

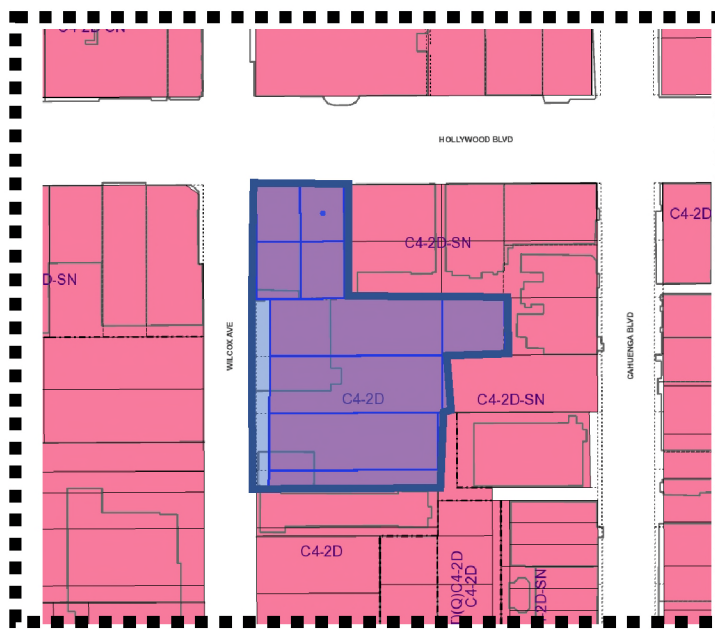
FINDINGS

(As amended by the City Planning Commission on September 10, 2020)

General Plan Findings

1. General Plan Land Use Designation.

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The Project Site is a relatively flat, irregular shaped site, comprised of six (6) parcels consisting of 59,933 square feet (1.37 net acres). The General Plan Framework Element identifies the site as Regional Center Commercial, per the Framework Map Figure 3-1. The Community Plan currently designates the Project Site for Regional Center Commercial land uses, with corresponding zones of the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Community Plan is implemented by the Zoning Code located in the Los Angeles Municipal Code. The Site is currently zoned C4-2D-SN and C4-2D, which is consistent with the range of zones permitted under the land use designation. The Regional Center Commercial land use is also subject to Footnote 9 of the Community Plan, which limits development to a maximum FAR of 4:5:1, or 6:1 with a transfer of development rights or City Planning Commission approval. In conjunction with the C4 Zone, Height District 2, permits a maximum FAR of 6:1 and does not restrict the number of stories or height. However, existing "D" Development conditions of Ordinance No. 165,660 (Subareas 90 and 220) applicable to the site limit FAR to 2:1 and limit the parcels fronting Hollywood Boulevard to a maximum building height of 45 feet. The proposed zone change would not change the zoning of the site, but would rather modify the "D" Development to increase the allowable floor area on the site from 2:1 to a 4.5:1 floor area ratio (FAR) and proposes no change to the height restrictions. Therefore, the modified C4-2D-SN and C4-2D Zone would also be consistent with the General Plan Land Use Designation. The C4 Zone is consistent throughout the surrounding area of the Project Site. As shown below, the Project Site is outlined in blue, while the dashed outline is the Hollywood Center, as identified in the Hollywood Community Plan; spanning both sides of Sunset Boulevard and Hollywood Boulevard from La Brea Street to Gower Street. The Hollywood/Vine Metro Station is located approximately 0.25 miles east of the Project Site. The Hollywood Community Plan intends for the Hollywood Center to serve as the focal point of the community, stating that "[t]his center area shall function: 1) as the commercial center for Hollywood and surrounding communities; and 2) as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods, and the transportation and circulation system. Developments combining residential and commercial uses are especially encouraged in this Center area." The Project is also within the Hollywood Redevelopment Project Area.



The proposed uses, site design, height, parking, and density are consistent with both the provisions of C4 Zone and the Regional Center Commercial designation.

2. General Plan Text.

The Los Angeles General Plan sets forth goals, objectives and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State mandated elements, including, but not limited to: Land Use, Transportation, Noise, Safety, Housing and Conservation. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions within those sub-areas of the City. The Project is in compliance with the following Elements of the General Plan: Framework Element, Housing Element, Mobility Element, Health and Wellness Element and the Land Use Element – Hollywood Community Plan.

Framework Element

The Framework Element was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. It establishes the City's long-range comprehensive growth strategy and provides guidance on citywide policies, objectives, and goals regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. Below is an analysis of the Project's consistency with the objectives and policies of the Framework Element, as described below.

The Framework's Long-Range Diagram identifies the Project Site together with adjacent commercial areas generally bounded by, Sunset Boulevard to the south, La Brea Avenue to the West, Gower Street to the East, and Franklin Avenue to the north, as a Regional Center and as a focal point of regional commerce, identity, and activity. Regional Centers typically contain a diversity of uses, act as transportation hubs, and fall within a range of floor ratios from 1.5:1 to 6:1, characterized by building heights of six to 20 stories.

The Project involves the demolition of an existing surface parking lot and four (4) commercial buildings totaling 20,200 square feet of floor area, and the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income

Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMLI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, located at the corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum FAR of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

The Project would be consistent with the uses, density, and development type envisioned by the General Plan Framework. The project site is currently developed with surface parking and commercial buildings with two parcels fronting the Hollywood Boulevard Commercial and Entertainment Historic District. The proposed project would be an in-fill development resulting in a FAR of up to 4.5:1, with building heights between one and 15 stories, and comprised of retail, restaurant, office, and residential uses. The Project consists of the type of development envisioned by the Framework Element within a Regional Center; namely, "housing with commercial uses . . . in concert with supporting services, recreational uses, open spaces and amenities," As well as within walking distance to transit facilities. The project would intensify the use on the site and would providing a diverse mix of housing and employment to the area, consistent with the Regional Center designation of the site.

