

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

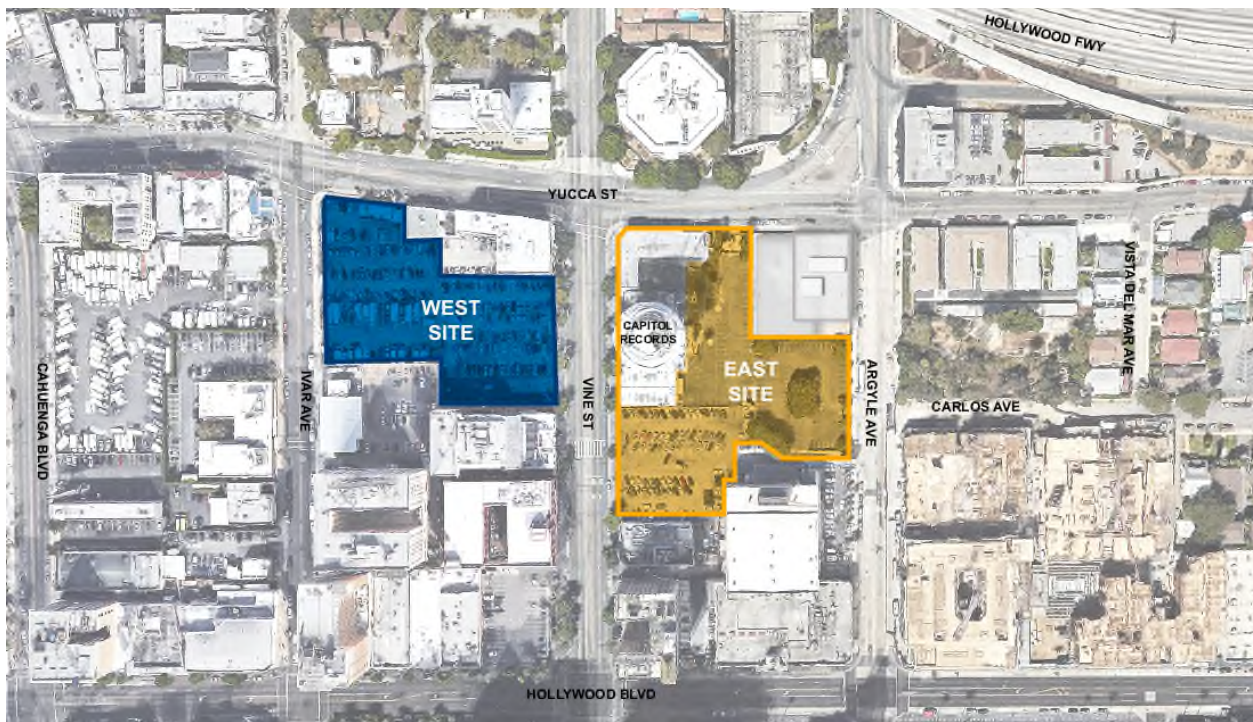
5546-030-033	1733-1741 N. Argyle Ave.	LT 1	3	None	TR 18237	26,535 sf
5546-030-034	1720-1724 N. Vine St.	FR 6	None	None	CHT 2	32,135 sf
East Site Subtotal						115,866 sf

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 6,476 square feet. Table 3 below outlines the total Property area.

Table 3 – Property Area	
	Lot Area
Project Site	194,495 sf
East Site Alley	1,313 sf
Sidewalk Merger	5,163 sf
Total	200,971 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 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 166,582 square feet of open space, of which 33,922 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 approximately 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	Required	Proposed
Residential	Varies depending on number of habitable rooms [per LAMC 12.21-A.4]	1,256	1,256
Commercial¹	1 space per 500 sq. ft. [per LAMC 12.21-A.4(x)(3).6]	257	265
Total		1,513	1,521

¹ Includes replacement parking required for the existing Capitol Records and Gogerty Buildings.

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 648,743 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)	569,948
Senior Affordable (68 dwelling units)	66,104
Commercial	12,691
Total	648,743

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 2,940 square feet of commercial retail or restaurant space and the second level would contain

approximately 14,762 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 582,639 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 4,935 square feet rooftop open-air terrace space could also be used for a variety of activities, gatherings, and other programs.

