

74371

EXHIBIT A
PROJECT DESCRIPTION
HOLLYWOOD & WILCOX
6430-6440 HOLLYWOOD BOULEVARD
1624-1648 WILCOX AVENUE

PROJECT SUMMARY

6436 Hollywood Blvd LLC and 1624 Wilcox Ave LP¹ (together, the "Applicant") propose to develop a mixed-use project consisting of up to 260 multi-family residential dwelling units and approximately 17,800 square feet of community-serving retail and restaurant uses (the "Project") on an approximately 1.4-acre site located in the Hollywood Community Plan area of the City of Los Angeles. The subject property is located at 6430-6440 Hollywood Boulevard and 1624-1648 Wilcox Avenue (the "Project Site").² Upon completion, the Project will include approximately 278,892 square feet of floor area for a maximum floor area ratio (FAR) of up to 4.5 to 1. The Project will preserve the existing two-story, 9,000 square foot Attie Building, located at the corner of Hollywood Boulevard and Wilcox Avenue, and integrate the structure with new construction that will range from two to 15 stories with a maximum height of 160 feet. In addition, approximately 420 parking spaces will be provided in two subterranean and three on- and above-grade parking levels. The Project also includes 33,750 square feet of open space that will be provided in landscaped courtyards and terraces, sky deck, and pool deck, among other residential amenities.

ACTIONS REQUESTED

The City of Los Angeles has the principal responsibility for approving the Project. Approvals required for development of the Project include, but are not limited to, the following:

- Pursuant to LAMC Section 12.32.F, a Vesting Zone/Height District Change from C4-2D-SN/C4-2D to C4-2D-SN/C4-2D to modify the D Limitation to allow an FAR of 4.5 to 1 in lieu of 2 to 1;
- Pursuant to LAMC Section 16.05, approval of Site Plan Review findings;
- Pursuant to LAMC Section 12.24.W, a Master Conditional Use Permit for alcohol for on-site and off-site consumption in Project restaurants and retail stores;
- Pursuant to LAMC Section 12.24.T, a Vesting Conditional Use Permit to permit floor area ratio averaging in a Unified Development;
- Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map (and haul route approval); and
- Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, excavation permits, foundation permits, street tree removal permits, and building permits.

¹ Successor entities to 6436 Hollywood EAT, LLC and Princeton Leasing Limited Partnership, respectively.

² Los Angeles County Assessor Parcel Nos. 5546-007-001, -002, -007, -029, -030.

PROJECT LOCATION AND SURROUNDING USES

The Project Site is located in the Hollywood Community of the City of Los Angeles, approximately six miles northwest of downtown Los Angeles and approximately 12 miles east of the Pacific Ocean. Primary regional access is provided by the Hollywood Freeway (US-101), which runs north-south approximately one mile to the east of the Project Site. Major arterials providing regional access to the Project Site vicinity include Hollywood Boulevard, Wilcox Avenue, Cahuenga Boulevard, Vine Street, and Sunset Boulevard. The Project Site is well-served by public transportation, with the Hollywood/Vine station of the Los Angeles County Metropolitan Transportation Authority ("Metro") Red Line located within approximately one-quarter mile to the east of the Project Site and several bus lines with stops along Hollywood Boulevard within the immediate vicinity of the Project Site.

The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial and multi-family structures. Surrounding uses include a one-story retail building immediately to the east on Hollywood Boulevard, a three-story hotel to the south, one-story and six-story commercial buildings to the east on Cahuenga Boulevard, the five-story Hollywood Pacific Theatre building to the north across Hollywood Boulevard, and one-story commercial buildings to the north and west. The newly constructed ten-story Dream Hotel is also located south of the Project Site within the same block.

EXISTING PROJECT SITE CONDITIONS AND ZONING

The Project Site is currently occupied by four low-rise commercial buildings with a total of 29,200 square feet of floor area and surface parking. On the Project Site, the 9,000 square foot "Attie Building" (located at the corner of Hollywood Boulevard and Wilcox Avenue) is a contributing structure to the Hollywood Boulevard Historic District. Vehicular access to the surface parking is provided via a driveway on Wilcox Avenue. There are two ornamental trees of non-native species on-site that are not subject to the City of Los Angeles Protected Tree Relocation and Replacement Ordinance.

The Project Site is located within the planning boundary of the Hollywood Community Plan (the "Community Plan"), adopted in 1988 and re-instated in 2014, and designated for Regional Center Commercial land uses under the Community Plan, with corresponding zones of C2, C4, RAS3, RAS4, P, and PB. The Project Site has two zoning designations under the Los Angeles Municipal Code ("LAMC"). The two lots that front on Hollywood Boulevard (the "Hollywood Parcels") are zoned C4-2D-SN (Commercial, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District) and the balance of the Project Site (the "Wilcox Parcels") is zoned C4-2D (Commercial Height District 2 with Development Limitation). The C4 zone permits a wide array of land uses including commercial, office, residential, retail, and hotel uses. The Height District 2 designation, in conjunction with the C4 zone, does not impose a maximum building height limitation but does impose a maximum FAR of 6:1. The "D" limitation of the Project Site's zoning limits the total floor area contained in all buildings on the Hollywood Parcels to a maximum FAR of 2 to 1 (per Ordinance No. 165,660, adopted in 1990) and restricts height to maximum of 45 feet; however, a project could exceed the 2 to 1 FAR subject to certain conditions described below. The "D" limitation of the Project Site's zoning limits the total floor area

contained in all buildings on the Wilcox Parcels to a maximum FAR of 2 to 1 (per Ordinance No. 165,660, adopted in 1990); however, a project could exceed the 2 to 1 FAR subject to certain conditions described below. There is no height limitation on the Wilcox Parcels. The Hollywood Parcels have the SN designation which indicates that these parcels are located in the Hollywood Signage Supplemental Use District (“HSSUD”).

The Applicant is requesting a Zone/Height District Change to modify the D Limitation to permit an FAR of 4.5 to 1 over the entire Project Site and a Conditional Use Permit to allow FAR averaging for a Unified Development. Approval of this CUP will enable unutilized FAR from the Hollywood Parcels to be transferred to the Wilcox Parcels – to allow construction of a mixed use development with 260 residential units along Wilcox Avenue. Shifting FAR from Hollywood Boulevard to the rear of the Project Site preserves the Boulevard’s low scale, low-rise environment while concentrating the new development’s massing and density towards the rear of the Project Site and along Wilcox Avenue.

The Project Site is also located within a Transit Priority Area pursuant to SB 743, the Los Angeles State Enterprise Zone, the Los Angeles Promise Zone, and the Hollywood Entertainment District Business Improvement District.

PROJECT CHARACTERISTICS

Project Components

The Applicant proposes to develop a mixed-use project consisting of up to 260 multi-family residential units and approximately 17,800 square feet of community-serving retail and restaurant uses within the 1.4-acre Project Site. The Project will preserve and integrate the existing two-story, 9,000 square foot Attie Building, located at the corner of Hollywood Boulevard and Wilcox Avenue, with new construction that will be two to 15 stories with a maximum height of 160 feet. The balance of the improvements on the Project Site will be removed to allow for development of the Project. Upon completion, the Project Site will include 278,892 square feet, inclusive of the 9,000 square foot Attie Building. In addition, approximately 420 parking spaces will be provided in two subterranean and three on- and above- grade parking levels.

The Project includes restoration/rehabilitation of the Attie Building, addition of a one-story commercial space adjacent to the Attie Building on the Hollywood Parcel to the east, and a mixed-use building on the Wilcox Parcels that will be a maximum of 15 stories. The mixed-use building will step back from Hollywood Boulevard and transition in height from one-story to 12 stories to the tallest portion of the building at 15 stories. The podium of this building will include parking and community-serving retail and restaurant uses with residential uses above. The buildings along Hollywood Boulevard will have a maximum height of 45 feet and the mixed-use building will step from 42.5 feet to 125 feet to a maximum of 160 feet.

Restoration/rehabilitation of the Attie Building will be consistent with the Secretary of Interior Standards for Historic Rehabilitation. Adjacent to the Attie Building, the new low-rise commercial space will replace an existing contemporary commercial building that is a non-contributing structure to the Hollywood Boulevard Historic District. The new commercial building will be 42.5 feet in height and will be contemporary in design, but will take cues from the Attie Building so

that it will complement but not compete with the contributing structure. A pool deck that serves the new residential uses in the new mixed-use building will be located on the rooftop of this new commercial building.

The new mixed-use building will have a modern design, but similar to the new commercial space on Hollywood Boulevard, it will take cues from nearby historic Hollywood apartment buildings. The stepped design reduces the building's perceived height and mass from the generally low-rise Hollywood Boulevard. By adding retail space and the residential lobby and amenities on Wilcox Avenue, the Project will create a pedestrian-friendly environment that will activate Wilcox Avenue and connect it to the already vibrant Hollywood Boulevard streetscape.

On the ground floor of the mixed-use building adjacent to the 3,200 square foot commercial space will be an approximately 1,000 square foot outdoor courtyard which could be used as an outdoor seating/dining area for a restaurant. The ground floor of the mixed-use building will also contain the residential lobby, a lounge, a possible café, and vehicular and bicycle parking. An additional outdoor courtyard associated with the residential lounge will be provided at the southwest corner of the Project Site. Residential amenities will be incorporated into this building and will include landscaped courtyards and terraces, pool deck, sky deck, gym and yoga studio, theater, library/music room, business center, lounge, dog run, and private balconies. Overall, the Project provides 33,750 square feet of recreational open space, or 4,600 square feet in excess of the 29,150 square feet of LAMC required open space.