Chapter 3: Land Use

The Land Use Chapter of the Framework Element identifies objectives and supporting policies relevant to the Project Site. Those objectives and policies seek, in part, to encourage the development of commercial and residential uses and structures that integrate housing units with commercial uses. The Project supports and will be generally consistent with the General Plan Framework Land Use Chapter, which includes Figure 3-1 which designates the site as a Regional Center, as it accommodates development of residential and commercial uses in accordance with the applicable policies of the Hollywood Community Plan, which as mentioned above, also designates the site Regional Center Commercial. Specifically, the Project would comply with the Regional Center based on the following goals, objective and policies, as set forth in the General Plan Framework Land Use Chapter:

Goal 3A: *A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more livable city.*

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 vehicular trips, vehicle miles traveled, and air pollution.*

Policy 3.2.2 *Establish, through the Framework Long-Range Land Use Diagram, community plans, and other implementing tools, patterns and types of development that improve the integration of housing with commercial uses and the integration of public services and various densities of residential development within neighborhoods at appropriate locations.*

Policy 3.2.3: *Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.*

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.*

Goal 3M: *A City where significant historic and architectural districts are valued.*

Objective 3.17: *Maintain significant historic and architectural districts while allowing for the development of economically viable uses.*

The Project proposes the demolition of an existing surface parking lot and four (4) commercial buildings totaling 20,200 square feet of floor area, and the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, located at the corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum FAR of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

The Hollywood Center is characterized by varied uses, including medium- to high-density residential, commercial, and office uses, as well as specialized uses supporting the motion picture industry. The area surrounding the Hollywood/Vine Metro Station is characterized by medium-to-high density mixed-use developments and pedestrian infrastructure such as a scramble crosswalk at the intersection of Hollywood Boulevard and Vine Street. The surrounding area includes numerous amenities within walking distance, such as retail, restaurants, entertainment venues, and historic theaters. The area immediately surrounding the Project Site is characterized by commercial and residential uses, with numerous retail shops along Hollywood Boulevard. The immediate vicinity of the Project Site is characterized by varied heights and density. The Project, as proposed, is consistent with uses, scales, and intensities in the surrounding area, and provides pedestrian-oriented design features that further facilitate the walkability of the surrounding area. In addition, the Project would provide additional needed housing within the Hollywood Center, including Low Income, Moderate Income, and Workforce Housing (150% AMI), with different unit configurations to serve current

and future housing needs. Lastly, the Project proposes neighborhood-serving commercial uses, which would contribute additional options to the Hollywood Center for residents, workers, visitors, and tourists, while encourage non-automobile trips.

The Project Site is served by 13 transit lines within walking distance including Metro and LADOT bus lines 2/302, 180, 181, 210, 212, 217, 222, 237/656, 780 Rapid, DASH Beachwood Canyon, and DASH Hollywood/Wilshire, DASH Hollywood, LADOT Commuter Express 422, and LADOT Commuter Express 423. A LAX FlyAway Shuttle stop is also located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport. As such, the Project is in close proximity to a variety of transit options residents and guests of the Project.

The Project will retrain and restore the historic Attie Building, as well as the You Are A Star mural along Wilcox Avenue. The restored Attie Building will include commercial space for tenants, and will remove alterations which negatively affect the eligibility of the structure. The Attie is a contributor to the Hollywood Boulevard Commercial and Entertainment Historic District, a district listed on the National Register of Historic Places, and the restoration of the building will affirm the Attie's contribution to the district.

The Project would reduce vehicle trips and vehicle miles traveled due to the Project's pedestrian-orientated design, bicycle access and infrastructure, and proximity to rail and bus transit, commercial uses, entertainment uses, amenities, and jobs. The Project design, mix of uses, and intensity will also contribute to the intended character of the Hollywood Center, while locating new residents and jobs within an established center respecting nearby established neighborhoods. The Project will contribute to the appropriate distribution of land as described by the Land Use Chapter due to its location in a Regional Center well served by transit, proposed mix of uses consistent with the goals of the Hollywood Center, proposed neighborhood-serving commercial space, proposed housing for various income levels and household sizes, and retention and restoration of the historic Attie Building .

Chapter 4: Housing

The Project would comply with the following goals, objective and policies, as set forth in the General Plan Framework Housing Chapter:

Goal 4A: *An equitable distribution of housing opportunities by type and cost accessible to all residents of the City.*

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.*

Policy 4.1.4 *Reduce overcrowded housing conditions by providing incentives to encourage development of family-size units.*

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

As proposed, the Project would redevelop an existing commercial use with a new mixed-used project that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income

Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), comprised of studio, one-bedroom, two-bedroom units, and three-bedroom units. The Project includes two- and three-bedroom units which provide additional options for families of various sizes, including those with multigenerational members aging with family. The Project Site is located along a transit corridor, 0.25 miles from the Hollywood/Vine Metro Station, and served by 13 bus lines, with connections and access to jobs, entertainment, and amenities within Hollywood, West Hollywood, North Hollywood, Century City, Koreatown, Downtown and the Greater Los Angeles region. Therefore, the Project's provision of various unit sizes, income levels, and proximity to a transit station meets the Goals, Objectives, and Policies of the Housing Chapter of the Framework Element.

Chapter 7: Economic Development Chapter

The Project would comply with the following goals, objective and policies, as set forth in the General Plan Framework Economic Development Chapter:

Goal 7B: *A City with land appropriately and sufficiently designated to sustain a robust commercial and industrial base.*

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

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

Policy 7.2.3: *Encourage new commercial development in proximity to rail and bus transit corridors and stations*

Goal 7C: *A City with thriving and expanding businesses.*

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

Policy 7.3.2: *Retain existing neighborhood commercial activities within walking distance of residential areas.*

The Project would be consistent with the above goals, objectives, and policies through the proposed mix of uses and additional residents generated by the Project. Both the new commercial space and commercial space in the restored historic building complement the existing retail and commercial base along Hollywood Boulevard and the surrounding area. The proposed uses both support and are supported by their proximity to the Hollywood/Vine Metro Station, and the high concentration of uses commercial, retail, and entertainment uses throughout the Hollywood Center. The additional residents and commercial uses will contribute to the concentration of activity in the Hollywood Center, further supporting the area as one of the City's destinations for residents, businesses, and tourists.

Goal 7G: *A range of housing opportunities in the City.*

Objective 7.9: *Ensure that the available range of housing opportunities is sufficient, in terms of location, concentration, type, size, price/rent range, access to local services*

and access to transportation, to accommodate future population growth and to enable a reasonable portion of the City's workforce to both live and work in the city.

Policy 7.9.1: *Promote the provision of affordable housing through means which require minimal subsidy levels and which, therefore, are less detrimental to the City's fiscal structure.*

Policy 7.9.2: *Concentrate future residential development along mixed-use corridors, transit corridors, and other development nodes identified in the General Plan Framework Element to "optimize the impact of City capital expenditures on infrastructure improvements."*

As previously mentioned, the Project would provide a mix of uses including new housing and commercial employment opportunities for a community that is within 0.25 miles of the Hollywood/Vine Metro Station and 13 bus lines. The housing would include units set aside for Low Income, Moderate Income, and Workforce Households (150% AMI), as well as studio, one-bedroom, two-bedroom units, and three-bedroom units providing additional housing options for the area. By enabling the construction of a supply of housing in proximity to existing jobs and services, the Proposed Project would be consistent with the above listed goals, objectives and policies of the Economic Development Chapter of the Framework Element.