The West Senior Building would contain approximately 5,941 square feet of retail or restaurant spaces on the mezzanine level fronting on Yucca Street.

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	Required	Proposed
Residential	Varies depending on number of habitable rooms [per LAMC 12.21-A.4]	638	638
Commercial¹	1 space per 500 sf. [per LAMC 12.21-A.4(x)(3).6]	199	199
Total		837	837

¹ Includes replacement parking required for the existing Capitol Records and Gogerty Buildings

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)	65,652
Commercial	17,485
Total	638,407

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) 7,580 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) 26,178 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 572,755 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.

The East Senior Building would contain approximately 9,905 square feet of retail or restaurant space on the ground level fronting on the paseo.

In total, the East Senior Building's floor area would be 65,652 square feet.

c) East Site Parking

Of the East Site's 684 parking spaces, 260 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	Required	Proposed
Residential	Varies depending on number of habitable rooms [per LAMC 12.21-A.4	618	618
Commercial¹	1 space per 500 sq. ft. [per LAMC 12.21-A.4(x)(3).6]	58	66
Total		676	684

¹ Includes replacement parking required for the existing Capitol Records and Gogerty Buildings.

Table 12 – East 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> : 50/27 <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

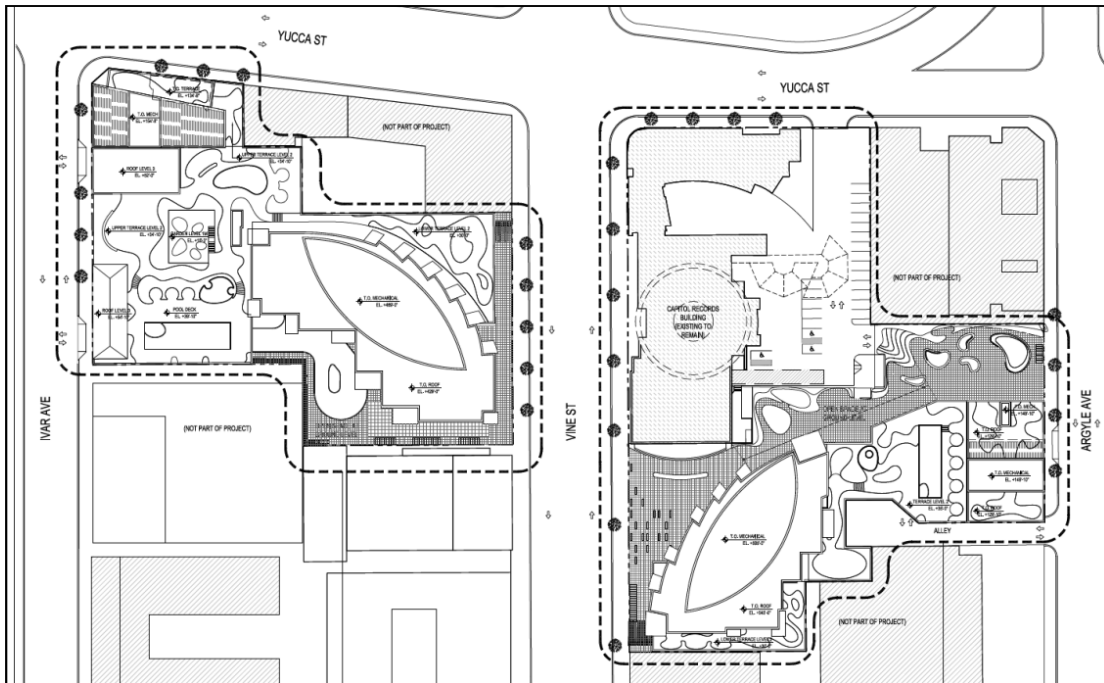
¹ As amended by Ordinance No. 185,480.

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 33,922 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:

- Lounge: An outdoor gathering space to allow pedestrians to relax on outdoor seating with a fire pit and library.
- The Garden: A landscaped area serving as a transition between the Lounge and the East 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.

- East 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 16 street trees and 48 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 and surrounding public right-of-way.

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 C4-2D-SN.

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).

