures such as adequate lighting and clear definition of spaces. These project design features will put eyes on the street and the Property.

Open Space and Conservation

The Project is consistent with the purpose of the Open Space objectives and policies.

- **Objective 6.4** - Ensure that the City's open spaces contribute positively to the stability and identity of the communities and neighborhoods in which they are located or through which they pass.
- **Policy 6.4.8** - Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods.
 - Encourage the development of public plazas, forested streets, farmers markets, residential commons, rooftop spaces, and other spaces that function like open space in urbanized areas of the City with deficiencies of natural open space, especially in targeted growth areas.

- Encourage the improvement of open space, both on public and private property, as opportunities arise.

The Project's open space in the form of extensively landscaped areas, both for residents and the public, would make a positive contribution to the neighborhood, where there is a current lack of public space in the immediate vicinity (Objective 6.4, Policy 6.4.8). The area is primarily comprised of commercial and residential buildings, surface parking lots, and parking structures. The new public space on-site would enhance the neighborhood's open space resources and aesthetics while providing gathering space for residents, employees, and visitors to socialize and provide connectivity to the neighborhood (Policy 6.4.8).

Economic Development

The Project is consistent with the purpose of the Economic Development objectives and policies.

- **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.
- **Policy 7.2.2** - Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.
- **Policy 7.2.3** - Encourage new commercial development in proximity to rail and bus transit corridors and stations.
- **Objective 7.9** - Ensure that the available range of housing opportunities is sufficient, in terms of location, concentration, type, size, price/rent range, access to local services and access to transportation, to accommodate future population growth and to enable a reasonable portion of the City's work force to both live and work in the City.

The Project would contribute to the economic development of the community and the City while providing a mix of uses – residential and commercial – that would sustain economic growth

(Objective 7.2). The new development with 1,005 residential units and 30,176 square feet of commercial square footage would further concentrate growth in Hollywood in close proximity to transit (Policy 7.2.2; Policy 7.2.3; Objective 7.9). The Project would not cause commercial encroachment on existing neighborhoods because the area is already a mix of office, commercial and residential uses, with a growing residential component in the immediate area.

The location of the Project near transit would reduce the need for reliance on automobiles for mobility, which will reduce transportation costs. In fact, all economic strata can benefit from having public transit nearby. It is possible that some future residents would be able to live and work on-site or live and work nearby, in one of the existing office or commercial buildings.

Housing Element

The Project is consistent with the purpose of the Housing Element's objectives and policies.

- **Policy 1.1.3** - Facilitate new construction of a variety of housing types that address current and projected needs of the city's households.
- **Goal 2** - A City in which housing helps to create safe, livable and sustainable neighborhoods.
- **Policy 2.2.4** - Promote and facilitate a jobs/housing balance at a citywide level.
- **Policy 2.2.6** - To accommodate projected growth to 2014 in a sustainable way, encourage housing in centers and near transit, in accordance with the General Plan Framework Element, as reflected in Map ES.1.
- **Policy 2.4.1** - Provide sufficient services and amenities to support the planned population while preserving the neighborhood for those currently there.
- **Policy 2.4.2** - Develop and implement design standards that promote quality development.
- **Policy 2.4.3** - Promote preservation of neighborhood character in balance with facilitating new development.

The Project would provide 1,005 new multi-family residential units, which can accommodate a variety of household sizes with units ranging from one-bedroom to three-bedroom units (Policy 1.1.3). The design and location of the Project and its mix of uses encourages pedestrian activity and sustainability (Goal 2). The additional units near jobs would help improve the jobs/housing balancing (Policy 2.2.4). The Project would accommodate projected growth in a sustainable way in a major employment center as reflected in Housing Element Map ES.1, which shows the path of the existing Metro lines in Hollywood (Policy 2.2.6). The recreational amenities for residents and employees on-site would support the planned population while the on-site publically accessible plazas and commercial opportunities would enhance the quality of life for current residents and workers nearby (Policy 2.4.1).

The Project would be an aesthetically-pleasing development featuring a contemporary style and attractive landscaping (Policy 2.4.2). The new development would not interfere with the character of the existing multiple-family developments in the area (Policy 2.4.3). Instead, the scale and the design of the Project would complement the commercial uses and office buildings, particularly the adjacent Capitol Records Building, in the area.

According to the City's Housing Element 2013-2021, the City will need a variety of housing units to accommodate evolving household types and sizes. The City has continuously gained residents since its founding and is expected to have 4,320,600 residents by 2035. Households without children, especially those headed by householders ages 55 and older, are expected to increase in the next decade. More than half (55.3%) of the City's households have only one or two persons, according to the 2010 Census. The City has been pursuing a sustainable strategy for long-term growth, which encouraging growth in "higher-intensity commercial and mixed-use districts, centers and boulevards, and in proximity to transit" (page c-xvi). During the new eight-year cycle of the Housing Element, the region "will witness rapid build-out of the region's transit network, much of it concentrated" in the City of Los Angeles (page c-xxiii).

As stated in the Housing Element, "It is the overall housing goal of the City of Los Angeles to create for all residents a city of livable and sustainable neighborhoods with a range of housing types, sizes and costs in proximity to jobs, amenities and services. In keeping with decades of federal Housing Acts and the Universal Declaration of Human Rights that declared housing as a

human right, the City will work towards ensuring that housing is provided for all residents.” The Project would help the City meet its overarching housing goal by constructing 1,005 new units, including 133 Senior Affordable units, in the heart of Hollywood with a range of sizes, near an extensive transit network, jobs, and amenities, contributing to a livable and sustainable neighborhood.

The Project would take into account a number of the City’s draft Goals, Objectives, and Policies.

- **Objective 1.1** - Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.
- **Policy 1.1.3** - Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city’s households.
- **Policy 1.1.4** - Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.

The Project would construct 1,005 new residential units ranging from one-bedroom to three-bedroom units, which would provide a supply of housing from small households comprised of one or two persons, as well as families (Objective 1.1, Policy 1.1.3). As the Baby Boomer population significantly grows in the next decade, some seniors may wish to drive less and live closer to transit. In addition, some Millennials and Baby Boomers are rejecting lifestyles that require automobiles and choosing to walk, expecting their communities to be more compact and accessible through public transit.