Citywide Design Guidelines

The Urban Design Studio has adopted a three-part design approach to evaluating projects to reflect the new Citywide Design Guidelines, which consist of Pedestrian First Design, 360-Degree Design, and Climate Adapted Design.

Pedestrian First Design

The Project would provide a transparent ground floor, street-facing storefronts and at-grade entryways that provide shelter and promote active street use by pedestrians along Wilcox Avenue. New construction along Wilcox Avenue includes floor to ceiling glass at store fronts, and incorporates elements to maintain datums, rhythm, and store front sequencing with the Attie Building, improving the pedestrian realm. New construction along Wilcox Avenue includes a differentiated pedestrian entry, full width ADA compliant sidewalks, ground floor commercial space, and floor to ceiling glass, promoting walkability and pedestrian activity along the street. New construction along Hollywood Boulevard includes floor to ceiling glass, earth toned materials, similar store front spacing and number to the adjacent historic resource, and modern adaptations of art deco elements integrating the construction with the historic district, while promoting a consistent streetwall and architectural theme, and maintaining rhythm and store front sequencing with the Attie Building.

360-Degree Design

The Project design implements materials, colors, fenestration, massing, datums, and vertical patterns which draw from the surrounding historic district, integrating the new construction with adjacent development. All sides of the new construction on Wilcox Avenue incorporate design elements or approaches which integrate them with adjacent development. At the south, the building steps back from the historic Hotel Mark Twain, respecting the historic resource. The western elevation along Wilcox Avenue is broken into three masses, with the outer two masses utilizing a cladding system with recessed balconies and vertical panels that shift every two floors, with colonnade panels creating a defined outer plane. The recessed middle mass along Wilcox Avenue utilizes a glass and metal cladding treatment with balconies and glass railings to continue to create façade depth and visual interest.

Climate Adapted Design

The Project is certified ELDP, and as part of the ELDP certification requirements, the Project will be conditioned to provide an energy efficient building which reduces energy consumption by 22 percent below LEED baseline, outdoor water use 30 percent below code required baseline, indoor water use 35 percent below code required baseline, transportation efficiencies with result in a 15 percent reduction in VMT, a minimum of 105 kilowatts of solar energy generation on site, and the purchase of carbon credits with offset operation and construction. The Project includes balconies which are inset from the façade of the structure, providing shading the unit and balcony while still providing fresh air and ventilation.

Housing Element

The Housing Element 2013-2021 was adopted on December 3, 2013 and identifies the City's housing conditions and needs, and establishes the goals, objectives and policies that are the foundation of the City's housing and growth strategy. The proposed project would be in conformance with the objectives and policies of the Housing Element as described below.

Goal 1: *A City where housing production and preservation result in an adequate supply of ownership and rental housing that is safe, healthy and affordable to people of all income levels, races, ages, and suitable for their various needs.*

Objective 1.1: *Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.*

Policy 1.1.3: *Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city's households.*

Policy 1.1.4: *Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.*

Objective 1.3: *Forecast and plan for changing housing needs over time in relation to production and preservation needs.*

Policy 1.3.5: *Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within the City to meet the projections of housing needs, according to the policies and objectives of the City's Framework Element of the General Plan.*

The Project would accommodate various income levels, (Low Income, Moderate Income, Workforce Households, and Market Rate, and unit types (a mix of studio, one-bedroom and two-bedrooms), within a major commercial and employment center and within 0.25 miles of the Hollywood/Vine Metro Station, and walking distance to bus lines. The Project Site is within proximity to multiple major transportation corridors served by 13 bus lines. These bus and rail transit connections provide access to North Hollywood, West Hollywood, Century City, Santa Monica, South LA, Koreatown, Echo Park, Downtown Los Angeles, and throughout the region. Additionally, the Los Angeles International Airport (LAX) FlyAway Shuttle stop is located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport.

The Project as proposed would be consistent with the goals of the housing element by providing mixed income housing units in varying unit arrangements on a site well served by transit.

Goal 2: *A City in which housing helps to create safe, livable and sustainable neighborhoods.*

Objective 2.1: *Promote safety and health within neighborhoods.*

Objective 2.2: *Promote sustainable neighborhoods that have mixed-income housing, jobs, amenities, services, and transit.*

Policy 2.2.3: *Promote and facilitate a jobs/housing balance at a citywide level.*

Objective 2.4: *Promote livable neighborhoods with a mix of housing types, quality design and scale and character that respects unique residential neighborhoods in the City.*

Policy 2.4.2: *Develop and implement design standards that promote quality residential development.*

Objective 2.5: *Promote a more equitable distribution of affordable housing opportunities throughout the City.*

Policy 2.5.1: *Target housing resources, policies and incentives to include affordable housing in residential development, particularly in mixed-use development, Transit Oriented Districts and designated Centers.*

Policy 2.5.2: *Foster the development of new affordable housing units citywide and within each Community Plan area.*

The Project proposes mixed-income housing, with neighborhood-serving commercial space at the ground floor. As a mixed-use development, the Project provides for activity and natural surveillance during and after commercial business hours. The ground floor commercial uses would activate the streets, while the residential units are oriented outward, providing eyes on the street during all hours of the day to create a safer environment for residents, workers, and visitors to the area.

The design of the proposed development employs character-defining features to reflect a consistent architectural style, including unobstructed building entrances and architectural variations, and follows urban design principles that improve the appearance and quality of housing in the area. The design has incorporated elements, materials, and form that draws from the historic district along Hollywood Boulevard, integrating new construction with the historic resource on site and larger district. In addition, the Proposed Project would enhance livability of the area by upgrading the quality of development and creating a pedestrian-friendly, landscaped public right-of-way.

Lastly, the Project provides housing at various income levels, Low Income, Moderate Income, Workforce Households (150% AMI), and Market Rate, that would be transit and pedestrian accessible. Residents would have the option of walking or taking transit to the numerous retail, restaurant, entertainment, and employment uses within Hollywood and the surrounding area. Transit service would also reach the West Hollywood, Century City, and Santa Monica job, retail, and entertainment centers. DASH service provides connections to recreation and entertainment options in Griffith Park including the Hollywood Bowl, Los Angeles Zoo, and Griffith Park facilities. The Metro B Line (Red) Hollywood/Vine Station located 0.25 miles from the Project Site would further facilitate connections to North Hollywood, Koreatown, Downtown, and Union Station, which has rail connections throughout the region. By locating high density residential and commercial uses in a job center that is well served by transit, the

Project would allow future residents to utilize alternative means of transportation in their commutes, in addition to opportunities for workers to live in close proximity to their place of employment. The Project would include employment opportunities within the ground floor commercial space, as well as providing housing and promoting a jobs-housing balance within the Hollywood Center.