Figure 3 – Property Land Use & Zoning



The C4 zone allows 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 C4 zone with no height limit. However, the Property is subject to D Limitations, which most of the Property to a 3:1 FAR and the lot associated with APN 5546-004-032 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

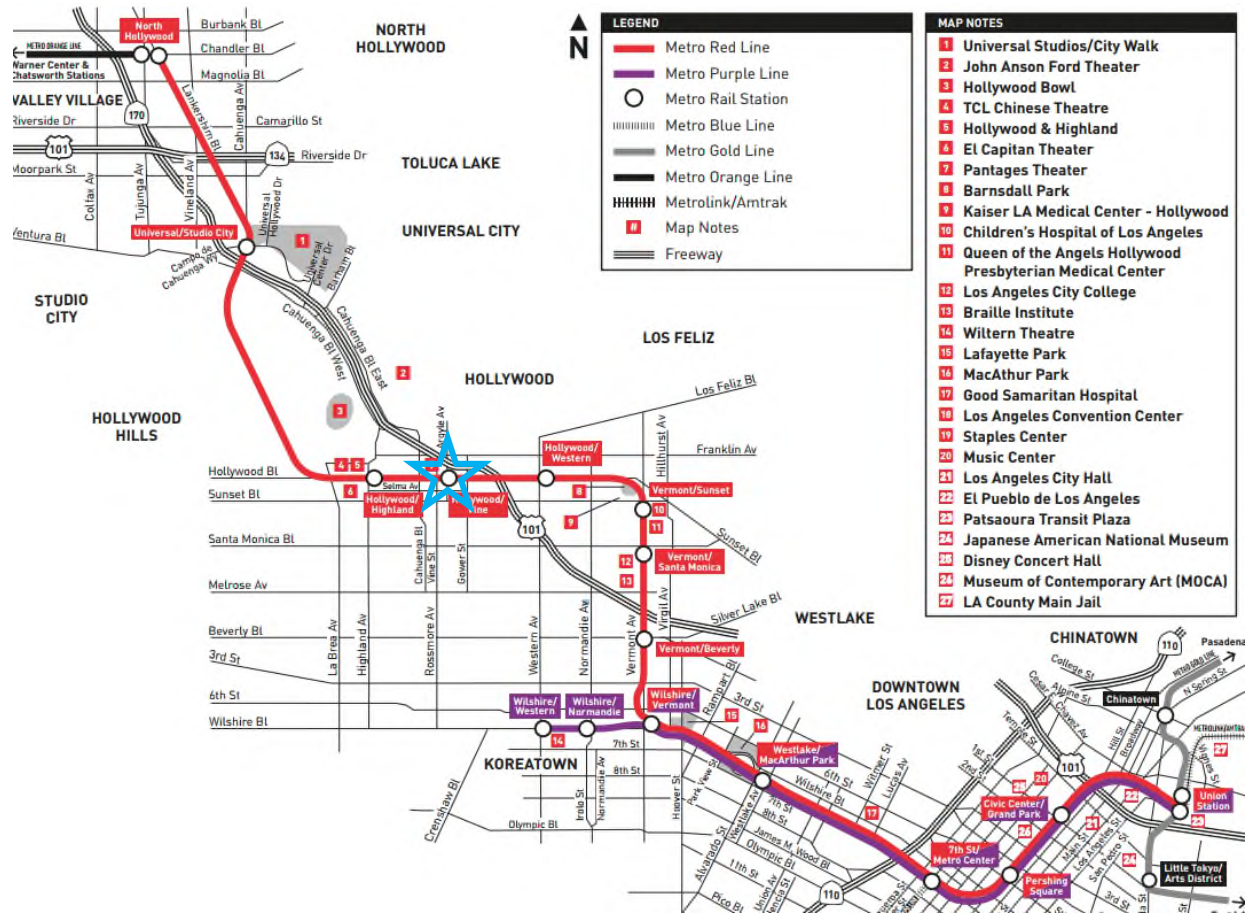
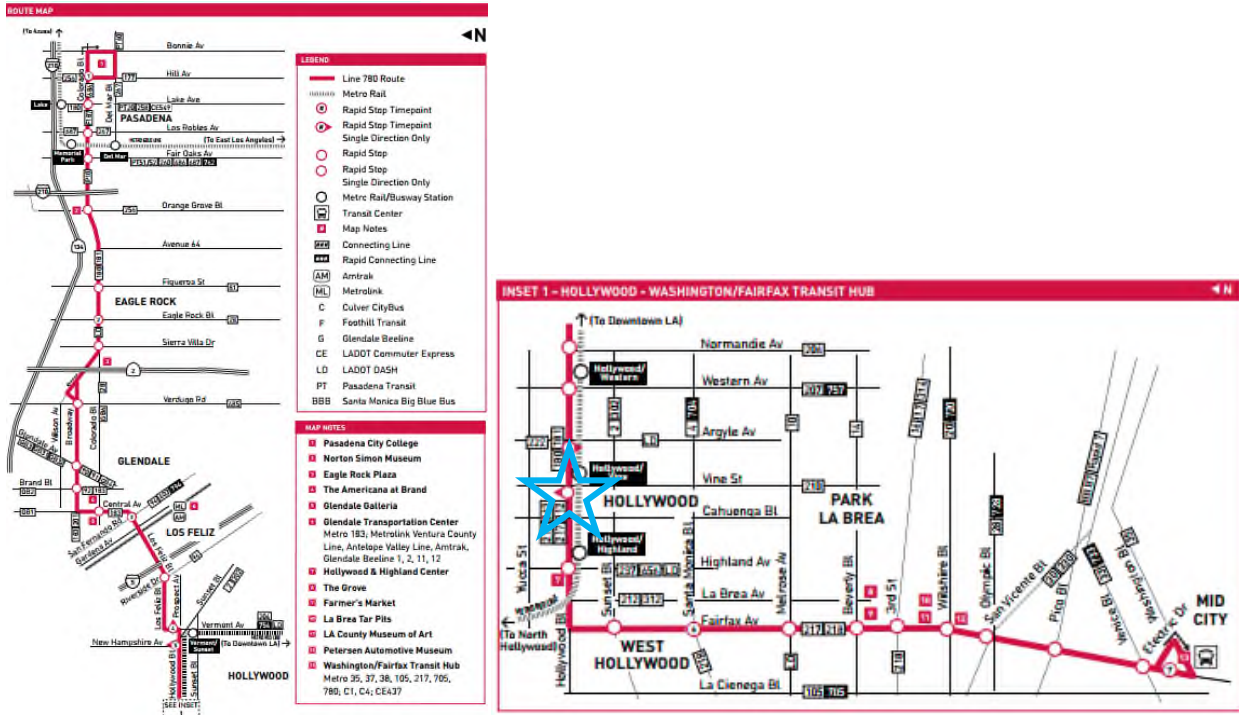