A Walk Score is a number between 0 and 100 based on the walkability of any address, assigned by Walk Score. The score is based on the distance of the address to amenities, especially within a quarter-mile distance. With a high Walk Score and access to existing bus lines and Metro Lines, this Project would address the particular needs and desires of the City’s households (Policy 1.1.3). The Property’s address generated a Walk Score of 92, a “Walker’s Paradise” where “daily errands do not require a car.”

This Project will also preserve the character of the existing Hollywood neighborhood with its location near existing offices, transit, and away from the single-family residential areas (Policy 1.1.3, Policy 1.1.4).

- **Goal 2** - A City in which housing helps to create safe, livable and sustainable neighborhoods.
- **Policy 2.2.3** - Promote and facilitate a jobs/housing balance at a citywide level.
- **Objective 2.4** - Promote livable neighborhoods with a mix of housing types, quality design and a scale and character that respects unique residential neighborhoods in the City.
- **Policy 2.4.1** - Promote preservation of neighborhood character in balance with facilitating new development.
- **Policy 2.4.2** - Develop and implement design standards that promote quality residential development.

The Project would further promote a safe, livable, and sustainable neighborhood in the Hollywood Community Plan area with its 1,005 new units of housing located immediately adjacent to offices, retail, restaurants, and in close proximity to an existing Metro station (Goal 2). The Project's vicinity includes a variety of amenities that future residents will be able to access via walking or bicycling, including the Arclight Hollywood Cinema, American Musical Dramatic Academy, the Hollywood Pantages Theatre, the Montalban, the Fonda Theatre, Avalon Hollywood, the Hollywood Farmers' Market, fitness centers, schools, restaurants, coffee shops, and other theaters.

The missing item from this area is additional multiple-family housing in the immediate area. With an existing Metro station and multiple bus routes a short walk away, future residents will no longer need to rely on automobiles for mobility and can take advantage of the greener alternative to get around Hollywood or to reach other destinations. Due to the mix of land uses proposed for the Project and the connectivity to transit, there will be more pedestrian activity, adding eyes on the street for safety. The Project would help promote and facilitate a

jobs/housing balance in the City. The immediate area near the Project has an existing abundance of jobs, but lacks housing, which increases traffic in the Project vicinity. By developing 1,005 units of new multi-family housing, the Project would help balance the jobs/housing ratio (Policy 2.2.3). The multi-family residential units would provide a mix of housing types in a livable neighborhood (Objective 2.4). The Project has a high-quality design with its attractive landscaping and open space areas, and its scale and character is compatible with the existing commercial development in the area (Objective 2.4, Policy 2.4.1). As a result, the Project's location respects and preserves the existing commercial and multiple-family residential neighborhoods (Objective 2.4).). The nearest single-family residential neighborhood is north of the Property across the 101 Freeway. Therefore, no single-family neighborhood would be affected by the new development (Policy 2.4.1). The Project would be a quality residential development with balconies for some units, recreational amenities, and attractive landscaping (Policy 2.4.2). For the reasons cited above, the Project is consistent with the City's Housing Element.

Mobility Plan 2035

The Project is consistent with the Mobility Plan, including the 2010 Bicycle Plan, a component of the Transportation Element.

- **Policy 2.3** – Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable environment.
- **Policy 2.6** – Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.
- **Policy 3.3** – Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighboring services.

- **Policy 3.5** – Support “first-mile, last-mile solutions” such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops
- **Policy 3.7** – Improve transit access and service to major regional destinations, job centers, and inter-modal facilities.
- **Policy 3.8** – Provide bicyclists with convenient, secure, and well-maintained bicycle parking facilities.

The Project advances the above-referenced policies by allowing mixed-use development in close proximity to two major transportation corridors (Hollywood Boulevard and Vine Street) that provide substantial public transit opportunities and facilities, including Metro Bus lines 180/181, 212/312, 217, 222, 780, and LADOT Hollywood, Beachwood Canyon, Hollywood/Wilshire Dash lines (Policy 3.3, Policy 3.7). The development of the Project with residential and commercial uses would promote ground floor pedestrian activity and circulation and would create direct pedestrian connections between the Project and the Metro transit infrastructure, in express conformity with the Mobility Plan’s policies and objectives (Policy 3.5).

The Project would construct 1,005 residential units and commercial space within a short walking distance of a Metro transit station. Project visitors, employees, and residents could generate substantial ridership at this transit stop, due to the mix of land uses. The Project is the ideal development location since it is close to the existing Hollywood/Vine Station on the Metro Red Line and close to numerous bus stops, allowing future residents, employees, and visitors another option to access the Property via transit instead of having to drive. Overall, Hollywood is a job center with existing large office buildings and motion picture production facilities, and the Project would add needed residential, commercial and open space through a valuable mixed-use development to the mix.

In regards to the 2010 Bicycle Plan, Hollywood Boulevard, which runs south of the Property, and Vine Street, which runs in the middle of the Property, are designated Bicycle Lanes. Hollywood Boulevard and Vine Street are considered part of the Backbone Bikeway Network and would enable bicyclists of all levels, including ones with less experience, to access

neighborhood facilities. Further, Walk Score rates the Project's location with a Bike Score of 75, which is "Very Bikeable", with the area being described as "Mostly flat, excellent bike lanes."

- **Goal 1** - Increase the number and types of bicyclists who may bicycle in the City.
- **Policy 1.2.7** - Develop and implement citywide bicycling parking standards.
- **Programs** –
 - Private Property Bicycle Parking Standard for Commercial and Industrial Projects
 - Private Property Bicycle Parking Standard for Residential Projects

The Project would comply with the Ordinance No. 185,480, which recently amended the Municipal Code to change bicycle parking requirements, including both long-term and short-term bicycle parking. The mixed-use Project would provide 489 long-term and 62 short-term bicycle parking spaces. The provision of dedicated safe and secure bicycle parking will encourage bicycle use among the residents, employees, and visitors to the Property.