Mobility Element

The Mobility Element 2035 (Mobility Element), adopted in September 2016, guides development of a citywide transportation system with the goal of ensuring the efficient movement of people and goods and recognizes that primary emphasis must be placed on maximizing the efficiency of existing and proposed transportation infrastructure through advanced transportation technology, reduction of vehicle trips, and focused growth in proximity to public transit. The Mobility Plan 2035 includes goals that define the City's high-level mobility priorities and sets forth objectives and policies to establish a citywide strategy to achieve long-term mobility and accessibility within the City of Los Angeles. The Project would be in conformance with following objectives and policies of the Mobility Element as described below.

Chapter 2: World Class Infrastructure

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

The Project would provide a combination of ground floor commercial uses, including some outdoor seating along Wilcox Avenue. The Project's design and improvements would create an inviting pedestrian experience, including pedestrian elements along Wilcox Avenue by providing floor to ceiling glass, a consistent streetwall, bicycle parking, and ground floor commercial spaces and outdoor dining recessed from the public right of way. While the Project is requesting a merger of an existing street easement along Wilcox Avenue, the Bureau of Engineering has required a full width ADA compliant 15 foot sidewalk with tree wells along the length of the new construction on Wilcox Avenue. The Project is not required to make improvements to the Hollywood Boulevard frontage, as the sidewalk contains the Hollywood Walk of Fame, but the Project would maintain the existing heights and streetwall, therefore, the Project will not detract from the existing character of Hollywood Boulevard. The Project would provide 65 trees, which will include six (6) street trees along Wilcox Avenue. The landscaping for the Project Site would include both native and adaptive native plant materials. Thus, the Project would enhance the pedestrian experience, resulting in a safe and comfortable walking environment for area residents and visitors.

Chapter 3: Access for All Angelenos

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote Equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

Policy 3.5: Support "first-mile, last-mile solutions" such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major

bus stops (transit stops) to maximize multi-modal connectivity and access for transit riders.

Policy 3.8: *Provide bicyclists with convenient, secure and well-maintained bicycle parking facilities.*

The Project would provide access for all modes of travel, focusing on pedestrians and cyclists. Pedestrian entrances are prominently located along Hollywood Boulevard and Wilcox Avenue, with short-term bicycle parking spaces located directly adjacent to this entrance. A residential entry would be located along Wilcox Avenue, which includes short-term bicycle parking. A total of 35 short-term bicycle parking spaces and 269 long-term bicycle parking spaces would be provided. Long-term bicycle parking is located at the ground floor with access from street level along Wilcox Avenue adjacent to vehicle entry. The Project Site is located 0.25 miles from the Hollywood/Vine Metro Station, served by the B Line (Red). The Project Site is within proximity to multiple major transportation corridors served by 13 bus lines. These bus and rail transit connections provide access to North Hollywood, West Hollywood, Century City, Santa Monica, South LA, Koreatown, Echo Park, Downtown Los Angeles, and throughout the region. Additionally, the Los Angeles International Airport (LAX) FlyAway Shuttle stop is located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport. The Project has sought and been certified as an ELDP, which includes a requirement for 15% greater efficiency in trips than the comparable projects, and includes requirements which would mitigate vehicle trips associated with the Project. Thus, the Project's location, and pedestrian and bicyclist orientation, will promote alternative forms of travel, and support first-mile, last-mile solutions.

Chapter 5: Clean Environments and Healthy Communities

Objective 5.1: *Decrease VMT per capita by 5% every five years, to 20% by 2035.*

Objective 5.2: *Meet a 9% per capita GHG reduction for 2020 and a 16% per capita reduction for 2035 (Southern California Association of Governments [SCAG] Regional Transportation Plan [RTP]).*

Policy 5.4: *Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.*

As conditioned, Greenhouse Gas Emissions Project Design Feature GHG-PDF-2 requires a minimum of 20 percent of the LAMC-required parking shall be pre-wired for the future installation of electric vehicle (EV) charging stations and five (5) percent of the spaces are required to be equipped with EV charging stations. However, as the LA Green Building code has been updated, and as conditioned in the staff report, the Project will comply with LA Green Building code, which currently requires ten (10 percent of code required parking are required to be equipped with EV charging stations, with 30 percent of code required parking be pre-wired for the future installation of electric vehicle (EV) charging stations. In addition, as part of the ELDP requirements, the Project is conditioned to provide an energy efficient building which reduces energy consumption by 22 percent below LEED baseline, outdoor water use 30 percent below code required baseline, indoor water use 35 percent below code required baseline, transportation efficiencies with result in a 15 percent reduction in VMT, a minimum of 105 kilowatts of solar energy generation on site, and the purchase of carbon credits with offset operation and construction.

Health and Wellness Element

Adopted in March 2015, the Plan for a Healthy Los Angeles lays the foundation to create healthier communities for all Angelenos. As the Health and Wellness Element of the General Plan, it provides high-level policy vision, along with measurable objectives and implementation programs, to elevate health as a priority for the City's future growth and development. Through a new focus on public health from the perspective of the built environment and City services, the City of Los Angeles will strive to achieve better health and social equity through its programs, policies, plans, budgeting, and community engagement. The Proposed Project is consistent with the following policies:

Chapter 2: A City Built for Health

Policy 2.2: *Promote a healthy built environment by encouraging the design and rehabilitation of buildings and sites for healthy living and working conditions, including promoting enhanced pedestrian-oriented circulation, lighting, attractive and open stairs, healthy building materials and universal accessibility using existing tools, practices, and programs.*

The Project would provide street trees, storefronts and streetwall treatments which encourage walking, outdoor dining, and bicycle parking, thereby activating the streetscape to support an inviting and pedestrian-oriented environment. In addition, the Project would provide repaired and upgraded sidewalks along with Americans with Disabilities Act (ADA) improvements where required. The Project would be LEED Gold Certified, as part of the ELDP requirements, will restore and reuse the Historic Attie building for commercial uses, and is required by the California Building Code to use materials in construction which would reduce health impacts such as, low volatile organic compound (VOC) paints, low VOC carpeting, and low VOC exterior materials.