**Table A-1
Summary of Existing and Proposed Floor Area**

Land Use	Existing (sf)	Proposed Demolition (sf)	Proposed New Development (sf)	Net New (sf)	Total with Project (sf)
6430-6434 Hollywood Blvd.	6,500	(6,500)	5,600	(900)	5,600
6436-6440 Hollywood Blvd. (Attie Building)	9,000	0	0	0	9,000
1624-1644 Wilcox Ave.	13,700	(13,700)	264,292	250,492	264,292
			[260 DU]		[260 DU]
Total	29,200	(20,200)	269,892	249,592	278,892

Access, Circulation, and Parking

Vehicular access to the Project Site will be provided via a new driveway on Wilcox Avenue for commercial and residential parking. The Project will provide a total of 420 vehicular parking spaces, including 387 spaces for the residential units and 33 spaces for the community-serving retail and restaurant uses. The vehicular parking provided accounts for a permitted ten percent reduction pursuant to the Los Angeles Bicycle Parking Ordinance. The Project will also include short- and long-term bicycle parking in accordance with LAMC requirements. The Project includes 269 long-term spaces and 35 short-term spaces. A loading area will be provided within

the podium, shielded from the public right-of-way by the commercial use on Wilcox Avenue. All parking will be provided within the podium of the mixed-use building in two levels of subterranean and three levels of on- and above-grade parking. The parking on levels 1 and 2 will be shielded from view by the commercial use and residential lobby and amenities on Wilcox Avenue. The parking on level 3 will be lined by apartments to shield it from public view and provide a unified building façade above the podium.

Pedestrian access within and around the Project Site will be enhanced via sidewalks, new landscaping, preservation of the existing “You Are The Star” artistic mural, and decorative pavement.

Landscaping and Open Space

Landscaping will be provided along Wilcox Avenue and in the outdoor seating areas associated with the commercial space and the residential lounge, as well as on the sky deck, fourth floor residential courtyard and pool deck, and will include a mix of trees, shrubs, and large planters. The landscape design will include outdoor seating, and will utilize drought-tolerant plant materials that are native to Los Angeles where feasible.

There are two ornamental trees of non-native species on-site that are not subject to the City of Los Angeles Protected Tree Relocation and Replacement Ordinance.

The Project will provide a variety of open space and recreational amenities. Private open space and recreational amenities available to Project residents will include landscaped courtyards and terraces, a sky deck, a pool deck, gym and yoga studio, theater, library/music room, business center, trellised barbeque area, dog run, and private balconies.

ZONE/HEIGHT DISTRICT CHANGE FINDINGS

1. The Zone and Height District Change is in Conformance with the Purposes, Intent and Provisions of the City of Los Angeles General Plan

The proposed zone and height district change are in conformance with the purposes, intent, and provisions of the City's General Plan. The zone and height district change specifically advance the following goals, policies, and provisions of the Hollywood Community Plan as well as the Framework, Housing, and Open Space Elements and the Economic Development Chapter of the Citywide General Plan:

Framework Element (Land Use Chapter)

The Framework Element's Land Use Chapter (Chapter Three) establishes general principles to encourage growth and increase land use intensity around transit nodes, to create a pedestrian-oriented environment while promoting an enhanced urban experience and provide for places of employment. The proposed C4-2D-SN/C4-2D zone and height district change provide the appropriate development standards (e.g., height, FAR, and residential density) to realize these urban planning objectives at the Project Site.

The Project Site is designated Regional Center Commercial under the Hollywood Community Plan. The proposed C4-2D-SN/C4-2D zone/height district change corresponds to the Regional Center Commercial designation under the Hollywood Community Plan. The proposed C4-2D-SN/C4-2D zoning, which allows R5 density (at 1 unit per 200 square feet of lot area), a maximum 4.5 to 1 FAR and unlimited height establish development standards that implement the Framework definition of Regional Centers as "focal points of regional commerce, identity and activity." The C4-2D-SN/C4-2D zone will allow a sufficient development envelope to realize the type of project contemplated by the Framework Element within a Regional Center, namely "housing with commercial uses. . . in concert with supporting services, recreational uses, open spaces and amenities. (Framework Element, Chapter 3). The proposed zone and height district change further enable the type of transit-oriented development and open space at the Project Site that will "induce considerable pedestrian activity" as called for by the Framework Element.

Specifically, the Project and the requested C4-2D-SN/C4-2D zone/height district change meets the following goals and objectives set forth in the Framework's Land Use section:

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 comparable with adjacent land uses, and are developed to enhance urban lifestyles."

Policy 3.10.1: Accommodate and encourage the development of multi-modal transportation centers, where appropriate.

Policy 3.10.2: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented adjacent residential uses at the edges of the centers.

Policy 3.10.3: Provide for the development of public streetscape improvements, where appropriate.

Policy 3.10.5: Support the development of small parks incorporating pedestrian oriented plazas, benches, other streetscape amenities

Policy 3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.

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: 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 along mixed use boulevards, in accordance with the Framework Long Range-Land Use Diagram.

The proposed zone and height district change advances the above-referenced Framework Element objectives and policies by providing a diversity of uses including 260 residential units and 17,800 square feet of community-serving restaurant and retail uses along this stretch of Hollywood Boulevard. The Project Site is located in direct proximity to regional transit service – within approximately one-quarter mile from the Hollywood/Vine Metro station. Thus, the proposed C4-2D-SN/C4-2D zoning at the Project Site fulfills the Framework goal of concentrating density and mixed-use development along transit corridors to encourage multi-modal transportation use and reduced vehicular trips and VMT.

The proposed C4-2D-SN/C4-2D zone/height district change is consistent with the properties currently designated “Regional Center Commercial” and zoned C4-2D-SN/C4-2D located along Hollywood Boulevard, directly across the street from the Project Site, on both the north and south sides of Hollywood Boulevard. The D limitation imposed on these surrounding sites permits FAR to exceed 2 to 1 with approval by the now defunct CRA Board. The proposed zone/height district change to allow increased FAR will be consistent and compatible with the zoning of the surrounding properties. The Project and the C4-2D-SN/C4-2D zone/height district change are also consistent with past policy and longstanding urban planning goals to encourage transit, pedestrian-oriented, mixed-use development with publicly accessible open space.

The proposed C4-2D-SN/C4-2D zone/height district change is also consistent with the Framework Element’s call for development of compatible and appropriately-scaled land uses within the City’s centers and neighborhoods. The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial and multi-family structures. These structures are similar in building form, type, and height as the Project. Densification of this part of Hollywood has been encouraged given its close proximity to public transit and major employers. The Project will fit within the existing neighborhood context and create opportunities for reduced vehicular traffic with its proximity to the Metro Red Line station and adoption of Transportation Demand Management measures. Thus, in furtherance of Framework Objective 3.4 and Policy 3.4.1, the Project Site is an appropriate candidate for the more permissive 4.5 to 1 FAR to responsibly accommodate future Hollywood growth in a manner that encourages walking, biking, and public transit usage.

The Project and proposed C4-2D-SN/C4-2D zoning also promote pedestrian activity through building design and substantial streetscape amenities, consistent with Framework Policy 3.10.2. The C4-2D-SN/C4-2D zoning at the Project Site will allow development of a Project that includes restoration/rehabilitation of the Attie Building and decorative art mural, seating, landscaping, and outdoor dining. In furtherance of Framework Objective 3.10, the outdoor areas and the Project’s open space and recreational amenities enhance the urban lifestyle for both residents of the Project and the surrounding area.

The additional building height and floor area permitted under the proposed C4-2D-SN/C4-2D zone/height district also promote the pedestrian experience and encourage walking and biking along the perimeter of the Project Site. Unlike the Project Site’s current, restrictive FAR limitation of 2 to 1, the proposed development standards allow for a mixed-use project with ground floor retail and restaurant uses which will include floor-to-ceiling storefront glazing along the majority of Hollywood Boulevard and Wilcox Avenue, with entrances fronting the streets. Development of the Project allows for pedestrian-scale lighting and visibility at the ground floor which will improve the livability of the neighborhood at all hours.

Economic Development Chapter

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

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

The proposed C4-2D-SN/C4-2D zone allows for development of a balanced mix of land uses that include 260 new multi-family residential housing units and 17,800 square feet of ground floor community-serving commercial uses. The commercial uses will meet the needs of local residents by providing new restaurants and/or retail uses and additional short-term and long-term employment opportunities to area residents. The additional building height and flexible development standards of the proposed C4-2D-SN/C4-2D zone (with a 4.5 to 1 FAR) also enable the Project to include outdoor seating/dining areas and courtyards. These outdoor areas establish new community focal points and gathering places with outdoor dining and community-serving commercial opportunities.

Adoption of the C4-2D-SN/C4-2D zone/height district change and development of 260 residential units in one of the City's main employment centers will reduce the jobs/housing imbalance and encourage residents to live closer to their place of employment. Bicycle amenities, public transit promotion, and streetscape improvements will all be key Project features designed to connect housing with jobs while reducing traffic impacts. The zone/height district change will also allow development of a project that will generate substantial fees for a variety of purposes including public schools, open space, and the arts.

Housing Element

Framework Objective 4.1: Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion to meet the projected housing needs by income level of the future population to the year 2010.

Housing Element Objective 1.1 – Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.

The proposed zone/height district change will further a key Housing Element goal of reducing the existing jobs/housing imbalance by allowing increased residential density at the Project Site. The proposed FAR increase (in conjunction with the Regional Center Commercial land use designation) enable development of the Project's 260 apartment units, with a balanced unit mix including a number of more affordable studio and one-bedroom units. Concentrating new housing in such close proximity to one of the City's main employment centers will improve the local

jobs/housing relationship and promote reduced Vehicle Miles Traveled (“VMT”) and greenhouse gas emissions generated from mobile sources. The R5 density allowed under the Regional Center Commercial designation and C4-2D-SN/C4-2D zoning is appropriate at this location – and consistent with Housing Element objectives – given the Project Site’s proximity to regional and localized public transit infrastructure. A Transportation Demand Management Program will also be adopted as part of the Project approvals to encourage commercial employees and residents of the new housing units to utilize public transit and bicycles in lieu of automobiles.

Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The City is currently engaged in an effort to update the Hollywood Community Plan to reflect current conditions and to manage expected future growth. Nonetheless, the proposed C4-2D-SN/C4-2D zone/height district change is consistent with the existing 1988 Community Plan objectives identified below. Moreover, allowing C4-2D-SN/C4-2D zoning at the Project Site (with a 4.5 to 1 FAR), plans for and accommodates future expected growth within the Hollywood area beyond the existing Community Plan’s 2010 growth horizon.

Objective 1: To coordinate the development of Hollywood with other parts of the City of Los Angeles and the metropolitan area. To further the development of Hollywood as a major center of population, employment, retail services, and entertainment... ”

The proposed C4-2D-SN/C4-2D zoning (with increased 4.5 to 1 FAR) appropriately coordinates Hollywood’s development with other parts of the City of Los Angeles, while continuing to foster Hollywood as a major center of population, employment, and retail services. A zone/height district change to allow 4.5 to 1 FAR reflects orderly development of the surrounding urban area, with 260 new housing units to accommodate residents and employees – directly proximate to transit and retail services.

The requested C4-2D-SN/C4-2D zone/height district change recognizes the Project Site’s proximity to both jobs and regionally serving transit. Development of the Project with increased FAR allowed by the proposed C4-2D-SN/C4-2D zoning will also provide construction and retail/commercial jobs, as well as additional housing opportunities, consistent with overarching Community Plan objectives. The proposed C4-2D-SN/C4-2D zone/height district change appropriately plans for growth in the Community Plan area beyond its 2010 projections by concentrating housing next to Hollywood’s employment base, while also enabling residents to walk to a regional serving transit hub.

Objective 3: 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.

The proposed C4-2D-SN/C4-2D zoning allows for development of 260 apartment units in a variety

of unit types to help respond to the need for housing in the Hollywood Community Plan area. Additional rental housing stock at the Site, permitted by the allowable R5 density, will help maintain housing costs while also enhancing Hollywood's vibrancy and desirability as a location to both live and work. In addition, the zone/height district change will not facilitate a development that displaces any existing residents or residential communities, as the Project Site is currently developed with commercial uses and surface parking.

A C4-2D-SN/C4-2D zone/height district change with a 4.5 to 1 FAR (and the allowable corresponding R5 residential density) is appropriate at this location given its location within the Hollywood Center – one of the City's key employment bases. Moreover, the Project Site is within approximately one-quarter mile of the Red Line station at Hollywood Boulevard and Vine Street – a regional transit hub providing convenient transport to both Downtown Los Angeles and the San Fernando Valley. Thus, concentrating residential density (with ancillary community-serving commercial uses) near major Metro stations and an employment center is consistent with Citywide efforts to reduce the jobs/housing imbalance and encourage multi-modal transportation use.

Objective 4: To promote economic well-being and public convenience through:

- a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.*

Unlike the current D Limitation (which would only permit lower density residential development), the proposed C4-2D-SN/C4-2D zone/height district with 4.5 to 1 FAR will effectively allocate and distribute commercial lands for retail and restaurant uses on the ground floor, while providing high density residential uses above. While the Hollywood Community Plan did not, in 1988, anticipate mixed-use structures, such as the Project, which are generally known and encouraged today, the zone/height district change nonetheless provides the retail/commercial uses anticipated by the Community Plan as well as much needed housing concentrated near Hollywood Boulevard, a major commercial corridor.

The proposed C4-2D-SN/C4-2D zoning allows for development of a high-rise structure with ground floor commercial uses buffered from the Attie Building and lower scale buildings near the corner of Wilcox Avenue and Hollywood Boulevard. The Project will include outdoor seating, extensive landscaping, improved hardscape and outdoor dining opportunities to establish a new community gathering place. Thus, the proposed C4-2D-SN/C4-2D zone/height district change with increased FAR enables development of desirable commercial uses that provide not only useful local services but also a new pedestrian destination for Project and local residents alike.

Objective 6: To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic.

Public transportation servicing the general area includes the Metro Red Line station at the corner of Hollywood Boulevard and Vine Street – located approximately one-quarter mile from the Project Site. The Hollywood/Vine Metro station serves as a regional transit hub, facilitating easy and convenient transit to the San Fernando Valley (i.e., North Hollywood) and Downtown Los Angeles. Local bus lines, including 212, 217, 222, and 312, as well as the Hollywood DASH have stops along Hollywood Boulevard within the immediate vicinity of the Project Site.

To improve the Project Site's connection to public transit and discourage residents and employees from relying solely on the automobile, the Project will include implementation of a Transportation Demand Management Program ("TDM"). The TDM Program will include incentives to shift employee travel behavior consistent with Community Plan Objective 6.

The proposed C4-2D-SN/C4-2D zone/height district allows for new housing in close proximity to regional employment and transit. Adopting the new D Limitation to permit increased FAR at this key location promotes sound urban planning consistent with the 1988 Hollywood Community Plan, as well as future land use goals for development in the Hollywood area.

Open Space Element

Open Space Element 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.

Open Space Element Policy 6.4.9 – Encourage the incorporation of small-scaled public open spaces within transit-oriented development, both as plazas and small parks associated with transit stations, and areas of public access in private joint development at transit station locations.

The proposed C4-2D-SN/C4-2D zone/height district with increased FAR will enable development of various recreational amenities for use by Project residents, as well as enhancements to the public and pedestrian realm. Extensive and varied open space will be provided throughout the Project, including landscaped courtyards and terraces, a sky deck, a pool deck, and barbeque area. Indoor recreational amenities include a theater, a business center, a gym/yoga studio, and a lounge. Overall, the Project provides 33,750 square feet of recreational open space, or 4,600 square feet in excess of the 29,150 square feet of LAMC required open space.

The existing uses currently do not encourage pedestrian activity at or around the Project Site. The C4-2D-SN/C4-2D development standards allow the Project to address this deficiency by providing opportunities for outdoor seating and dining. These areas will be improved with extensive landscaping, hardscape, outdoor seating, and ornamental features and will provide new open space resources and pedestrian enhancement for the community in furtherance of Open Space Element Policies 6.4.8 and 6.4.9.

2. *The Zone and Height District Change Will Conform to Public Necessity, Convenience and General Welfare of the City of Los Angeles.*

The proposed C4-2D-SN/C4-2D zone/height district change conforms to the public necessity, convenience and general welfare of the City of Los Angeles by concentrating density and planning for new growth in Hollywood near jobs and regionally-serving transit.

The proposed C4-2D-SN/C4-2D zone/height district change is consistent with the properties currently designated “Regional Center Commercial” and zoned C4-2D-SN/C4-2D located along Hollywood Boulevard, directly across the street from the Project Site, on both the north and south sides of Hollywood Boulevard. The D limitation imposed on these surrounding sites permits FAR to exceed 2 to 1 with approval by the now defunct CRA Board. The proposed zone/height district change to allow increased FAR will be consistent and compatible with the zoning of the surrounding properties. The Project and the C4-2D-SN/C4-2D zone/height district change are also consistent with past policy and longstanding urban planning goals to encourage transit, pedestrian-oriented, mixed-use development with publicly accessible open space.

The proposed C4-2D-SN/C4-2D zone/height district change also advances the general welfare and good zoning practice by allowing compatible and appropriately scaled development in the Hollywood Center. The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial and multi-family structures. These structures are similar in building form, type, and height as the Project. Densification of this part of Hollywood has been encouraged – and serves the public convenience and welfare – given its close proximity to public transit and major employers. The Project will fit within the existing neighborhood context and create opportunities for reduced vehicular traffic with its close proximity to the Metro Red Line station and adoption of Transportation Demand Management measures. Thus, the Project Site is an appropriate candidate for the more permissive D Limitation development standards, to responsibly accommodate future Hollywood growth in a manner that encourages walking, biking and public transit usage.

The Project and C4-2D-SN/C4-2D zoning also promote the public convenience and welfare by enhancing pedestrian activity through building design and substantial streetscape amenities. The C4-2D-SN/C4-2D zoning with 4.5 to 1 FAR at the Project Site will allow development of a Project that includes restoration/rehabilitation of the Attie Building and preservation of a decorative art mural, seating, landscaping, and outdoor dining. Adopting relaxed development standards at this location to facilitate a high-rise development represents good zoning practice by allowing for substantial, usable ground floor open space that will enhance the urban lifestyle for both residents of the Project and the surrounding area.

SITE PLAN REVIEW FINDINGS

Pursuant to Section 16.05 F of the Municipal Code:

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

The Project is in conformance with the purposes, intent, and provisions of the City's General Plan. The Project specifically advances the following goals, policies, and provisions of the Hollywood Community Plan as well as the Framework, Housing, and Open Space Elements and the Economic Development Chapter of the Citywide General Plan:

Framework Element (Land Use Chapter)

The Framework Element's Land Use Chapter (Chapter Three) establishes general principles to encourage growth and increase land use intensity around transit nodes, to create a pedestrian oriented environment while promoting an enhanced urban experience and provide for places of employment. The Project provides the appropriate development standards (e.g., height, FAR, and residential density) to realize these urban planning objectives at the Project Site.

The Project Site is designated Regional Center Commercial under the Hollywood Community Plan. To accommodate the Project, the Applicant has requested a zone/height district change to modify the D Limitations currently applicable to the Project Site. The proposed C4-2D-SN/C4-2D zone/height district change with increased FAR corresponds to the Regional Center Commercial designation under the Hollywood Community Plan. The proposed C4-2D-SN/C4-2D zoning, which allows a maximum 4.5 to 1 FAR, and unlimited height establish development standards that implement the Framework definition of Regional Centers as "focal points of regional commerce, identity and activity." The C4-2D-SN/C4-2D zone/height district change with increased FAR will allow a sufficient development envelope to realize the type of project contemplated by the Framework Element within a Regional Center, namely "housing with commercial uses. . .in concert with supporting services, recreational uses, open spaces and amenities. (Framework Element, Chapter 3). The Project is the type of transit-oriented development and open space at the Project Site that will "induce considerable pedestrian activity" as called for by the Framework Element.