The Land Use/Mobility Plan establishes a clear vision for transit-oriented development in the City. The objectives are relevant and consistent with good planning practices, including "focus future growth of the City around transit stations," "increase land use intensity in transit station areas, where appropriate," and "accommodate mixed commercial/residential use development." The Project is consistent with the policy's Guiding Principles, particularly:

- Establish transit center and station areas as places where future growth of Los Angeles is focused.
- Develop compact quality pedestrian oriented mixed-use neighborhoods within walking distance to rail transit stations and other transit centers.
- Develop and apply urban design standards to ensure the development of a high-quality and safe and secure urban environment.

The Project is consistent with the intent of the Land Use and Housing elements of the 1993 Policy document. "The intent of the Land Use policy is to concentrate mixed

commercial/residential uses, neighborhood-oriented retail, employment opportunities, and civic and quasi-public uses around transit stations, while protecting and preserving surrounding low density neighborhoods from encroachment of incompatible land uses.” The Project would add 1,005 residential units, commercial square footage, and open space within the urban core of Hollywood and near an existing Metro station.

The character of the neighborhood, which consists of commercial buildings, would be preserved. The Project would also “facilitate the development of uses directly related to the needs of the surrounding community, such as new commercial uses. In addition, the Project’s new units “accommodate substantial future housing production in and around transit station areas.”

Land Use Element (Community Plan)

The Hollywood Community Plan identifies the following significant objectives:

- To designate lands at appropriate locations for the various uses and public facilities in the quantities and at densities required to accommodate population and activities projected to the year 2010.
- To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.

To encourage the preservation and enhancement of the varied and distinctive residential of the Community, and to protect lower density housing the scattered intrusion of apartments.

- To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic, and to encourage the expansion and improvement of public transportation service.

The proposed 1,005 multi-family units will provide housing opportunities that will be compatible with the design of the buildings in the immediate vicinity. Buildings in the Project’s immediate vicinity include the 18-story Argyle House, 15-story Kimpton Everly Hotel, the proposed 20-

story Yucca Argyle, 7-story Eastown, the 10-story Hollywood Pantages Theatre, and the 12-story Hotel Hollywood.

The Project's high-quality architecture is desirable, as it would improve the neighborhood's function, design and economic vitality.

The Project would add 1,005 multi-family residential units to the City's housing stock in Hollywood without displacing a single residential unit. The Project would include a mix of unit sizes that would accommodate a full range of incomes, including Senior Affordable households (Objective 1-3). The Project would also improve Hollywood's competitiveness as a location for offices, business, retail and industry by providing 1,005 high quality residential units in the core of the Hollywood while improving the Property's appearance, which is currently underutilized.

4. A combination of functional linkages, such as pedestrian or vehicular connections.

The West Site and the East Site would include a combination of functional linkages, such as pedestrian or vehicle connections across Vine Street. The substantial streetscape and landscape improvements will connect the West Site and East Site, which will provide a functional link between the two sites. The Project would also include wayfinding signage advising visitors that additional parking and amenities are located on the adjacent site.

5. In conjunction with common architectural and landscape features, which constitute distinctive design elements of the development.

The West Site and East Site include common architectural and landscape features that constitute a distinctive design, as depicted in the Project's design.

6. Is composed of two or more contiguous parcels, or lots of record separated only by a street or alley.

The City has concluded that for purposes of making a finding that a mixed-use development is unified pursuant to Section 12.24-W,19 of the LAMC, two or more parcels or lots of record may be considered "contiguous" without actually touching each other so long as they are in close proximity (i.e., separated by a street) and connected by substantial streetscape and landscape

improvements (see ZA-2006-5863(ZAI)). Therefore, the West Site and East Site are “contiguous” since they are connected by substantial streetscape and landscape improvements.

The West Site is approximately 100 feet west of the East Site. In addition, the Project’s design depicts the substantial streetscape and landscape improvements connecting the West Site and East Site.

7. When the development is viewed from adjoining streets appears to be a consolidated whole.

The development, when viewed from adjoining streets, appears to be a consolidated whole since the West Site and East Site are connected by substantial streetscape, landscape, and architectural design.

D. Pursuant to LAMC Section 12.24-W.1, a Master Conditional Use Permit for the sale of a full-line of alcoholic beverages for on-site consumption only within up to 12 establishments for approximately 30,176 square feet of commercial use.

1. Explain how the proposed use will not adversely affect the welfare of the pertinent community.

The approval for a CUP for the sale of alcoholic beverages for on-site consumption for up to four establishments would not adversely affect the welfare of the community. The character of the neighborhood is predominantly made up of vibrant commercial activity that is predominantly made up of retail, restaurant, entertainment, and office uses. The Project’s ground floor commercial uses that request to be permitted to serve a full-line of alcohol for on-site consumption would entail up to four individual establishments, totaling approximately 30,176 square feet (the “**On-site Establishments**”).

2. Explain how the approval of the application will not result in or contribute to an undue concentration of such establishments.

The approval for a CUP for the sale of alcoholic beverages for on-site consumption would not result or contribute to an undue concentration of such establishments. The character of the

neighborhood is made up of vibrant commercial activity that is predominantly made up of retail, restaurant, entertainment, and office uses, including several restaurants that serve alcohol.

3. Explain how the approval of the application will not detrimentally affect nearby residential zones or uses.

The approval for a CUP for sale of alcoholic beverages for off-site consumption will not detrimentally affect nearby uses. The ability to sell alcoholic beverages for on-site consumption is a typical use for the area and an expected feature of dining for patrons of the On-site Establishments. The surrounding uses are predominantly commercial and similar in nature and would not be detrimentally affected.

E. Conditional Use Permit (“CUP”) for sale of alcoholic beverages for off-site consumption.

Please see attachments for individual Form CP-7773 supplemental questionnaires.

F. Pursuant to LAMC section 16.05, site plan review; for a development that creates an increase of 50 or more dwelling units.

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

The Los Angeles General Plan sets forth goals, objectives and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements, including, but not limited to, Land Use, Housing, Transportation/Mobility, Noise, and Safety. The City’s Land Use Element is divided into 35 community plans that establish parameters for land use decisions within the 35 sub-areas. The Property is located within the boundaries of the Community Plan area. The Property is designated for Regional Center Commercial use. The Property does not have a specific land use designation in the General Plan Framework Element. The Property is not in a specific plan area.