Chapter 5: An Environment Where Life Thrives

Policy 5.1: *Reduce air pollution from stationary and mobile sources; protect human health and welfare and promote improved respiratory health.*

Policy 5.7: *Promote land use policies that reduce per capita greenhouse gas emissions, result in improved air quality and decreased air pollution, especially for children, seniors and other susceptible to respiratory diseases.*

The Project would result in the creation of new housing and commercial uses within 0.25 miles of the Hollywood/Vine Metro Station and 13 bus lines. Future visitors, employees, and residents of this Project, as well as people who already live and work in the area, will be able to take advantage of the Project's mix of uses located within proximity to transit to serve their daily needs. The Project includes ground floor commercial, with neighborhood-serving uses. The commercial spaces along Hollywood Boulevard will complement the existing uses and character of the historic portion of Hollywood Boulevard. Dining, entertainment, and other amenities, such as an interior courtyard, and outdoor amenity areas including pool and spa, would encourage and allow for socializing on-site, reducing off-site trips. Numerous transit options in the vicinity of the Project would encourage residents, patrons and visitors to use public transportation or walk, thus reducing air pollution and greenhouse gas emissions that would otherwise be caused by vehicle trips. Additionally, as part of the ELDP certification, the Project must result in fewer trips, net zero emissions, and LEED Gold certification. The Project includes a robust TDM, on site solar generation, and LEED Gold equivalent building materials, fixtures, and design, reducing emissions on site, as well as from vehicle trips.

Land Use Element – Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan Area, which was adopted by the City Council on December 13, 1988. The Plan Map designates the subject property for Regional Center Commercial land use with corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Project Site is zoned C4-2D-SN and C4-2D. The site is restricted by a “D Limitation” (Ordinance No. 165,660(SA220 and SA90), restricting height and FAR for the site depending on the parcel. The Project would comply with height limitations placed on the parcels fronting Hollywood Boulevard (Ordinance No. 165,660-SA220), and the overall FAR Limitations (Ordinance No.165,660-SA90) as the Project is requesting approval for a 4.5:1 FAR. The Zone and Height District as proposed are consistent with and in substantial conformance with the intent and provisions of the General Plan as reflected in the adopted Community Plan as they do not change the Zone or Height District, and allow for an FAR within the range identified by the Regional Center Designation in the Framework Element.

General Plan Text. The Hollywood Community Plan, a part of the Land Use Element of the City’s General Plan, states the following objectives that are relevant to the Project:

***Objective No. 1:** To further the development of Hollywood as a major center of population, employment, retail service and entertainment.*

***Objective No. 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.*

***Objective No. 4:** To promote economic well-being and public convenience through allocating and distributing commercial lands for retail service and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project would allow the development of residential and commercial uses at a scale and intensity consistent with surrounding development that meets the intent and provisions of the Hollywood Community Plan, which designates the site and surrounding area as Regional Center Commercial and the focal point of the Hollywood Community Plan area, the Hollywood Center. The uses and intensity would support the Hollywood Center economically by introducing new residents, services, and activity located within 0.25 miles of the Hollywood/Vine Metro Station. The Project includes uses appropriate for the Hollywood Center, which would complement the surrounding commercial uses. The new commercial space, and existing commercial space in the Attie Building, would create additional destinations within the Hollywood Center, while providing existing residents with neighborhood-serving uses within walking distance to several transit options.

The Project would provide 260 residential units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) reserved for Workforce Housing (150% AMI), and would include studio, one-bedroom, two-bedroom, and three-bedroom configurations. The mix of market-rate and restricted affordable units, as well as unit type would provide needed housing and support individual choice and be located within the Hollywood Center.

The Project would provide mixed-income housing and commercial space within an established regional center and proximity to transit. The mix of uses, scale, intensity, form and design are consistent with the surrounding area and the intent of the prevailing surrounding Regional Center Commercial designation.

Hollywood Redevelopment Plan Consistency

In addition to achieving the objectives of the Hollywood Community Plan, the Project would also support and be consistent with the following goals identified in the Hollywood Redevelopment Plan:

- 3. Promote a balanced community meeting the needs of the residential, commercial, industrial, arts and entertainment sectors.*
- 6. Support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry.*
- 7. Promote the development of Hollywood Boulevard within the Hollywood commercial core as a unique place which:
 - d. reflects Hollywood's position as the entertainment center;*
 - e. provides facilities for tourists;*
 - f. contains active retail and entertainment uses at the street level;*
 - g. provides for residential uses;*
 - h. is pedestrian oriented;*
 - i. is a focus for the arts, particularly the performing arts; and*
 - j. recognizes and reinforces its history and architecture.**
- 9. Provide housing choices and increase the supply and improve the quality of housing for all income and age groups, especially for persons with low and moderate incomes; and to provide home ownership opportunities and other housing choices which meet the needs of the resident population.*
- 10. Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood.*
- 11. Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.*
- 14. Promote and encourage development of recreational and cultural facilities and open spaces necessary to support attractive residential neighborhoods and commercial centers.*

As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District located at the

corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. The restoration and retention of the Attie Building would also include the *You Are a Star*² mural along Wilcox Avenue, a mural dedicated to the film history of Hollywood. The retention of both the mural and the Attie building would further reflect Hollywood Boulevard's position as the center of the film industry paying homage to other entertainment related uses along the Boulevard, would provide active ground floor uses accessible by tourists and residents. Further, the proposed Project is both pedestrian and transit oriented, provides new mixed income residential uses, while recognizing both architectural history and performing arts history.

In addition to achieving the objectives above, the Project would also support and be consistent with the following objectives identified in subsection 506.2.1: Hollywood Boulevard District of the Hollywood Redevelopment Plan:

1. *Encourage preservation, restoration and appropriate reuse of historically or architecturally significant structures;*
2. *Assure that new development is sympathetic to and complements the existing scale of development;*
3. *Provide pedestrian oriented retail uses along the street level;*
5. *Provide adequate parking for new and existing uses; and*
6. *Reinforce and enhance the existing pedestrian environment.*

The Project would rehabilitate and restore the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District located at the corner of Hollywood Boulevard and Wilcox Avenue, while maintaining its existing use as commercial space. The Project will restore the Attie to its period significance, as discussed in the Draft EIR for the Project, further its contribution to the Hollywood Boulevard Commercial and Entertainment District. New development would range in height from one to 15 stories with a maximum building height of 160 feet. The new structure to the east maintains the prevailing and historic datum, while including architectural elements which are distinct but relate to the Attie building. The new construction to the south is sufficiently separated from the Attie, while incorporating design elements which draw from the Attie building. Therefore, the new development has been designed to be compatible with the historic use. The Project includes active ground floor uses along both Hollywood Boulevard and Wilcox Avenue, as well as incorporating materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station. The Project would provide the required number of automobile and bicycle parking pursuant to LAMC Section 12.21 for the proposed uses.

In addition to achieving the objectives of the Hollywood Community Plan, the Project would also support and be consistent with the following objectives identified in subsection 506.2.3: Regional Center Commercial Density of the Hollywood Redevelopment Plan:

Objective a: *To concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs.*

• 2 As discussed in the DEIR for the Project, the mural was recently restored in 2007 and will be retained as is.