Specifically, the Project meets the following goals and objectives set forth in the Framework's Land Use section:

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 comparable with adjacent land uses, and are developed to enhance urban lifestyles."

Policy 3.10.1: Accommodate and encourage the development of multi-modal transportation centers, where appropriate.

Policy 3.10.2: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented adjacent residential uses at the edges of the centers.

Policy 3.10.3: Provide for the development of public streetscape improvements, where appropriate.

Policy 3.10.5: Support the development of small parks incorporating pedestrian oriented plazas, benches, other streetscape amenities

Policy 3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.

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: 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 along mixed use boulevards, in accordance with the Framework Long Range-Land Use Diagram.

The Project advances the above-referenced Framework Element objectives and policies by providing a diversity of uses including 260 residential units and 17,800 square feet of community-serving restaurant and retail uses along this stretch of Hollywood Boulevard. The Project Site is located in direct proximity to regional transit service – within approximately one-quarter mile from the Hollywood/Vine Metro station. Thus, the Project fulfills the Framework goal of concentrating density and mixed-use development along transit corridors to encourage multi-modal transportation use and reduced vehicular trips and VMT.

The proposed C4-2D-SN/C4-2D zone/height district change is consistent with the properties currently designated “Regional Center Commercial” and zoned C4-2D-SN/C4-2D located along Hollywood Boulevard, directly across the street from the Project Site, on both the north and south sides of Hollywood Boulevard. The D limitation imposed on these surrounding sites permits FAR to exceed 2 to 1 with approval by the now defunct CRA Board. The proposed zone/height district change to allow increased FAR will be consistent and compatible with the zoning of the surrounding properties. The Project and the C4-2D-SN/C4-2D zone/height district change are also consistent with past policy and longstanding urban planning goals to encourage transit, pedestrian-oriented, mixed-use development with publicly accessible open space.

The Project is also consistent with the Framework Element’s call for development of compatible and appropriately-scaled land uses within the City’s centers and neighborhoods. The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial and multi-family structures. These structures are similar in building form, type, and height as the Project. Densification of this part of Hollywood has been encouraged given its close proximity to public transit and major employers. The Project will fit within the existing neighborhood context and create opportunities for reduced vehicular traffic with its proximity to the Metro Red Line station and adoption of Transportation Demand Management measures. Thus, in furtherance of Framework Objective 3.4 and Policy 3.4.1, the Project Site is an appropriate candidate for the more permissive C4-2D-SN/C4-2D development standards (i.e., increased FAR) to responsibly accommodate future Hollywood growth in a manner that encourages walking, biking, and public transit usage.

The Project also promotes pedestrian activity through building design and substantial streetscape amenities, consistent with Framework Policy 3.10.2. The C4-2D-SN/C4-2D zone/height district change with increased FAR at the Project Site will allow development of a Project that includes restoration/rehabilitation of the Attie Building and preservation of a decorative art mural, outdoor seating, landscaping, and outdoor dining. In furtherance of Framework Objective 3.10, the outdoor areas and the Project’s open space and recreational amenities enhance the urban lifestyle for both residents of the Project and the surrounding area.

The additional building height and floor area permitted under the proposed C4-2D-SN/C4-2D zone/height district also promote the pedestrian experience and encourage walking and biking along the perimeter of the Project Site. Unlike the Project Site’s current, restrictive FAR limitation of 2 to 1, the proposed development standards allow for a mixed-use project with ground floor retail and restaurant uses which will include floor-to-ceiling storefront glazing along the majority of Hollywood Boulevard and Wilcox Avenue, with entrances fronting the streets. Development of the Project allows for pedestrian-scale lighting and visibility at the ground floor which will improve the livability of the neighborhood at all hours.

Economic Development Chapter

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

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

The Project includes development of a balanced mix of land uses that include 260 new multi-family residential housing units and 17,800 square feet of ground floor community-serving commercial uses. The commercial uses will meet the needs of local residents by providing new restaurants and/or retail uses and additional short-term and long-term employment opportunities to area residents. The additional building height and flexible development standards of the C4-2D-SN/C4-2D zone also enable the Project to include outdoor seating/dining areas and courtyards. These outdoor areas activate Wilcox Avenue and provide gathering places with outdoor dining and community-serving commercial opportunities.

The Project is located in one of the City's main employment centers will reduce the jobs/housing imbalance and encourage residents to live closer to their place of employment. Bicycle amenities, public transit promotion, and streetscape improvements will all be key Project features designed to connect housing with jobs while reducing traffic impacts. The zone and height district change will also allow development of a project that will generate substantial fees for a variety of purposes including public schools, open space, and the arts.

Housing Element

Framework Objective 4.1: Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion to meet the projected housing needs by income level of the future population to the year 2010.

Housing Element Objective 1.1 – Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.

The Project will further a key Housing Element goal of reducing the existing jobs/housing imbalance by allowing increased residential density at the Project Site. The proposed FAR increase (in conjunction with the Regional Center Commercial land use designation) enables development of the Project's 260 apartment units, with a balanced unit mix including a number of more affordable studio and one-bedroom units. Concentrating new housing in such close proximity to one of the City's main employment centers will improve the local jobs/housing relationship and promote reduced VMT and greenhouse gas emissions generated from mobile sources. R5 density allowed under the Regional Center Commercial designation and C4-2D-

SN/C4-2D zoning is appropriate at this location – and consistent with Housing Element objectives – given the Project Site’s proximity to regional and localized public transit infrastructure. A Transportation Demand Management Program will also be adopted as part of the Project approvals to encourage commercial employees and residents of the new housing units to utilize public transit and bicycles in lieu of automobiles.

Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The City is currently engaged in an effort to update the Hollywood Community Plan to reflect current conditions and to manage expected future growth. The Project is consistent with the existing 1988 Community Plan objectives identified below. Moreover, the Project plans for and accommodates future expected growth within the Hollywood area beyond the existing Community Plan’s 2010 growth horizon.

Objective 1: To coordinate the development of Hollywood with other parts of the City of Los Angeles and the metropolitan area. To further the development of Hollywood as a major center of population, employment, retail services, and entertainment... ”

The Project appropriately coordinates Hollywood’s development with other parts of the City of Los Angeles, while continuing to foster Hollywood as a major center of population, employment, and retail services. The Project reflects orderly development of the surrounding urban area, with 260 new housing units to accommodate residents and employees – directly proximate to transit and retail services.

The design and density of the Project recognize the Project Site’s proximity to both jobs and regionally serving transit. Development of the Project with increased FAR and height allowed by the proposed C4-2D-SN/C4-2D zoning will also provide construction and retail/commercial jobs, as well as additional housing opportunities, consistent with overarching Community Plan objectives. The Project plans for growth in the Community Plan area beyond its 2010 projections by concentrating housing next to Hollywood’s employment base, while also enabling residents to walk to a regional serving transit hub.

Objective 3: 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.

The Project includes development of 260 apartment units in a variety of unit types to help respond to the need for housing in the Hollywood Community Plan area. Additional rental housing stock at the Site, permitted by the allowable R5 density, will help control housing costs in the area while also enhancing Hollywood’s vibrancy and desirability as a location to both live and work. In addition, the zone/height district change will not facilitate a development that displaces any existing residents or residential communities, as the Project Site is currently developed with

commercial uses and surface parking.

The Project is appropriate at this location given its location within the Hollywood Center – one of the City’s key employment bases. Moreover, the Project Site is within approximately one-quarter mile of the Red Line station at Hollywood Boulevard and Vine Street – a regional transit hub providing convenient transport to both Downtown Los Angeles and the San Fernando Valley. Thus, concentrating residential density (with ancillary community-serving commercial uses) near major Metro stations and an employment center is consistent with Citywide efforts to reduce the jobs/housing imbalance and encourage multi-modal transportation use.

Objective 4: To promote economic well-being and public convenience through:

- a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project allocates and distributes commercial lands for retail and restaurant uses on the ground floor, while providing high density residential uses above. While the Hollywood Community Plan did not, in 1988, anticipate mixed-use structures, such as the Project, which are generally known and encouraged today, the zone/height district change nonetheless provides the retail/commercial uses anticipated by the Community Plan as well as much needed housing concentrated on Hollywood Boulevard, a major commercial corridor.

The Project includes development of a high-rise structure with ground floor commercial uses designed behind the Attie Building at the corner of Wilcox Avenue and Hollywood Boulevard. The Project will include outdoor seating, extensive landscaping, improved hardscape and outdoor dining opportunities to activate Wilcox Avenue. Thus, the Project includes development of desirable commercial uses that provide not only useful local services but also a new pedestrian destination for Project and local residents alike.

Objective 6: To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic.

Public transportation servicing the general area includes the Metro Red Line station at the corner of Hollywood Boulevard and Vine Street – located approximately one-quarter mile from the Project Site. The Hollywood/Vine Metro station serves as a regional transit hub, facilitating easy and convenient transit to the San Fernando Valley (i.e., North Hollywood) and Downtown Los Angeles. Local bus lines, including 212, 217, 222, and 312, as well as the Hollywood DASH have stops along Hollywood Boulevard within the immediate vicinity of the Project Site.

To improve the Project Site's connection to public transit and discourage residents and employees from relying solely on the automobile, the Project will include implementation of a Transportation Demand Management Program ("TDM"). The TDM Program will include incentives to shift employee travel behavior consistent with Community Plan Objective 6.

The Project includes new housing in close proximity to regional employment and transit. The adoption of the new D Limitation to permit increased FAR at this key location promotes sound urban planning consistent with the 1988 Hollywood Community Plan, as well as future land use goals for development in the Hollywood area.

Open Space Element

Open Space Element 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.

Open Space Element Policy 6.4.9 – Encourage the incorporation of small-scaled public open spaces within transit-oriented development, both as plazas and small parks associated with transit stations, and areas of public access in private joint development at transit station locations.