As explained more fully below, the Project would be in substantial conformance with the purposes, intent, and provisions of the General Plan, the Hollywood Community Plan, and the Hollywood Redevelopment Plan.

Framework Element

The Framework Element of the General Plan establishes general policies and the vision for the future of the City of Los Angeles based on projected population growth. Land use, housing, urban form and neighborhood design, open space, economic development, transportation, and infrastructure and public services are all addressed in the context of accommodating future City-wide population increases. The Property does not have a specific land use designation in the Framework Element, but is consistent with many of the Element's goals, objectives, and policies.

Land Use

The Project is consistent with the Land Use goals, objectives, and policies identified in the Framework Element. "It is the intent of the General Plan Framework Element to encourage new development in proximity to rail and bus transportation corridors and stations."

- **Objective 3.1** - Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.
- **Objective 3.2** - To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.
- **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.

- **Objective 3.8** - Reinforce existing and establish new neighborhood districts which accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood activity, are compatible with adjacent neighborhoods, and are developed as desirable place to work and visit.
- **Objective 3.10** - Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.
- **Policy 3.15.3** - Increase the density generally within one quarter mile of transit stations, determining appropriate locations based on consideration of the surrounding land use characteristics to improve their viability as new transit routes and stations are funded....
- **Policy 3.15.4** - Design and site new development to promote pedestrian activity and provide adequate transitions with adjacent residential uses.
- **Objective 3.16** - Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

The Project's mix of land uses, including housing and employment, would reduce trips (Objective 3.2; Objective 3.8). As a result, the Project would "accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors" (Objective 3.1). Building 1,005 units of new housing, including 133 Senior Affordable units, in this specific location would significantly increase the livability in the Hollywood neighborhood, and takes into account the anticipated population growth and the integrated land use with transportation planning.

The 1,005 residential units along with the commercial component near public transit is the type of development that the City encourages because it places the new development in an existing commercial area while preserving the surrounding neighborhoods (Objective 3.4; Policy 3.4.1). “It is intended that a considerable mix of uses be accommodated to provide population support and enhance activity near the stations. This may encompass a range of retail commercial, offices, personal services, entertainment, restaurants, and housing that serve both transit users and local residents.” The Project would provide jobs and housing for professional workers in a growing portion of Hollywood, near public transit.

The Project also includes several conveniently located bicycle parking facilities for patrons, residents, and guests. With a supportive mixed-use design and convenient location within Hollywood, residents and guests are encouraged to engage in active transportation modes rather than vehicular trips. They would be less likely to drive or drive less as the Project would include a wide range of uses, have neighborhood resources located within the building or nearby, and provide employment opportunities conveniently accessible via transit. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the commercial developments of the surrounding properties.

The Project’s location approximately one-quarter mile from an existing transit corridor along Vine Street is consistent with building mixed-use development near transit (Policy 3.15.3).

The commercial space is designed to attract and increase pedestrian activity. The commercial component would be located on the ground floor and front Yucca, Argyle, Vine, and Ivar frontages, which would activate and attract pedestrian interest. The commercial uses may provide neighborhood-serving uses such as restaurant and retail to benefit Project residents and neighbors. (Objective 3.16; Policy 3.15.4; Objective 3.8). Interest at the street level is created by providing pedestrian-oriented commercial uses around the Property. The Property is located near existing bus stops and the Metro Red Line, which would reduce the need for automobile trips and miles traveled and increase ridership. Residents and workers would be just a few minutes of walking time from the existing bus routes on Hollywood Boulevard and Vine Street and the Hollywood/Vine Metro Red line Station. The convenience of the Project’s location near transit would be an incentive for many people to use public transportation.

The Project complies with SB 375 and AB 32 by contributing to a reduction in greenhouse gas emissions through integrated land use, housing and transportation planning. The key component of greenhouse gas emissions is the reduction of emissions from passenger vehicles, which represents about one-third of overall greenhouse gas emissions in the United States. Land use is among the top strategies to reduce such emissions. Compact development, which includes a mix of land uses, access and proximity to transit, and concentrations of population and/or employment, can reduce congestion, lower infrastructure costs, and reduce household expenses related to transportation and energy, according to a 2010 report published by the Urban Land Institute (Land Use and Driving: The Role Compact Development Can Play in Reducing Greenhouse Gas Emissions, Evidence from Three Recent Studies). “The key to successful compact development is a land use pattern that has a high-quality pedestrian network and a variety of land uses within walking distance of each other.”

The Project’s location would provide residents and visitors the choice to not drive or just park once. In addition, existing uses within walking distance include the Arclight Hollywood Cinema, American Musical Dramatic Academy, the Hollywood Pantages Theatre, the Montalban, the Fonda Theatre, Avalon Hollywood, the Hollywood Farmers’ Market, fitness centers, schools, restaurants, coffee shops, banks, commercial and office buildings. The Property has a Walk Score of 92 where “Daily errands do not require a car.” Further development oriented around transit in the neighborhood can knit together many of our human activities: residential, employment, shopping, entertainment, and recreation/open space.

Housing

As stated in the Framework Element, “[c]urrently, the City of Los Angeles has insufficient vacant properties to accommodate the cumulative amount of population growth which has been forecasted. The supply of land zoned for residential development is the most constrained in the context of population growth forecasts. Thus, should growth and new development in the City occur, most likely it will require the recycling and/or intensification of existing developed properties or conversion of certain uses...” The Project is the redevelopment of an underutilized commercial building and a surface parking lot with a mix-use project.

- **Objective 4.2** - Encourage the location of new multi-family housing development to occur in proximity to transit stations, along some transit corridors, and within some high activity areas with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods.

The Property is located in a prime location in Hollywood adjacent to key corridors that connect surrounding neighborhoods and provide cross-city connections. The Metro Red Line Station is located less than a block south and the Freeway 101 less than a block north. Hollywood Boulevard and Vine Street are main thoroughfares for Hollywood access to numerous local and regional bus lines, and various Metro Red and Purple Line stations.

The Project would include residential and commercial components that would blend well with area's existing character, contribute more housing and commercial opportunities at a centrally located area in the City and continue to support the housing in the area. The proposed commercial uses include restaurants and retail, which would be compatible and complementary with the variety of commercial activities in the vicinity.