Objective b: *To provide for new development which complements the existing buildings in areas having architecturally and/or historically significant structures.*

Objective d: *To encourage the development of appropriately designed housing to provide a balance in the community.*

As discussed above, the Project will provide 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be reserved for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of retail and restaurant uses. As part of the Project, the existing two-story Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, would be rehabilitated and restored. The Project site is within 0.25 miles to the Hollywood/Vine Metro Station and served by 13 bus lines. The Project site is designated Regional Center Commercial and is characterized by varied intensities, with a concentration of high density uses around the Hollywood/Vine Metro B Line (Red) station. Additionally, the Project would provide mixed-income housing as well as a mix of unit types serving multiple segments of the population. The location of uses which serve multiple segments of the population adjacent to both other high-density uses and the Hollywood/Vine Metro Station is consistent with the above goals.

The Project proposes new structures which incorporate elements and design language present on the historic Attie building, creating a compatible yet contemporary use. The design would also be compatible with adjacent historic structures in the Hollywood Boulevard Commercial and Entertainment District. Specifically the structure directly to the east of the Attie would incorporate design elements from the historic structure, such as the prevailing datum, a similar window pattern and porosity, maintaining compatibility with the historic use and the broader historic district. Thus, the Project would be consistent with the surrounding area in form, character, use, and pedestrian orientation. In addition to physically complementing adjacent development, the proposed residential and commercial uses further support the adjacent businesses surrounding the Hollywood/Vine Metro Station.

Hollywood Redevelopment Plan Compliance

500 Land Uses Permitted in the Project Area

501 General Controls and Limitations

The Project complies with the provisions of the redevelopment plan, as shown below. Pursuant to standard practice, the Project was also vetted by the Professional Volunteer Panel, a requirement for cases which seek entitlements from the City Planning Commission, verify consistency with Citywide Design Guidelines.

502 Map

The Project requests a Zone Change and Height District Change to allow for a 4.5:1 FAR for parcels not fronting Hollywood Boulevard. Pursuant to Section 502 of the Redevelopment Plan, and pending City Council approval, changes to the General Plan, Community Plan and any applicable Ordinances are automatically incorporated into the Redevelopment Plan. Therefore, the requested actions would be incorporated into the Plan, making the Project request and designation consistent with the Redevelopment Plan Map.

503 Design Standards

Section 503 of the Redevelopment Plan describes the purpose and intent of Designs for Development that may be adopted; however, as noted above, the only adopted design standards associated with the Redevelopment Plan pertains to the Hollywood Signage Supplemental Use District (HSSUD). There is no signage proposed as part of the Project, and any signage would be required to comply with the provisions of the HSSUD.

504 Variance, Conditional Use, Building Permits, and Other Land Development Entitlements

Section 504 of the Redevelopment Plan states that no zoning variance, conditional use permit, building permit, demolition permit or other land development entitlement shall be issued unless the application has been reviewed and determined to be in conformance with the Redevelopment Plan and any applicable design standards. As set forth in these findings, the Project is in conformance with the Redevelopment Plan, and as the Project is not seeking signage at this time, conformance with applicable design standards is not required.

505 Residential Standards

While the Project incorporates residential units, Section 505 of the Redevelopment Plan refers to sites designated for residential use. The Project Site is designated Regional Center Commercial, and no part of the site would be a residential land use designation.

506 Commercial Standards

The Redevelopment Plan identifies specific uses which are necessary to support the residential population of Hollywood, as well as specific uses which are traditional or indicative of Hollywood. The uses identified by the Redevelopment Plan include essential neighborhood services which support residential areas as pharmacies and food markets, while traditional uses such as restaurants, theaters and bookstores. The Project includes uses which both support nearby residential neighborhoods and residential uses within the regional center ground floor commercial space, including a proposed restaurant. Additionally, Section 506 includes some definitions and designations which are consistent with the Community Plan, and LAMC, and were applied consistently to the Project.

506.2 Regional Center Commercial

The Redevelopment Plan indicates intensity and concentration of uses intended for the Regional Center designation in section 506.2. The Redevelopment Plan indicates that commercial and entertainment uses should be focused around areas served by transportation facilities, as well as indicating FAR limitations of 4.5:1, with up to 6:1 FAR with additional findings, conformity with the Redevelopment Plan, and conformity with the Community Plan. As shown below and in the consistency findings for the Redevelopment Plan, the Project is consistent with these requirements, and the Regional Center designation in the Redevelopment Plan.

506.2.1 Hollywood Boulevard District

The Hollywood Redevelopment Plan identifies special districts in the plan area, including the Hollywood Boulevard District, generally properties to the north and south of Hollywood Boulevard from Gower Street to La Brea Avenue, which the Project Site is located in. The District includes six goals:

- 1. Encourage preservation, restoration and appropriate reuse of historically or architecturally significant structures;*

2. *Assure that new development is sympathetic to and complements the existing scale of development;*
3. *Provide pedestrian oriented retail uses along the street level;*
4. *Encourage entertainment, theater and tourist related uses;*
5. *Provide adequate parking for new and existing uses; and*
6. *Reinforce and enhance the existing pedestrian environment.*

The Project includes the restoration and rehabilitation of the historic Attie Building, as well as new development which complies with the *Secretary of the Interior's Standards* for locating new development adjacent to historic structures. The new development adjacent to the east of the Attie Building, as well as south along Wilcox would be sympathetic to the Attie, as well as draw design inspiration from the art deco style. The new development would also be complementary to the varying heights, architectural styles, and general character of Hollywood Boulevard. The Project also includes ground floor commercial space along both Hollywood Boulevard and Wilcox Avenue, reinforcing and complementing the existing pedestrian environment, as well as providing a new full-width sidewalk along Wilcox Avenue. The Project will provide code required parking based on the number of units when built. While the Project does not explicitly include tourist related uses, the restaurant space adjacent to the *You are a Star* mural would support tourism generally in Hollywood.

506.2.3 Regional Center Commercial Density

The Project Site is designated Regional Center Commercial by the Hollywood Community Plan; the intended focus of development in the Redevelopment Plan Area. The intent of the Plan is to focus development in areas designated Regional Center Commercial, served by adequate transportation facilities, with the goal of spurring economic development, high quality development, and support of entertainment uses. The Project Site is located 0.25 miles from the Hollywood/Vine Metro B Line (Red) station, as well as within walking distance to 13 transit lines, including Metro bus lines, LADOT bus lines, and the LAX FlyAway Shuttle. The Project would not alter historical development patterns in the area, would maintain street grids, and would retain and restore the historic Attie Building, while replacing existing structures on site. Additionally, while there are no residential uses adjacent to the Project Site, the Project would be consistent with the adjacent scale and building forms, complimenting the uses along Hollywood Boulevard, as well as serving the residential components of the mixed-use developments in the vicinity of the Project Site. The nearest residential neighborhood, north of the intersection of Hollywood Boulevard and Wilcox Avenue, and south of Sunset Boulevard, would also be served by the commercial components of the Project. Therefore, the project demonstrates compliance with the provisions of the Redevelopment Plan for development in the Regional Center Commercial designation and the Hollywood Boulevard subdistrict.