The Project includes development of various recreational amenities for use by Project residents, as well as enhancements to the public and pedestrian realm. Extensive and varied open space will be provided throughout the Project, including landscaped courtyards and terraces, a sky deck, a pool deck, and barbeque area. Indoor recreational amenities include a theater, business center, a gym/yoga studio, and a lounge. Overall, the Project provides 33,750 square feet of recreational open space, or 4,600 square feet in excess of the 29,150 square feet of LAMC required open space.

The existing uses currently do not encourage pedestrian activity at or around the Project Site. The Project will address this deficiency by providing opportunities for outdoor seating and dining. These areas will be improved with extensive landscaping, hardscape, outdoor seating, and ornamental features and will provide new open space resources and pedestrian enhancement for the community in furtherance of Open Space Element Policies 6.4.8 and 6.4.9.

The Project Site is not located in a Specific Plan area.

- 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.*

Height and Bulk

The Project Site is located in the highly urbanized Hollywood Community of the City of Los Angeles, within walking distance to regionally serving transit. The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial

and multi-family structures. These structures are similar in building form, type, and height as the Project. Densification of this part of Hollywood has been encouraged given its close proximity to public transit and major employers. The Project will fit within the existing neighborhood context and create opportunities for reduced vehicular traffic with its close proximity to the Metro Red Line station and adoption of Transportation Demand Management measures and create opportunities for reduced vehicular traffic with its close proximity to the Metro Red Line station and adoption of Transportation Demand Management measures.

The Project includes development of a high-rise structure with ground floor commercial uses located to the south of the Attie Building at the corner of Wilcox Avenue and Hollywood Boulevard. The Project will include outdoor seating, extensive landscaping, improved hardscape, and outdoor dining opportunities to activate Wilcox Avenue.

The Project is designed with the tallest portion stepped back from Hollywood Boulevard, so that the building transitions from low rise along Hollywood Boulevard to high-rise at the southern end of the Project Site. The stepping down of the building along Hollywood Boulevard reduces the visual scale, linking the Project to nearby buildings and to the excitement of Hollywood, while preserving views to the hills and to the south. The height of the Project on the southern portion of the Project Site is consistent with the adjacent Dream Hotel.

Setbacks

The Project provides the following setback areas along the street frontage, either consistent with or in excess of LAMC requirements:

Hollywood Boulevard: 0-feet.

Wilcox Avenue: 0 feet required.

The Project also provides interior setback areas including 16-foot side yard and 20-foot rear yard setbacks.

Parking and Loading

Vehicular access to the Project Site will be provided via a new driveway on Wilcox Avenue that will provide ingress and egress for commercial and residential parking. The Project will provide a total of 420 vehicular parking spaces, including 387 spaces for the residential units and 33 spaces for the retail. The vehicular parking provided accounts for a permitted ten percent reduction pursuant to the Los Angeles Bicycle Parking Ordinance. The Project will also include short- and long-term bicycle parking in accordance with LAMC requirements. The Project includes 269 long-term spaces and 35 short-term spaces. A loading area will be provided within the podium

and visually will be shielded from the public right-of-way by the commercial use on Wilcox Avenue. All parking will be provided within the podium of the mixed-use building in two levels of subterranean and three levels of on- and above-grade parking. The parking on levels 1 and 2 will be shielded from view by the commercial use and residential lobby and amenities on Wilcox Avenue. The parking on level 3 will be lined by apartments to shield it from public view and provide a unified building façade above the podium.

Landscaping

Landscaping will be provided along Wilcox Avenue and in the outdoor seating areas associated with the commercial space and the residential lounge and will include a mix of trees, shrubs, and large planters. The landscape design will include outdoor seating, and will utilize drought-tolerant plant materials that are native to Los Angeles where feasible.

There are two ornamental trees of non-native species on-site that are not subject to the City of Los Angeles Protected Tree Relocation and Replacement Ordinance.

The Project will provide a variety of open space and recreational amenities. Private open space and recreational amenities available to Project residents will include landscaped courtyards and terraces, a sky deck, a pool deck, gym and yoga studio, theater, library/music room, business center, trellised barbeque area, dog run, and private balconies.

Lighting and Trash Collection

Project lighting will be appropriately shielded to prevent spillover light pollution to adjacent uses. Pedestrian-scale lighting and visibility at the ground floor commercial uses will help activate the streetscape along Hollywood Boulevard and Wilcox Avenue and generally improve the livability of the neighborhood. All trash collection will be fully shielded from public view.

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

The Project will provide a variety of open space and recreational amenities. Private open space and recreational amenities available to Project residents and guests will include landscaped courtyards and terraces, pool deck, sky deck, gym and yoga studio, theater, library/music room, business center, lounge, dog run, and private balconies. These extensive on-site Project amenities both improve the habitability of the units and reduce potential impacts on neighboring properties and community recreational facilities. In addition, as a mixed-use project, the development will also contain restaurant and retail uses and service amenities on-site for the use of the residents.

4. *The Project incorporates feasible mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review that would substantially less the significant environmental effects of the Project, and/or any additional findings as may be required by CEQA.*

As set forth in the accompanying Environmental Impact Report, and as required by CEQA, the Project shall incorporate all feasible mitigation and monitoring measures to reduce environmental impacts.

MASTER CONDITIONAL USE PERMIT FOR ALCOHOL

- 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.*

The Project requests approval of a Master Conditional Use Permit (CUB) for a full line of alcoholic beverages for on-site and off-site sale and consumption at three locations within the ground floor commercial areas. It is anticipated that the on-site license would be in connection with a potential restaurant use and the off-site licenses would be for community-serving commercial uses with alcohol sales for off-site consumption. Subsequent to approval of the Master CUB, formal Plan Approval would be required for each of the proposed alcohol-serving locations.

The Project is located in the highly urbanized setting of the Hollywood Center, which is characterized by a diverse mix of residential, commercial, and entertainment uses. The service of alcoholic beverages in such settings is considered to be a normal and desirable complement to food service in restaurants.

The Project will enhance the built environment in the surrounding neighborhood by developing 260 new multi-family residential dwelling units and 17,800 square feet of ground floor community-serving commercial uses. The commercial uses will meet the needs of local residents by providing new restaurants and/or retail uses and additional short-term and long-term employment opportunities to area residents.

A natural component of a mixed-use project, such as the Project, will include the sale and/or dispensing of alcoholic beverages, along with the bona fide service of food. In particular, restaurants promote pedestrian activity, and the serving of alcoholic beverages is a normal and expected component of most restaurants. The location of the Project will provide convenient access by commercial tenants and residents of the Project and for surrounding residents and businesses to the proposed restaurant with community-serving retail food and beverage services. In consideration of the location and character of the proposed operations, it is anticipated that the restaurant will attract patrons drawn primarily from neighborhood residents and tenants of the Project primarily interested in full meal service or light snacks and accompanying alcohol.

Another natural component of a mixed-use project will include off-site sales (such as a potential wine shop). In particular, a wine shop in this location would promote pedestrian activity, and the sale of alcoholic beverages is a normal and expected component of such a use. The location of the Project will provide convenient access by commercial tenants and residents of the Project and for surrounding residents and businesses with community-serving wine shop or other similar use. In consideration of the location and character of the proposed operations, it is anticipated that the commercial use with off-site sales will attract patrons drawn primarily from neighborhood residents and tenants of the Project primarily interested in purchasing alcohol for off-site consumption.

The Project will therefore enhance the built and community environment of the surrounding neighborhood.

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 sale of alcohol in conjunction with a commercial retail use, and restaurant use enhances the desired land use and planning goal of creating a mixed-use development site where visitors, residents, and nearby employees can take advantage of a range of dining, drinking, and social choices. A review of other mixed-use projects throughout Hollywood and the rest of the City demonstrates that the sale of alcohol is an integral part of such developments. Moreover, the sale of alcohol at the Project Site will occur within a carefully controlled, first-class environment, thereby preventing potential adverse effects on adjacent properties or the surrounding neighborhood.

The Project Site is located in the highly urbanized Hollywood Center, within walking distance to regionally-serving transit. The Project's height, bulk, and massing is consistent with multiple mid- and high-rise structures located within the Project Site's immediate vicinity along Hollywood Boulevard and Cahuenga Boulevard, which is consistent with the City's long-standing encouragement of densification of this part of Hollywood given its close proximity to public transit and major employers.

The Project's design will facilitate safe pedestrian and vehicular access to and from the Project Site. Specifically, commercial vehicular parking spaces will be provided in conformance with LAMC requirements. In addition, conveniently accessible short- and long-term bicycle parking spaces will be provided as part of the Project. Pedestrian wayfinding signage will be located at parking garage entrances, elevator lobbies, vestibules, and residential corridors, while Project lighting will incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes. Through such design characteristics, as well as the required conditions of approval regarding hours of operation, occupant loads, and security measures, the requested CUB will not result in adverse effects on surrounding properties or the larger community.

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 General Plan of the City is implemented through community plans. The Project Site is located in the Hollywood Community Plan area, which designates the Project Site as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P, and PB.

The Project is in conformance with the purposes, intent, and provisions of the City's General Plan. The Project specifically advances the following goals, policies, and provisions of the Hollywood Community Plan as well as the Framework, Housing, and Open Space Elements and the Economic Development Chapter of the Citywide General Plan:

Framework Element (Land Use Chapter)

The Framework Element's Land Use Chapter (Chapter Three) establishes general principles to encourage growth and increase land use intensity around transit nodes, to create a pedestrian oriented environment while promoting an enhanced urban experience and provide for places of employment. The Project provides the appropriate development standards (e.g., height, FAR, and residential density) to realize these urban planning objectives at the Project Site.