The Project would include 1,005 multi-family residential units in close proximity to a multitude of public transit options in a dense urban commercial area with existing multi-family developments in the area. It is the type of new housing desired by the City (Objective 4.2). Currently, the nearest residential uses are located immediately northeast of the Property.

The Project would have minimal conflicts with these developments. Instead, the Project would offer future residents modern energy efficient housing with extensive on-site amenities. The Housing section of the Framework Element states “[i]mprovement of the jobs and housing relationships in sub-areas of the City may be accomplished through the re-use of commercially zoned corridors and development at transit stations which afford the opportunity for the development of a mix of uses, housing, local retail, and creative offices, and can improve localized jobs and housing relationships.” The Project represents this vision, and unites good planning practices by integrating housing with a mix of land uses near transportation by replacing a commercial use and surface parking lot on the Property.

Urban Form and Neighborhood Design

In terms of Urban Form and Neighborhood Design, the Project's architectural elements would encourage foot traffic in front of and onto the Property. It is consistent with the intent of the design objectives and policies.

- **Objective 5.9** - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.
- **Policy 5.9.1** - Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.
- **Policy 5.9.2** - Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours through the development of ground floor retail uses and sidewalk cafes.

The Project features four residential buildings to maximize residential density near public transit. Pedestrians, bicyclists, and vehicles would be attracted to the Project (Objective 5.9; Policy 5.9.2). As a mixed-use Project, there would be residents and visitors on-site throughout the day and night, acting as natural surveillance (Objective 5.9; Policy 5.9.1; Policy 5.9.2) in addition to security measures such as adequate lighting and clear definition of spaces. These project design features will put eyes on the street and the Property.

Open Space and Conservation

The Project is consistent with the purpose of the Open Space objectives and policies.

- **Objective 6.4** - Ensure that the City's open spaces contribute positively to the stability and identity of the communities and neighborhoods in which they are located or through which they pass.

- **Policy 6.4.8** - Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods.
 - Encourage the development of public plazas, forested streets, farmers markets, residential commons, rooftop spaces, and other spaces that function like open space in urbanized areas of the City with deficiencies of natural open space, especially in targeted growth areas.
 - Encourage the improvement of open space, both on public and private property, as opportunities arise.

The Project’s open space in the form of extensively landscaped areas, both for residents and the public, would make a positive contribution to the neighborhood, where there is a current lack of public space in the immediate vicinity (Objective 6.4, Policy 6.4.8). The area is primarily comprised of commercial and residential buildings, surface parking lots, and parking structures. The new public space on-site would enhance the neighborhood’s open space resources and aesthetics while providing gathering space for residents, employees, and visitors to socialize and provide connectivity to the neighborhood (Policy 6.4.8).

Economic Development

The Project is consistent with the purpose of the Economic Development objectives and policies.

- **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.
- **Policy 7.2.2** - Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.

- **Policy 7.2.3** - Encourage new commercial development in proximity to rail and bus transit corridors and stations.
- **Objective 7.9** - Ensure that the available range of housing opportunities is sufficient, in terms of location, concentration, type, size, price/rent range, access to local services and access to transportation, to accommodate future population growth and to enable a reasonable portion of the City's work force to both live and work in the City.

The Project would contribute to the economic development of the community and the City while providing a mix of uses – residential and commercial – that would sustain economic growth (Objective 7.2). The new development with 1,005 residential units and 30,176 square feet of commercial square footage would further concentrate growth in Hollywood in close proximity to transit (Policy 7.2.2; Policy 7.2.3; Objective 7.9). The Project would not cause commercial encroachment on existing neighborhoods because the area is already a mix of office, commercial and residential uses, with a growing residential component in the immediate area.

The location of the Project near transit would reduce the need for reliance on automobiles for mobility, which will reduce transportation costs. In fact, all economic strata can benefit from having public transit nearby. It is possible that some future residents would be able to live and work on-site or live and work nearby, in one of the existing office or commercial buildings.

Housing Element

The Project is consistent with the purpose of the Housing Element's objectives and policies.

- Policy 1.1.3 - Facilitate new construction of a variety of housing types that address current and projected needs of the city's households.
- Goal 2 - A City in which housing helps to create safe, livable and sustainable neighborhoods.
- Policy 2.2.4 - Promote and facilitate a jobs/housing balance at a citywide level.

- Policy 2.2.6 - To accommodate projected growth to 2014 in a sustainable way, encourage housing in centers and near transit, in accordance with the General Plan Framework Element, as reflected in Map ES.1.
- Policy 2.4.1 - Provide sufficient services and amenities to support the planned population while preserving the neighborhood for those currently there.
- Policy 2.4.2 - Develop and implement design standards that promote quality development.
- Policy 2.4.3 - Promote preservation of neighborhood character in balance with facilitating new development.

The Project would provide 1,005 new multi-family residential units, which can accommodate a variety of household sizes with units ranging from one-bedroom to three-bedroom units (Policy 1.1.3). The design and location of the Project and its mix of uses encourages pedestrian activity and sustainability (Goal 2). The additional units near jobs would help improve the jobs/housing balancing (Policy 2.2.4). The Project would accommodate projected growth in a sustainable way in a major employment center as reflected in Housing Element Map ES.1, which shows the path of the existing Metro lines in Hollywood (Policy 2.2.6). The recreational amenities for residents and employees on-site would support the planned population while the on-site publically accessible plazas and commercial opportunities would enhance the quality of life for current residents and workers nearby (Policy 2.4.1).

The Project would be an aesthetically-pleasing development featuring a contemporary style and attractive landscaping (Policy 2.4.2). The new development would not interfere with the character of the existing multiple-family developments in the area (Policy 2.4.3). Instead, the scale and the design of the Project would complement the commercial uses and office buildings, particularly the adjacent Capitol Records Building, in the area.

According to the City's Housing Element 2013-2021, the City will need a variety of housing units to accommodate evolving household types and sizes. The City has continuously gained residents since its founding and is expected to have 4,320,600 residents by 2035. Households

without children, especially those headed by householders ages 55 and older, are expected to increase in the next decade. More than half (55.3%) of the City's households have only one or two persons, according to the 2010 Census. The City has been pursuing a sustainable strategy for long-term growth, which encouraging growth in "higher-intensity commercial and mixed-use districts, centers and boulevards, and in proximity to transit" (page c-xvi). During the new eight-year cycle of the Housing Element, the region "will witness rapid build-out of the region's transit network, much of it concentrated" in the City of Los Angeles (page c-xxiii).