506.3 Residential Uses Within Commercial Areas

Section 506.3 of the Redevelopment Plan permits and encourages new residential uses in the Regional Center Commercial designation. The Project Site is designated Regional Center Commercial, and is located in the Hollywood Boulevard District. The Project complies with the intent and regulations of the both the Hollywood Boulevard District and Regional Center designation in the Redevelopment Plan.

Section 510 New Construction

Section 510 of the Redevelopment Plan requires all construction and development to conform to applicable State and City laws and regulations. The Project is required to conform to

applicable regulations through the entitlement and permitting process. Therefore, the Project complies with Section 510 of the Redevelopment Plan.

Section 511 Preservation, Rehabilitation, and Retention of Properties

Section 511 of the Redevelopment Plan requires the preservation, rehabilitation, and retention of historic properties. The Project Site includes the Attie Building, part of the Historic Hollywood Boulevard Commercial and Entertainment District, as designated by the National Historic Register. The Project complies with Section 511 of the Redevelopment Plan as the Project will restore and rehabilitate the historic Attie Building, does not include a request for FAR over 4.5:1, and despite no formal process adopted in the Redevelopment Plan, is utilizing unused floor area attributed to the Attie Building elsewhere on the site through a Vesting Conditional Use for Floor Area Averaging request. The new development would conform to the Redevelopment Plan and the Secretary of the Interior's Standards, and as the Project was assessed in an EIR, the restoration and rehabilitation is included as a Project Design Feature (MM-PDF-1) and is legally binding pursuant to Condition 34 above.

Section 513 Limitation on the Number of Buildings, Section 514 Limitation on the Number of Dwelling units

Sections 513 and 514 of the Redevelopment Plan identify the number of buildings and dwelling units anticipated to be developed within the Redevelopment Project Area. As determined by the City as lead agency, the development of the Project is consistent with Citywide growth projections and is therefore consistent with these sections.

Section 515 Limitation on Type, Size and Height of Buildings

Section 515 of the Redevelopment Plan limits the type, size, and height of buildings as regulated by State and City law. The Project's request for a Zone Change and Height District Change would be aligned with the goals of the Redevelopment Plan and Community Plan to concentrate dense development in the Regional Center Area, as well as by allowing for FAR transfer from historic resources to new structures when the resource is being preserved. No Design for Development Standards have been adopted, however, the Project complies with the Citywide Design Guidelines.

Section 516 Signs and Billboards

Section 516 of the Redevelopment Plan addresses signs and billboards, as proposed, the Project does not include new signage, but would retain the existing legal billboards on site. Future proposed signage will be reviewed by the City for conformance with all applicable regulations including applicable design guidelines, such as the Hollywood Signage Supplemental Use District.

Section 517 Utilities

Section 517 of the Redevelopment Plan pertains to the undergrounding of utilities, which the Project proposes, and feasibility and compliance will be verified during the permitting process.

Section 518 Circulation, Parking and Loading Facilities

Section 518 of the Redevelopment Plan pertains to circulation, parking, and loading facilities. As determined by the City as lead agency, the Project complies with applicable City regulations regarding parking and loading facilities and will not result in any impacts to the circulation system.

Section 519 Setbacks

Section 519 of the Redevelopment Plan pertains to regulations regarding parking within setbacks, and setback landscaping. The Project does not propose parking to be located in any setback areas and will provide landscaping within its setbacks.

Section 520 Incompatible Uses

Section 520 of the Redevelopment Plan pertains to incompatible uses. The City as lead agency has determined that the Project will be compatible with the surrounding areas and buildings. The requested General Plan Amendment, Zone Change and Height District Change would allow the proposed building form, size, uses, and design to be compatible with existing and adjacent proposed developments, as well as the intent of the Hollywood Center in the Hollywood Community Plan.

Entitlement Findings

1. Zone Change and Height District Change Findings

- a. **Pursuant to Section 12.32 C.7 of the Los Angeles Municipal Code, the recommended zone and height district change is deemed consistent with the General Plan and is in conformity with the public necessity, convenience, general welfare and good zoning practice.**

The requested Zone and Height District Change from C4-2D-SN and C4-2D to (T)(Q)C4-2D-SN and (T)(Q)C4-2D would allow for the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, located at the corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include 278,892 square feet of floor area, with a maximum FAR of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Hollywood/Vine Metro Station.

Public Necessity. As described above, the City, SCAG, and the State have identified a need for housing, especially affordable housing, in local and state plans, proclamations, and goals. The City has identified an acute need for a range of housing units at varied income levels. The recommended Zone and Height District Change would allow for a mixed-use, mixed-income project to be constructed on a site that is currently developed with commercial uses, in an area that is generally zoned for mixed-use development. The Project would provide 260 residential units, with 13 units set aside for Low-income Households, eight set aside for Moderate-income Households, and six (6) units set aside as Workforce Housing (150% AMI), within walking distance to transit, commercial uses, amenities, entertainment uses, and a job center. Locating mixed-income housing within

walking distance to high capacity transit, jobs, services, and amenities is a model of local and regional planning goals, as well as the intent of the Regional Center Land Use designation and goals of the General Plan. The Project would contribute towards the City and region meeting its housing needs and goals, and achieving a better jobs housing balance.

The Project's amenities and location will offer residents access to goods and services within distances reachable by walking, biking, and transit, aiding the City in meeting its goal to reduce air pollution. The Project Site's location in the Hollywood Center, within walking distance to high capacity transit, will reduce vehicle trips. The Project's ground floor uses, floor-to-ceiling glass storefronts, and prominent pedestrian entries would contribute to the pedestrian environment, while the physical contributions such as, reconstructed or repaired sidewalks, Americans with Disabilities Act (ADA) sidewalk improvements, street trees, and bicycle parking will improve the pedestrian environment. Further, the Project Site's proximity to the numerous uses associated with the film industry provides housing opportunities within walking distance for those employees, supporting one of Hollywood's key industries.

The Project has been certified by the Governor's Office as ELDP, the requirements of which include net-zero GHG emissions, greater transportation efficiency compared to a typical project, and LEED Gold Certification. Climate change and local air quality have also been identified by all levels of government as an acute issue in Los Angeles, the Project's provision of these measures will help ameliorate the Project contributions to these issues and support state and local goals. Additionally, ELDP requires an investment of \$100 Million in the California economy upon completion of construction, as well as supporting construction workers with a prevailing wage. The proposed Zone and Height District Change would allow the Project to provide the desired, intended, and planned mix of uses for the area as intended by the Hollywood Community Plan and Hollywood Redevelopment Plan, in addition to additional mixed-income housing with varying affordability levels, unit types, and unit sizes, and providing a substantial investment in the local economy, which is in keeping with public necessity.