The Project Site is designated Regional Center Commercial under the Hollywood Community Plan. To accommodate the Project, the Applicant has requested a zone/height district change to modify the D Limitations currently applicable to the Project Site. The proposed C4-2D-SN/C4-2D zone/height district change with increased FAR corresponds to the Regional Center Commercial designation under the Hollywood Community Plan. The proposed C4-2D-SN/C4-2D zoning, which allows a maximum 4.5 to 1 FAR, and unlimited height establish development standards that implement the Framework definition of Regional Centers as "focal points of regional commerce, identity and activity." The C4-2D-SN/C4-2D zone/height district change with increased FAR will allow a sufficient development envelope to realize the type of project contemplated by the Framework Element within a Regional Center, namely "housing with commercial uses. . .in concert with supporting services, recreational uses, open spaces and amenities. (Framework Element, Chapter 3). The Project is the type of transit-oriented development and open space at the Project Site that will "induce considerable pedestrian activity" as called for by the Framework Element.

Specifically, the Project meets the following goals and objectives set forth in the Framework's Land Use section:

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 comparable with adjacent land uses, and are developed to enhance urban lifestyles."

Policy 3.10.1: Accommodate and encourage the development of multi-modal transportation centers, where appropriate.

Policy 3.10.2: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented adjacent residential uses at the edges of the centers.

Policy 3.10.3: Provide for the development of public streetscape improvements, where appropriate.

Policy 3.10.5: Support the development of small parks incorporating pedestrian oriented plazas, benches, other streetscape amenities

Policy 3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.

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: 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 along mixed use boulevards, in accordance with the Framework Long Range-Land Use Diagram.

The Project advances the above-referenced Framework Element objectives and policies by providing a diversity of uses including 260 residential units and 17,800 square feet of community-serving restaurant and retail uses along this stretch of Hollywood Boulevard. The Project Site is located in direct proximity to regional transit service – within approximately one-quarter mile from the Hollywood/Vine Metro station. Thus, the Project fulfills the Framework goal of concentrating density and mixed-use development along transit corridors to encourage multi-modal transportation use and reduced vehicular trips and VMT.

The proposed C4-2D-SN/C4-2D zone/height district change is consistent with the properties currently designated “Regional Center Commercial” and zoned C4-2D-SN/C4-2D located along Hollywood Boulevard, directly across the street from the Project Site, on both the north and south sides of Hollywood Boulevard. The D limitation imposed on these surrounding sites permits FAR to exceed 2 to 1 with approval by the now defunct CRA Board. The proposed zone/height district change to allow increased FAR will be consistent and compatible with the zoning of the surrounding properties. The Project and the C4-2D-SN/C4-2D zone/height district change are also consistent with past policy and longstanding urban planning goals to encourage transit, pedestrian-oriented, mixed-use development with publicly accessible open space.

The Project is also consistent with the Framework Element's call for development of compatible and appropriately-scaled land uses within the City's centers and neighborhoods. The Project Site is located in a highly urbanized area characterized by medium to high density, low- and high-rise commercial and multi-family structures. These structures are similar in building form, type, and height as the Project. Densification of this part of Hollywood has been encouraged given its close proximity to public transit and major employers. The Project will fit within the existing neighborhood context and create opportunities for reduced vehicular traffic with its proximity to the Metro Red Line station and adoption of Transportation Demand Management measures. Thus, in furtherance of Framework Objective 3.4 and Policy 3.4.1, the Project Site is an appropriate candidate for the more permissive C4-2D-SN/C4-2D development standards (i.e., increased FAR) to responsibly accommodate future Hollywood growth in a manner that encourages walking, biking, and public transit usage.

The Project also promotes pedestrian activity through building design and substantial streetscape amenities, consistent with Framework Policy 3.10.2. The C4-2D-SN/C4-2D zone/height district change with increased FAR at the Project Site will allow development of a Project that includes restoration/rehabilitation of the Attie Building and preservation of a decorative art mural, outdoor seating, landscaping, and outdoor dining. In furtherance of Framework Objective 3.10, the outdoor areas and the Project's open space and recreational amenities enhance the urban lifestyle for both residents of the Project and the surrounding area.

The additional building height and floor area permitted under the proposed C4-2D-SN/C4-2D zone/height district also promote the pedestrian experience and encourage walking and biking along the perimeter of the Project Site. Unlike the Project Site's current, restrictive FAR limitation of 2 to 1, the proposed development standards allow for a mixed-use project with ground floor retail and restaurant uses which will include floor-to-ceiling storefront glazing along the majority of Hollywood Boulevard and Wilcox Avenue, with entrances fronting the streets. Development of the Project allows for pedestrian-scale lighting and visibility at the ground floor which will improve the livability of the neighborhood at all hours.

Economic Development Chapter

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

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

The Project includes development of a balanced mix of land uses that include 260 new multi-family residential housing units and 17,800 square feet of ground floor community-serving commercial uses. The commercial uses will meet the needs of local residents by providing new

restaurants and/or retail uses and additional short-term and long-term employment opportunities to area residents. The additional building height and flexible development standards of the C4-2D-SN/C4-2D zone also enable the Project to include outdoor seating/dining areas and courtyards. These outdoor areas activate Wilcox Avenue and provide gathering places with outdoor dining and community-serving commercial opportunities.

The Project is located in one of the City's main employment centers will reduce the jobs/housing imbalance and encourage residents to live closer to their place of employment. Bicycle amenities, public transit promotion, and streetscape improvements will all be key Project features designed to connect housing with jobs while reducing traffic impacts. The zone and height district change will also allow development of a project that will generate substantial fees for a variety of purposes including public schools, open space, and the arts.

Housing Element

Framework Objective 4.1: Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion to meet the projected housing needs by income level of the future population to the year 2010.

Housing Element Objective 1.1 – Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.

The Project will further a key Housing Element goal of reducing the existing jobs/housing imbalance by allowing increased residential density at the Project Site. The proposed FAR increase (in conjunction with the Regional Center Commercial land use designation) enables development of the Project's 260 apartment units, with a balanced unit mix including a number of more affordable studio and one-bedroom units. Concentrating new housing in such close proximity to one of the City's main employment centers will improve the local jobs/housing relationship and promote reduced VMT and greenhouse gas emissions generated from mobile sources. R5 density allowed under the Regional Center Commercial designation and C4-2D-SN/C4-2D zoning with increased FAR is appropriate at this location – and consistent with Housing Element objectives – given the Project Site's proximity to regional and localized public transit infrastructure. A Transportation Demand Management Program will also be adopted as part of the Project approvals to encourage commercial employees and residents of the new housing units to utilize public transit and bicycles in lieu of automobiles.

Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The City is currently engaged in an effort to update the Hollywood Community Plan to reflect current conditions and to manage expected future growth. The Project is consistent with the existing 1988 Community Plan objectives identified below. Moreover, the

Project plans for and accommodates future expected growth within the Hollywood area beyond the existing Community Plan's 2010 growth horizon.

Objective 1: To coordinate the development of Hollywood with other parts of the City of Los Angeles and the metropolitan area. To further the development of Hollywood as a major center of population, employment, retail services, and entertainment..."

The Project appropriately coordinates Hollywood's development with other parts of the City of Los Angeles, while continuing to foster Hollywood as a major center of population, employment, and retail services. The Project reflects orderly development of the surrounding urban area, with 260 new housing units to accommodate residents and employees – directly proximate to transit and retail services.

The design and density of the Project recognize the Project Site's proximity to both jobs and regionally serving transit. Development of the Project with increased FAR and height allowed by the proposed C4-2D-SN/C4-2D zoning will also provide construction and retail/commercial jobs, as well as additional housing opportunities, consistent with overarching Community Plan objectives. The Project plans for growth in the Community Plan area beyond its 2010 projections by concentrating housing next to Hollywood's employment base, while also enabling residents to walk to a regional serving transit hub.

Objective 3: 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.

The Project includes development of 260 apartment units in a variety of unit types to help respond to the need for housing in the Hollywood Community Plan area. Additional rental housing stock at the Site, permitted by the allowable R5 density, will help control housing costs in the area while also enhancing Hollywood's vibrancy and desirability as a location to both live and work. In addition, the zone/height district change will not facilitate a development that displaces any existing residents or residential communities, as the Project Site is currently developed with commercial uses and surface parking.

The Project is appropriate at this location given its location within the Hollywood Center – one of the City's key employment bases. Moreover, the Project Site is within approximately one-quarter mile of the Red Line station at Hollywood Boulevard and Vine Street – a regional transit hub providing convenient transport to both Downtown Los Angeles and the San Fernando Valley. Thus, concentrating residential density (with ancillary community-serving commercial uses) near major Metro stations and an employment center is consistent with Citywide efforts to reduce the jobs/housing imbalance and encourage multi-modal transportation use.

Objective 4: To promote economic well-being and public convenience through:

- a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project allocates and distributes commercial lands for retail and restaurant uses on the ground floor, while providing high density residential uses above. While the Hollywood Community Plan did not, in 1988, anticipate mixed-use structures, such as the Project, which are generally known and encouraged today, the zone/height district change nonetheless provides the retail/commercial uses anticipated by the Community Plan as well as much needed housing concentrated on Hollywood Boulevard, a major commercial corridor.

The Project includes development of a high-rise structure with ground floor commercial uses designed behind the Attie Building at the corner of Wilcox Avenue and Hollywood Boulevard. The Project will include outdoor seating, extensive landscaping, improved hardscape and outdoor dining opportunities to activate Wilcox Avenue. Thus, the Project includes development of desirable commercial uses that provide not only useful local services but also a new pedestrian destination for Project and local residents alike.

Objective 6: To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic.

Public transportation servicing the general area includes the Metro Red Line station at the corner of Hollywood Boulevard and Vine Street – located approximately one-quarter mile from the Project Site. The Hollywood/Vine Metro station serves as a regional transit hub, facilitating easy and convenient transit to the San Fernando Valley (i.e., North Hollywood) and Downtown Los Angeles. Local bus lines, including 212, 217, 222, and 312, as well as the Hollywood DASH have stops along Hollywood Boulevard within the immediate vicinity of the Project Site.

To improve the Project Site's connection to public transit and discourage residents and employees from relying solely on the automobile, the Project will include implementation of a Transportation Demand Management Program ("TDM"). The TDM Program will include incentives to shift employee travel behavior consistent with Community Plan Objective 6.