As stated in the Housing Element, "It is the overall housing goal of the City of Los Angeles to create for all residents a city of livable and sustainable neighborhoods with a range of housing types, sizes and costs in proximity to jobs, amenities and services. In keeping with decades of federal Housing Acts and the Universal Declaration of Human Rights that declared housing as a human right, the City will work towards ensuring that housing is provided for all residents." The Project would help the City meet its overarching housing goal by constructing 1,005 new units, including 133 Senior Affordable units, in the heart of Hollywood with a range of sizes, near an extensive transit network, jobs, and amenities, contributing to a livable and sustainable neighborhood.

The Project would take into account a number of the City's draft Goals, Objectives, and Policies.

- **Objective 1.1** - Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.
- **Policy 1.1.3** - Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city's households.
- **Policy 1.1.4** - Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.

The Project would construct 1,005 new residential units ranging from one-bedroom to three-bedroom units, which would provide a supply of housing from small households comprised of one or two persons, as well as families (Objective 1.1, Policy 1.1.3). As the Baby Boomer population significantly grows in the next decade, some seniors may wish to drive less and live closer to transit. In addition, some Millennials and Baby Boomers are rejecting lifestyles that

require automobiles and choosing to walk, expecting their communities to be more compact and accessible through public transit.

A Walk Score is a number between 0 and 100 based on the walkability of any address, assigned by Walk Score. The score is based on the distance of the address to amenities, especially within a quarter-mile distance. With a high Walk Score and access to existing bus lines and Metro Lines, this Project would address the particular needs and desires of the City's households (Policy 1.1.3). The Property's address generated a Walk Score of 92, a "Walker's Paradise" where "daily errands do not require a car."

This Project will also preserve the character of the existing Hollywood neighborhood with its location near existing offices, transit, and away from the single-family residential areas (Policy 1.1.3, Policy 1.1.4).

- **Goal 2** - A City in which housing helps to create safe, livable and sustainable neighborhoods.
- **Policy 2.2.3** - Promote and facilitate a jobs/housing balance at a citywide level.
- **Objective 2.4** - Promote livable neighborhoods with a mix of housing types, quality design and a scale and character that respects unique residential neighborhoods in the City.
- **Policy 2.4.1** - Promote preservation of neighborhood character in balance with facilitating new development.
- **Policy 2.4.2** - Develop and implement design standards that promote quality residential development.

The Project would further promote a safe, livable, and sustainable neighborhood in the Hollywood Community Plan area with its 1,005 new units of housing located immediately adjacent to offices, retail, restaurants, and in close proximity to an existing Metro station (Goal 2). The Project's vicinity includes a variety of amenities that future residents will be able to access via walking or bicycling, including the Arlight Hollywood Cinema, American Musical

Dramatic Academy, the Hollywood Pantages Theatre, the Montalban, the Fonda Theatre, Avalon Hollywood, the Hollywood Farmers' Market, fitness centers, schools, restaurants, coffee shops, and other theaters.

The missing item from this area is additional multiple-family housing in the immediate area. With an existing Metro station and multiple bus routes a short walk away, future residents will no longer need to rely on automobiles for mobility and can take advantage of the greener alternative to get around Hollywood or to reach other destinations. Due to the mix of land uses proposed for the Project and the connectivity to transit, there will be more pedestrian activity, adding eyes on the street for safety. The Project would help promote and facilitate a jobs/housing balance in the City. The immediate area near the Project has an existing abundance of jobs, but lacks housing, which increases traffic in the Project vicinity. By developing 1,005 units of new multi-family housing, the Project would help balance the jobs/housing ratio (Policy 2.2.3). The multi-family residential units would provide a mix of housing types in a livable neighborhood (Objective 2.4). The Project has a high-quality design with its attractive landscaping and open space areas, and its scale and character is compatible with the existing commercial development in the area (Objective 2.4, Policy 2.4.1). As a result, the Project's location respects and preserves the existing commercial and multiple-family residential neighborhoods (Objective 2.4).). The nearest single-family residential neighborhood is north of the Property across the 101 Freeway. Therefore, no single-family neighborhood would be affected by the new development (Policy 2.4.1). The Project would be a quality residential development with balconies for some units, recreational amenities, and attractive landscaping (Policy 2.4.2). For the reasons cited above, the Project is consistent with the City's Housing Element.

Mobility Plan 2035

The Project is consistent with the Mobility Plan, including the 2010 Bicycle Plan, a component of the Transportation Element.

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

- **Policy 2.6** – Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.
- **Policy 3.3** – Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighboring services.
- **Policy 3.5** – Support “first-mile, last-mile solutions” such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops
- **Policy 3.7** – Improve transit access and service to major regional destinations, job centers, and inter-modal facilities.
- **Policy 3.8** – Provide bicyclists with convenient, secure, and well-maintained bicycle parking facilities.

The Project advances the above-referenced policies by allowing mixed-use development in close proximity to two major transportation corridors (Hollywood Boulevard and Vine Street) that provide substantial public transit opportunities and facilities, including Metro Bus lines 180/181, 212/312, 217, 222, 780, and LADOT Hollywood, Beachwood Canyon, Hollywood/Wilshire Dash lines (Policy 3.3, Policy 3.7). The development of the Project with residential and commercial uses would promote ground floor pedestrian activity and circulation and would create direct pedestrian connections between the Project and the Metro transit infrastructure, in express conformity with the Mobility Plan’s policies and objectives (Policy 3.5).

The Project would construct 1,005 residential units and commercial space within a short walking distance of a Metro transit station. Project visitors, employees, and residents could generate substantial ridership at this transit stop, due to the mix of land uses. The Project is the ideal development location since it is close to the existing Hollywood/Vine Station on the Metro Red Line and close to numerous bus stops, allowing future residents, employees, and visitors another option to access the Property via transit instead of having to drive. Overall, Hollywood is a job center with existing large office buildings and motion picture production facilities, and the

Project would add needed residential, commercial and open space through a valuable mixed-use development to the mix.