Figure 5 – Rapid Bus Line



III. Project Entitlements

The Applicant is requesting approval of the following entitlements:

1. Pursuant to LAMC Section 12.22-A35, a **Density Bonus Compliance Review**, reserving at least 11 percent of the Project’s units for Very-Low Income households, seeking the following incentives and waivers:
 - An On-Menu Incentive or permit a 35 percent increase in the maximum allowable FAR from 2:1 to 2.7 (for portions of the Project Site located at the corner lot on the southeast corner of Yucca Street and Ivar Avenue and associated with APN 5546-004-032); and from 3:1 to 4.05:1 FAR (for the balance of the Project Site).
 - An Off-Menu Incentive to allow FAR and density averaging for a Housing Development Project located on non-contiguous lots.

- A Waiver of Development Standards to permit a 7:1 FAR averaged across the Project Site.
 - A Waiver of Development Standards to permit the floor area of any residential balconies and terraces to be excluded for purposes of calculating the buildable floor area (as applicable).
2. 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;
 3. 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;
 4. Pursuant to LAMC Section 17.15, a **Vesting Tentative Tract Map No. 82152** to allow the merger of 16 existing lots and the subsequent re-subdivision into three (3) ground lots and 35 airspace lots for a total of 38 lots; and the merger of (i) an alley to add 1,313 square feet to the Property and (ii) portions along the sidewalk of Yucca Street, Argyle Avenue, and both sides of Vine Street to add 5,163 square feet to the Property; and
 5. 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.