The Project includes new housing in close proximity to regional employment and transit. The adoption of the new D Limitation to permit increased FAR at this key location promotes sound urban planning consistent with the 1988 Hollywood Community Plan, as well as future land use goals for development in the Hollywood area.

Open Space Element

Open Space Element 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.

Open Space Element Policy 6.4.9 – Encourage the incorporation of small-scaled public open spaces within transit-oriented development, both as plazas and small parks associated with transit stations, and areas of public access in private joint development at transit station locations.

The Project includes development of various recreational amenities for use by Project residents, as well as enhancements to the public and pedestrian realm. Extensive and varied open space will be provided throughout the Project, including landscaped courtyards and terraces, a sky deck, a pool deck, and barbeque area. Indoor recreational amenities include a theater, business center, a gym/yoga studio, and a lounge. Overall, the Project provides 33,750 square feet of recreational open space, or 4,600 square feet in excess of the 29,150 square feet of LAMC required open space.

The existing uses currently do not encourage pedestrian activity at or around the Project Site. The Project will address this deficiency by providing opportunities for outdoor seating and dining. These areas will be improved with extensive landscaping, hardscape, outdoor seating, and ornamental features and will provide new open space resources and pedestrian enhancement for the community in furtherance of Open Space Element Policies 6.4.8 and 6.4.9.

The Project Site is not located in a Specific Plan area.

The Project is in substantial conformance with the purposes, intent, and provisions of the General Plan and applicable community plan. There is no Specific Plan applicable to the Property.

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

The approval of the CUB to allow alcohol in conjunction with the Project will not adversely affect the welfare of the community. The Project is a proposed mixed-use development that includes 260 residential dwelling units and 17,800 square feet of commercial uses, as well as public dining options, in close proximity to regionally-serving transit. These uses will be contained in a new building designed to be welcoming to pedestrians through its provision of an open seating area at the ground level, thereby activating the streetscape and fostering a quality urban environment. The Project promotes the public convenience and welfare by enhancing pedestrian activity through these building design and streetscape enhancements.

In consideration of the location and character of the proposed operations, it is anticipated that the commercial uses that may provide alcohol sales for off-site consumption will attract patrons drawn primarily from neighborhood residents and tenants of the Project. By facilitating the provision of these amenities to both residents, commercial tenants, and members of the public, the requested CUB will therefore serve the convenience and/or general welfare.

With respect to the economic welfare of the community, the proposed restaurant and community-serving commercial uses with alcohol sales for off-site consumption, e.g., wine shop, will serve as accessory to the primary role of the Project as a mixed-use commercial and residential development. The Project will contain restaurant and community-serving commercial uses that may provide alcohol sales for off-site consumption, e.g., a wine shop, and will not contain any type of use which may typically be associated with adverse effects upon the economic health of a neighborhood, such as a liquor store. The Project will positively affect the economic vitality of the community by comprising a well-balanced development including the restaurant uses, retail spaces, and residential units.

The Project will positively affect the economic vitality of the community by comprising a well-balanced development including public restaurant and commercial uses that may provide alcohol for off-site consumption (such as a wine shop) along with residential dwelling units.

The Project will also positively serve the public welfare by generating additional jobs, sales tax and by providing additional employment opportunities to area residents. Ample on-site parking is accessible and security will be provided as part of the Project. The Project will provide attractive lighting, properly shielded and directed on-site, as well as sufficient security lighting throughout the Project Site. Moreover, the sale of alcohol will be entirely contained within a carefully controlled high quality mixed-use development with appropriate security protections.

5. *That the granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.*

According to the California State Department of Alcoholic Beverage Control licensing criteria, there are three on-site and two off-site licenses allocated to the subject Census Tract No. 1907.00. There are currently 52 on-site and 3 off-site licenses in this census tract. The addition of one on-site and two off-site licenses would not result in an overconcentration of alcohol licenses within the census tract. There are 57 establishments within 1,000 feet of the Project Site that sell alcohol for on-site consumption and one establishment within 1,000 feet that sells alcohol for off-site consumption. Over-concentration can be undue when the addition of licenses will negatively impact a neighborhood. Over-concentration is not undue when the approval of licenses does not negatively impact an area, but rather such license benefits the public welfare and convenience. Although the census tract is numerically over-concentrated, the Project will not adversely affect community welfare because the proposed community-serving retail and restaurant uses are both and needed uses in an area designated for such uses.

The census tract is also located in one of the City's most active regional commercial and entertainment areas, where there is a demand for licenses beyond the allocated number. Moreover,

the geography of the census tract does not recognize the Regional Center Commercial land use designation of the area, which is intended to support high intensity uses, including entertainment and cultural institutions and related commercial uses. The number of licenses allocated by ABC is primarily calculated based upon resident population, and often does not take into account employment and visitor populations. Because the Project Site is located along a heavily urbanized urban corridor with a high concentration of offices, restaurants, entertainment venues, retail and other commercial uses, a higher number of the alcoholic beverage licenses is anticipated.

It is not anticipated that the character of the proposed uses would exacerbate existing levels of crime or be a magnet for criminal activity. To ensure that the Project would not create detrimental impacts on the surrounding area, the specific details of each alcohol-serving location would be reviewed pursuant to the City's Plan Approval process. This would allow for a comprehensive review of each request with input from each prospective tenant, the Los Angeles Police Department, the Los Angeles Fire Department, and the City Council office. Security plans, floor plans, occupancy/seating limitations, as well as the mode and character of the operation (including hours of operation) would be addressed and assured through the imposition of site-specific conditions. This extra protection afforded by the City's Plan Approval process will ensure that no adverse impacts will result due to on- or off-site alcohol sales. Under this application, a variety of premises-specific characteristics can be determined, including hours of operation, occupancy loads, entertainment, the precise type of alcoholic beverages permitted, the location of any cocktail lounges and security measures.

According to ABC, no current revocation or nuisance proceedings have been initiated for any use in the area. Thus, based on the foregoing analysis, approval of the requested conditional use at this location will not result in or contribute to an undue concentration of establishments for the sale and dispensing of alcohol.

Therefore, in consideration of the foregoing, the granting of the CUB will not result in an undue concentration of premises for the sale or dispensing of alcoholic beverages giving consideration to applicable state laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration.

6. *That the proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.*

The approval of alcohol for on-site consumption in conjunction with a restaurant and off-site sales in conjunction with the Project's community-serving commercial uses will not detrimentally affect nearby residential zones or uses. The Project's community-serving commercial uses will benefit the Project by adding local uses within walking distance to the residential units proposed on the Project Site and nearby residential properties. Further, high nuisance related uses, incompatible with residential communities, such as stand-alone bars, liquor stores, lounges, and nightclubs are not anticipated. For these reasons, and the reasons discussed above, the approval of alcohol will not detrimentally affect nearby residential zones or uses.

CONDITIONAL USE FINDINGS

1. *The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.*

The Property is currently underutilized as low-rise commercial uses and surface parking lot located in the Hollywood Center, which is characterized by a diverse mix of residential, commercial, and entertainment uses, as well as providing a source of employment opportunities for residents, adjacent neighborhoods, and the region. The Project will enhance the built environment in the surrounding neighborhood by developing 260 new multiple-family residential dwelling units and 17,800 square feet of ground floor community-serving commercial uses. The commercial uses will meet the needs of local residents by providing new restaurants and/or retail uses and additional short-term and long-term employment opportunities to area residents.

The Project will enhance the built environment in the surrounding neighborhood by developing a high quality residential apartment tower with ground floor retail. In addition, the mixed-use building is part of a Unified Development retaining the two-story Attie Building which will be restored/rehabilitated as part of the Project. Hollywood Boulevard and Wilcox Avenue are major thoroughfares in the Hollywood Center, and are in close proximity to major public transit lines. Due to this proximity, the Project can provide convenient access for both residents of and visitors to Hollywood, thereby contributing to the vibrancy of the surrounding area.

2. *The project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.*

The Property is currently underutilized as low-rise commercial uses and surface parking lot. The Project will revitalize the surrounding neighborhood and contribute much needed residential units and pedestrian-oriented commercial uses. The Project's location, size, height, and other significant features will be compatible with existing and future development on adjacent properties and neighboring properties.

The Project's height, bulk, and massing is consistent with multiple mid- and high-rise structures located within the Project Site's immediate vicinity along Hollywood Boulevard and Wilcox Avenue, which is consistent with the City's long-standing encouragement of densification of this part of Hollywood given its close proximity to public transit and major employers. The Project includes development of a high-rise structure with ground floor commercial uses located to the south of the Attie Building at the corner of Wilcox Avenue and Hollywood Boulevard. The Project will include outdoor seating, extensive landscaping, improved hardscape, and outdoor dining opportunities to activate Wilcox Avenue.

The Project's design will facilitate safe pedestrian and vehicular access to and from the Project Site. Specifically, commercial vehicular parking spaces will be provided in conformance with LAMC requirements. In addition, conveniently accessible short- and long-term bicycle parking spaces will be provided as part of the Project. Pedestrian wayfinding signage will be located at

parking garage entrances, elevator lobbies, vestibules, and residential corridors, while Project lighting will incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes. The Project will provide recreational and service amenities to improve habitability by activating Wilcox Avenue with ground floor retail/restaurant uses and enhanced streetscape.

The request for approval of this Conditional Use Permit for FAR Averaging for a Unified Development is necessitated because the Applicant plans to retain and restore/rehabilitate the existing two-story Attie Building. The increased FAR will be transferred off the Hollywood Parcels and utilized for the new construction to the rear of the Project Site. Utilizing this remaining FAR solely on the Wilcox Parcels allows the Applicant to create a high quality, well-designed mixed-use building that provides extensive amenities for new residents and provides opportunities for ground floor retail/restaurant space with outdoor seating/dining areas. At the same time the FAR transfer permitted by the CUP for a Unified Development ensures the structures along Hollywood Boulevard remain low scale, and within the historic 45-foot height limit.