In regards to the 2010 Bicycle Plan, Hollywood Boulevard, which runs south of the Property, and Vine Street, which runs in the middle of the Property, are designated Bicycle Lanes. Hollywood Boulevard and Vine Street are considered part of the Backbone Bikeway Network and would enable bicyclists of all levels, including ones with less experience, to access neighborhood facilities. Further, Walk Score rates the Project's location with a Bike Score of 75, which is "Very Bikeable", with the area being described as "Mostly flat, excellent bike lanes."

- **Goal 1** - Increase the number and types of bicyclists who may bicycle in the City.
- **Policy 1.2.7** - Develop and implement citywide bicycling parking standards.
- **Programs** –
 - Private Property Bicycle Parking Standard for Commercial and Industrial Projects
 - Private Property Bicycle Parking Standard for Residential Projects

The Project would comply with the Ordinance No. 185,480, which recently amended the Municipal Code to change bicycle parking requirements, including both long-term and short-term Bicycle parking. The mixed-use Project would provide 489 long-term and 62 short-term bicycle parking spaces. The provision of dedicated safe and secure bicycle parking will encourage bicycle use among the residents, employees, and visitors to the Property.

The Land Use/Mobility Plan establishes a clear vision for transit-oriented development in the City. The objectives are relevant and consistent with good planning practices, including "focus future growth of the City around transit stations," "increase land use intensity in transit station areas, where appropriate," and "accommodate mixed commercial/residential use development."

The Project is consistent with the policy's Guiding Principles, particularly:

- Establish transit center and station areas as places where future growth of Los Angeles is focused.

- Develop compact quality pedestrian oriented mixed-use neighborhoods within walking distance to rail transit stations and other transit centers.
- Develop and apply urban design standards to ensure the development of a high-quality and safe and secure urban environment.

The Project is consistent with the intent of the Land Use and Housing elements of the 1993 Policy document. “The intent of the Land Use policy is to concentrate mixed commercial/residential uses, neighborhood-oriented retail, employment opportunities, and civic and quasi-public uses around transit stations, while protecting and preserving surrounding low density neighborhoods from encroachment of incompatible land uses.” The Project would add 1,005 residential units, commercial square footage, and open space within the urban core of Hollywood and near an existing Metro station.

The character of the neighborhood, which consists of commercial buildings, would be preserved. The Project would also “facilitate the development of uses directly related to the needs of the surrounding community, such as new commercial uses. In addition, the Project’s new units “accommodate substantial future housing production in and around transit station areas.”

Land Use Element (Community Plan)

The Hollywood Community Plan identifies the following significant objectives:

- To designate lands at appropriate locations for the various uses and public facilities in the quantities and at densities required to accommodate population and activities projected to the year 2010.
- To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.

To encourage the preservation and enhancement of the varied and distinctive residential of the Community, and to protect lower density housing the scattered intrusion of apartments.

- To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic, and to encourage the expansion and improvement of public transportation service.

The proposed 1,005 multi-family units will provide housing opportunities that will be compatible with the design of the buildings in the immediate vicinity. Buildings in the Project's immediate vicinity include the 18-story Argyle House, 15-story Kimpton Everly Hotel, the proposed 20-story Yucca Argyle, 7-story Eastown, the 10-story Hollywood Pantages Theatre, and the 12-story Hotel Hollywood.

The Project's high-quality architecture is desirable, as it would improve the neighborhood's function, design and economic vitality.

The Project would add 1,005 multi-family residential units to the City's housing stock in Hollywood without displacing a single residential unit. The Project would include a mix of unit sizes that would accommodate a full range of incomes, including Senior Affordable households (Objective 1-3). The Project would also improve Hollywood's competitiveness as a location for offices, business, retail and industry by providing 1,005 high quality residential units in the core of the Hollywood while improving the Property's appearance, which is currently underutilized.

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

The Project consists of four buildings: (i) a 46-story, approximately 595-foot tall East Building; (ii) a 11-story, approximately 150-foot tall East Senior Building; (iii) a 35-story, approximately 469-foot tall West Building; and, (iv) a 11-story, approximately 155-foot tall West Senior Building. .

The Project would consists of four buildings: (i) a 46-story, approximately 595-foot tall East Building; (ii) a 11-story, approximately 150-foot tall East Senior Building; (iii) a 35-story, approximately 469-foot tall West Building; and, (iv) a 9-story, approximately 155-foot tall West

Senior Building. The Project would include 1,005 residential units, including 133 Senior Affordable Units, and 30,176 square feet of commercial space. The Project would include approximately 1,521 parking spaces at or below grade in two separate parking garages. The building is consistent with the surrounding area, and would be compatible with existing and future development on neighboring properties. The arrangement, bulk and height of the buildings, however, will be compatible with the 18-story 6226 Yucca Street/Argyle House apartment building, the 15-story Kimpton Everly hotel building, the proposed 20-story Yucca Argyle mixed-use residential building, the 7-story Easttown mixed-use residential building, the 10-story Pantages Theatre, and the 8-story 1600 Vine apartment building.

Vehicular access to the Project's West Site would be provided via Ivar Avenue toward the northern end of the West Site. Entrance from Ivar Avenue would provide access to the five subterranean floors of parking for the Project. There would also be a dedicated valet area and a drop-off/pick-up area on the second subterranean parking level.

Vehicular access to the Project's East Site would be provided via an alley along Argyle Avenue toward the middle of the East Site. Entrance from Argyle Avenue would provide access to the five subterranean floors of parking for the Project. As with the West Site parking, the second subterranean parking level would contain a dedicated valet area and a drop-off/pick-up area on the second subterranean parking level.

Vehicular circulation has been designed to be clearly separated and not be in conflict with pedestrian and bicycle circulation within the Project. Bicycle parking would be available throughout the ground floor and first subterranean parking level.

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

The Property would also provide approximately 120,175 square feet of open space, of which 29,956 square feet would be publicly accessible. The publically accessible open space is described in the paragraphs above. The residential amenities for the West and East Buildings include amenity deck levels on their respective mezzanine floors, containing outdoor swimming

pools, exercise rooms, landscaped outdoor areas, lounge areas, kids rooms, game rooms, recreation rooms, and changing facilities. These features will add to the attractiveness of the building and provide much needed recreational facilities for the new residents the Project would bring to the area and minimize impacts on neighboring properties.

Additionally, the Project would improve habitability for its residents by locating residents in close proximity to existing community recreational facilities and the myriad of retail and service amenities in the immediate neighborhood along Hollywood Boulevard and Vine Street.

G. Pursuant to LAMC 17.15, a Vesting Tentative Tract Map No. 82172 to merge the existing lots into a master lot for residential and commercial condominium purposes.

Applicant requests approval of a VTTM in order to merge the existing contiguous ground lots and re-subdivide into multiple lots for commercial and residential purposes per LAMC Section 17.15, reflecting the right-of-way and street dimensions per the Mobility Plan 2035.

1. The proposed map will be consistent with applicable General and Specific Plans.

The VTTM was prepared by a Licensed and Certified Surveyor and includes all the required information per the Subdivision Map Act and applicable sections of the LAMC.

The VTTM reflects the Project's plans for a mixed-use building that is consistent with the applicable general plan. The Project consists of approximately 30,176 square feet of ground floor commercial uses and 1,005 residential units in the upper floors, all within the permitted FAR and density per the requested actions.

An approval of the VTTM is contingent upon the review and approval of the associated entitlements to be considered by the City Planning Commission.

Therefore, the VTTM and Project are substantially consistent with the applicable General and Community Plans affecting the Property and demonstrates compliance with all applicable sections of the LAMC.

2. The design and improvement of the proposed subdivision are consistent with applicable General and Specific Plans.

The design and layout of the VTTM is consistent with the design standards established by the Subdivision Map Act and all applicable sections of the Los Angeles Municipal Code. The subdivision will be required to comply with all regulations pertaining to grading, building permits, and street improvement permit requirements.

The Project consists of approximately 30,716 square feet of ground floor commercial uses and 1,005 residential units in the upper floors, all within the permitted FAR and density per the requested actions.

The Applicant understands that the City will impose conditions of approval for the design and improvement of the subdivision, as required to be performed prior to the recordation of the VTTM, building permit, grading permit, and/or certificate of occupancy. The design and layout of the VTTM is consistent with the General and Community Plans and the land use patterns in the Property's general vicinity.

Therefore, the design and improvement of the VTTM is consistent with the intent and purpose of the applicable General and Community Plans.

3. The site is physically suitable for the proposed type of development.

The site is physically suitable for the proposed type of development. The Project consists of a mixed-use building to include approximately 30,176 square feet of commercial space and 1,005 residential units.

The Property is located within a highly urbanized area surrounded by various commercial and multi-family uses. The Project's design and physical characteristics are consistent with the existing development of the surrounding community.

The Property is relatively level and is not located in a landslide area or liquefaction area. Furthermore, the Property is also not located in a flood zone or a Methane Buffer Zone.

4. The site is physically suitable for the proposed density of development.

The site is physically suitable for the proposed density of development. The Project consists of a mixed-use building to include approximately 30,176 square feet of commercial space and 1,005 residential units.

The Project's residential density is suitable and consistent with the surrounding area. The requested 8.1:1 FAR, which includes the residential floor area as well as the commercial floor area, is also suitable and consistent with the high-dense neighborhood. The Property is located within an urbanized and built-out commercial corridor with existing infrastructure. The Property is also located near multiple transit stops, which encourages high-dense uses.

5. The design of the subdivision and the proposed improvements are not likely to cause substantial environmental damage or substantially and avoidable injure fish or wildlife or their habitat.

The Environmental Impact Report is currently prepared for the Project and will identify if any potential adverse impacts on fish or wildlife resources as far as earth, air, water, plant life, animal life, or risk of upset to these resources are concerned. The Property is located in an urbanized and developed area with similar structures and land uses that do not provide a natural habitat for fish or wildlife. For those resource categories that could possibly have a potential impact, mitigation measures would be identified and included in the Environmental Impact Report that would reduce potentially significant impacts to less than or no impact levels.

Therefore, the Project would not cause substantial impacts on the environment, specifically any injury to fish, wildlife, or their habitat.

6. The design of the subdivision and the proposed improvements are not likely to cause serious public health problems.

The proposed subdivision and subsequent improvements are subject to the provisions of the Subdivision Map Act, Los Angeles Municipal Code, Building Code, and the City's Green Development Standards. Additional and more relevant health and safety related requirements as mandated by law would apply to ensure the public health and welfare during the construction and operation of the Project.

The Property is located within a highly urbanized area surrounded by various commercial and multi-family uses. The Project's design and physical characteristics are consistent with the existing development of the surrounding community. The Property is on a minor grade but remains relatively level and is not located in a landslide area or liquefaction area. Furthermore, the Property is also not located in a flood zone or a Methane Buffer Zone.

Additionally, an Environmental Impact Report was prepared for the Project and concluded that there would be no adverse impacts to the public health or safety would occur as a result of the design and improvement of the site.

Therefore, the design of the subdivision and the proposed improvements are not likely to cause serious public health problems.

7. The design of the subdivision and the proposed improvements will not conflict with easements acquired by the public at large for access through or use of property within the proposed subdivision.

There are no recorded instruments that identify any public easements on the Property. The Property consists of ten lots.

The frontages of the Property are bounded by improved public streets and sidewalks designed and improved for the specific purpose of providing public access throughout the area. The project site does not adjoin or provide access to a public resource, natural habitat, public park, or any officially recognized public recreation area.

Therefore, the design of the subdivision and the proposed improvements would not conflict with easements acquired by the public at large for access through or use of property within the proposed subdivision.

8. The design of the proposed subdivision will provide, to the extent feasible, for future passive or natural heating or cooling opportunities in the subdivision.

In assessing the feasibility of passive or natural heating or cooling opportunities in the proposed subdivision design, the local climate conditions, contours, sun/shade study, site orientation, and other design and improvement requirements were considered. The topography and lot layout of

the subdivision has been taken into consideration with respect to the north/south orientation and passive or natural heating and cooling opportunities. In addition, the final design of the building will also consider building construction techniques, such as overhanging eaves, location of windows, insulation, exhaust fans; and planting of trees for shade purposes.