Impacts will be minimized on neighboring properties by a comprehensive set of mitigation measures set forth in the EIR to be prepared for the Project.

For these reasons, the Project will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.

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

The General Plan of the City is implemented through community plans. The Property is located in the Hollywood Community Plan area, which designates the Property as Regional Center Commercial. This designation corresponds to uses permitted within the Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P, and PB.

The Project is in substantial conformance with the purposes, intent, and provisions of the General Plan and applicable community plan. There is no Specific Plan applicable to the Property.

ADDITIONAL REQUIRED CONDITIONAL USE FINDING – UNIFIED DEVELOPMENT

The development, although located on separate parcels or lots of record, is a unified development as defined by this subdivision.

The Project Site is composed of five parcels under the ownership of two affiliated entities. The Applicant has separately filed for a Vesting Tentative Tract Map for the merger and re-subdivision of the five parcels. The Project will be developed as a Unified Development as defined by LAMC Section 12.24.W.19. The request for approval of this Conditional Use Permit for FAR Averaging for a Unified Development is necessitated because the Applicant plans to retain and restore/rehabilitate the existing two-story Attie Building. The increased FAR will be transferred off the Hollywood Parcels and utilized for the new construction to the rear of the Project Site. Utilizing this remaining FAR solely on the Wilcox Parcels allows the Applicant to create a high

quality, well-designed mixed-use building that provides extensive amenities for new residents and provides opportunities for ground floor retail/restaurant space with outdoor seating/dining areas. At the same time, the FAR transfer permitted by the CUP for a Unified Development ensures the structures along Hollywood Boulevard remain low scale, and within the historic 45-foot height limit.

- (a) *The Project is a combination of functional linkages, such as pedestrian or vehicular connections.*

As shown on the plot plans, elevations, and landscape plans, the Project is designed by a single architect, GMPA Architects, and a single landscape architect, LRM Landscape Architecture. The plot plan shows functional pedestrian and vehicular linkages in the driveway, internal circulation, and parking design. A single parking structure serves the entire Project with a single vehicular access point via a driveway on Wilcox Avenue. As shown on the landscape plans, the Project will enhance the pedestrian environment by providing a consistent landscaping theme throughout the Project and in connection with the streetscape. The landscape plan connects all components of the Project with common open space for the residents and establishes interior linkages unifying the entire development.

- (b) *The Project will be developed in conjunction with common architectural and landscape features, which constitute distinctive design elements of the development.*

As shown on the plot plans, elevations, and landscape plans, the Project is designed by a single architect, GMPA Architects. The plans show that distinctive design elements, building materials, articulation, and design features will unify the proposed tower and two-story sections of the Project into a coherent and common design. The landscape plan connects all components of the Project with common area open space for the residents being provided on the roof of the new one-story building on Hollywood Boulevard and establishing interior linkages unifying the entire development.

At street level, the Project provides additional architectural coherence, designing an architecturally coherent commercial frontage along Hollywood Boulevard. The Project also incorporates a unified streetscape treatment and design Hollywood Boulevard and Wilcox Avenue.

- (c) *The Project is composed of two or more contiguous parcels, or lots of record separated only by a street or alley.*

The Project Site is composed of five parcels under the ownership of two affiliated entities. The Applicant has separately filed for a Vesting Tentative Tract Map for the merger and re-subdivision of the five parcels. Upon recordation of the Final Map, the Project Site will comprise three ground lots and three condominium lots. In the event any of the parcels or condominiums were sold, the purchaser would be required to develop or maintain development in a manner consistent with this approval.

A Unified Development may be comprised of separate parcels under separate ownerships. LAMC section 12.24.W.19(f) requires as a condition of approval that a covenant be recorded against title on all underlying parcels requiring that the project be maintained as a Unified Development,

identifying a responsible entity, and requiring a fee for annual inspections to assure that the project remains a Unified Development. The covenant requirement assures that regardless of how the underlying parcels are owned, that the development will always be a Unified Development with annual inspections to corroborate compliance. Thus, no one component of Unified Development can realistically become noncompliant after construction in substantial conformance with this grant.

- (d) *When the Project is viewed from adjoining streets it will appear to be a consolidated whole.*

As shown on the plot plans, elevations, and landscape plans, the Project is designed by a single architect, GMPA Architects. The plans show that distinctive design elements, building materials, articulation, and design features will unify the proposed tower and two-story sections of the Project into a coherent and common design. The Project includes restoration/rehabilitation of the Attie Building, particularly the ground floor which has been significantly altered over the years. This restoration/rehabilitation will aim to restore the Attie Building consistent with the Secretary of Interior Standards for Historic Rehabilitation. Adjacent to the Attie Building, the new low-rise commercial space will be 42.5 feet in height and will be contemporary in design. This new commercial structure will be designed at a similar height as the adjacent Attie Building, within the existing 45-foot height limit.

The new mixed-use building that will occupy the largest portion of the Project Site will have a modern design, but will be functionally and visually integrated into the overall Project. The stepped design reduces the building's perceived height and mass from the generally low-rise Hollywood Boulevard. By adding retail space and the residential lobby and amenities on Wilcox Avenue, the Project will create a pedestrian-friendly environment that will activate Wilcox Avenue and connect it to the already vibrant Hollywood Boulevard streetscape.

VESTING TENTATIVE TRACT MAP FINDINGS

FINDINGS OF FACT (SUBDIVISION MAP ACT)

In connection with the approval of Vesting Tentative Tract Map 74265, the Advisory Agency of the City of Los Angeles, pursuant to Section 66473.1, 66474.60, 66474.61, and 66474.63 of the State of California Government Code (the "Subdivision Map Act"), must make the prescribed findings as follows:

(a) The proposed map will be/is consistent with applicable general and specific plans.

The Project Site is not located in a Specific Plan area. The proposed map is consistent with the following goals, policies and provisions of the Hollywood Community Plan:

Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The Plan designates the subject property as Regional Center Commercial land uses under the Community Plan, with corresponding zones of C2, C4, RAS3, RAS4, P, and PB which permits the Project's residential and commercial uses. The Project Site is currently zoned C4-2D-SN/C4-2D. Although the existing "D" Development Limitation restricts the maximum floor area ratio (FAR) to 2 to 1, the Project proposes approval of a zone/height district change to modify the D Limitation to allow an FAR of 4.5 to 1. The requested Project and proposed map therefore are consistent with the General Plan.

(b) The design or improvement of the proposed subdivision is consistent with applicable general and specific plans.

The General Plan of the City is implemented through community plans. The Property is located in the Central City Community Plan area, which designates the Property as Regional Center Commercial. This designation corresponds to uses permitted within the Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P, and PB zones.

As already set forth in Site Plan Review Finding 1, above, the Project is in substantial conformance with the purposes, intent, and provisions of the General Plan and applicable community plan. There is no Specific Plan applicable to the Property.

(c) The site is physically suitable for the type of development.

The Project Site is currently improved with an asphalt surface parking and one- and two-story commercial buildings all of which will be demolished as part of the Project with the exception of the Attie Building which will be restored/rehabilitated. The parcel is considered an infill development of underutilized parcels in the community of Hollywood. The Project Site is not within a landslide, liquefaction, tsunami inundation zone, or BOE Special Grading Area. The development of this tract is an infill development of an otherwise high intensity, high density urban neighborhood.

(d) The site is physically suitable for the proposed density of development.

The Project will create an appropriately-located mixed-use infill development. It will provide residential units and commercial opportunities to satisfy varying needs and desires of the Hollywood community, promote economic well-being and public convenience. The general character of the surrounding area includes commercial, hotel, industrial, office, residential, and entertainment uses.

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

The Draft Environmental Impact Report prepared for the Project will analyze thoroughly environmental impacts and imposed mitigation measures where appropriate. Furthermore, the Project Site as well as the surrounding area currently are developed with surface parking lots and structures and do not provide a natural habitat for either fish or wildlife.

(f) The design of the subdivision or type of improvements is not likely to cause serious public health problems.

The Project will create an appropriately-located mixed-use development. It will provide residential units and retail opportunities to satisfy varying needs and desires of the Hollywood community, promote economic well-being and public convenience.

The Project Site is improved as an asphalt surface parking and one and two story commercial buildings, and, similar to the surrounding area, is currently developed with structures and urban uses. There appear to be no potential public health problems caused by the design or improvements of the proposed subdivision.

The development is required to be connected to the City's sanitary sewer system, where the sewage will be directed to the LA Hyperion Treatment Plant, which has been upgraded to meet Statewide ocean discharge standards. The proposed subdivision does not violate existing California Water Code because the subdivision will be connected to the public sewer system and will only have a minor incremental increase on the effluent from the Hyperion Treatment Plant.

(g) 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.

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.

(h) The design of the proposed subdivision will provide, to the extent feasible, for future passive or natural heating or cooling opportunities in the subdivision. (Ref. Section 66473.1)

In assessing the feasibility of passive or natural heating or cooling opportunities in the proposed subdivision design, the Applicant has submitted a Preliminary Solar Access Report. The Applicant will be required to submit a Final Solar Access Report with the information regarding architectural design and other design and improvement requirements prior to the issuance of building permits for the Project.

The Project Site consists of five contiguous lots. The topography of the Project Site is slightly sloping down from north to south. The Project Site is irregular in shape and has approximately a maximum east/west dimension parallel to Hollywood Boulevard of 282.8 feet. The maximum depth of the Project Site southward from Hollywood Boulevard is approximately 345 feet. The topography of the Project Site has been considered in the maximization of passive or natural heating and cooling opportunities. The Project will allow for sufficient direct open air and natural light to enter the residential units and commercial spaces. Prevailing winds range from approximately 5-10 miles per hour and are generally westerly in direction throughout the year, except for Santa Ana Winds, which generally prevail in the northerly direction.

In addition, prior to obtaining a building permit, the Applicant will consider building construction techniques, such as overhanging eaves, location of windows, insulation, exhaust fans, planting of trees for shade purposes, and the height of the buildings on the sites in relation to adjacent development.