Convenience. The requested Zone and Height District Change would facilitate the redevelopment of existing commercial structures, including the retention and restoration of a historic resource, to allow for a new mixed-use project providing residential units, neighborhood-serving commercial uses, and an improved pedestrian environment within the Hollywood Center. The Hollywood Center is designated by the Hollywood Community Plan as the focal point of the Community Plan area, and the General Plan Long-Range Land Use Diagram designates the site and surrounding area as a Regional Center. The area has been evolving into a pedestrian-oriented residential, commercial, office, entertainment, and tourism center. The additional residents and services will provide additional economic support for surrounding businesses, the film industry within the Hollywood area, and provide new neighborhood-serving commercial uses. The Project would provide these additional neighborhood-serving commercial options within walking distance for current residents, office and film industry workers, and tourists. The Project would be designed to be complementary to adjacent recently approved or constructed developments characterized by their pedestrian orientation, as well as include physical improvements around the Hollywood/Vine Metro Station. The Project's location would allow future residents to benefit from the concentration of commercial, services, entertainment, and jobs within walking distance to the site.

General Welfare. Approval of the Zone and Height District Change would allow the development of a mixed-use project consisting of residential and commercial uses. As discussed above, the Hollywood Center is intended for commercial, office, and residential

uses. The current land use designation for the site is Regional Center Commercial, with corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Project would include 260 residential units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be reserved for Workforce Households (150% AMI), and neighborhood serving commercial uses within 0.25 miles to the Hollywood/Vine Metro Station. The additional residential units and commercial uses with proximity to a heavy rail station would promote the use of alternative modes of travel, both for residents and visitors to the site. By permitting residential uses on site, the Project would support the City's goal of providing housing for all economic segments. The Project would provide additional housing units, commercial space, and temporary construction jobs, expanding the economic base of the City and region. As part of the ELDP certification for the Project, construction workers must be paid prevailing wages, a minimum total investment of \$100,000,000 must be made to the California economy by completion of construction, the Project must attain LEED Gold certification, as well as be net-zero in its GHG emissions. The provision of housing within a Regional Center, in addition to ELDP components of the Project for economic investment and sustainability supports the general welfare of the surrounding area and the City.

Good Zoning Practices. The Project proposes a mixed-use building, with mixed income housing and ground floor commercial space. The new construction would not demolish the historic Attie Building but rather restore the building to its period of significance. The Project Site is currently zoned C4-2D-SN and C4-2D. The residential and commercial uses are permitted in the C4 commercial zone. The height and maximum floor area permitted under Height District 2 with a D Limitation, corresponding to Ordinance Nos. 165,66 (Subarea 90 and 220). restricts FAR to 2:1 across the site, while limiting height to a maximum of 45 feet along Hollywood Boulevard. The proposed Zone Change would remove the D Limitation, allowing for a FAR of 4.5:1 across the site, in lieu of the otherwise permitted FAR of 6:1 in Height District 2. t. The Zone Change and Height District Change would not remove the 45-foot height limit for the parcels along Hollywood Boulevard. The -SN portion of the zone corresponds to the Hollywood Signage Supplemental Use District (HSSUD). New signage would be required to be subject to the signage standards of the HSSUD.

The surrounding area is primarily zoned C4-2D-SN and is located between two nodes which have become highly concentrated with mixed-use residential developments proximate to transit. Surrounding parcels and development in the area are not restricted to the same 2:1 FAR limitation as the Project Site; the taller and denser development is consistent with the intent of the both the General Plan land use designation, as well as the intent of the Hollywood Center in the Hollywood Community Plan. The addition of new residential units and commercial space conforms with the goals and objectives of the Hollywood Community Plan and General Plan, such as those related to concentrating mixed-use development in regional centers, adjacent to transit, and encouraging alternative transportation to reduce vehicle trips. The change would reflect both the intent of the area as envisioned in the Community Plan, as well as be consistent with the increasingly evolving built environment. The additional height and density would complement the surrounding development, further the goals of the General Plan and Community Plan, and compliment the variation between modern and historic development.

The Project Site is located within walking distance to the Hollywood/Vine Metro Station, as well as numerous commercial, entertainment, amenities, entertainment, and tourism uses. The proposed Zone Change and Height District Change would result in a project which is consistent with the uses and intent of the Hollywood Center, as well as a project

at a similar density, height, and scale to the surrounding development. As proposed, the Project would not only provide new housing for a mix of incomes, but amenities that would improve the quality of life for existing and future residents as well as the surrounding community. As stated above, the Project would be keeping with public necessity, convenience, and exhibit good zoning practice by providing housing units and commercial space meeting local and regional needs where intended and planned for, with access to high quality transit, and within an energy and water efficient building.

Per LAMC Section 12.32 G.1 and 2, the current action, as recommended, has been made contingent upon compliance with new "T" Conditions of approval imposed herein for the Proposed Project. The "T" Conditions are necessary to ensure that dedications, improvements, and actions are undertaken to meet the public's needs, convenience, and general welfare served by the actions required. These actions and improvements will provide the necessary infrastructure to serve the proposed community at this site.

The action, as recommended, has been made contingent upon compliance with the "(Q)" and "(T)" conditions and "D" limitations imposed herein. Specific conditions and mitigation measures have been incorporated to address public improvements, building design and layout, sustainability measures, environmental impacts, and an appropriate density within the transit-rich Regional Center, in harmony with the General Plan Framework. Such limitations are necessary to protect the best interests of and to assure developments and improvements more compatible with surrounding properties, to secure an appropriate development in harmony with the General Plan, and to prevent or mitigate the potential adverse environmental effects of the subject recommended action.

The Project's proposed mix of uses are consistent with the surrounding area and will secure an appropriate development that is consistent and in harmony with the objectives of the General Plan. The Project Site is located within the Hollywood Center, an area with a high concentration of uses within walking distance and well served by transit, and with the recommended (T)(Q)C4-2D-SN and (T)(Q)C4-2D zones. The surrounding parcels are designated Regional Center Commercial, with zones of C4-2D and C4-2D-SN. The Hollywood Center is intended by both the General Plan Long-Range Land Use Diagram and Hollywood Community Plan as a Regional Center, a focal point of the community with mixed-use, commercial, residential, and office uses. The Project is consistent with the goals, policies, and objectives of the General Plan and the Hollywood Community Plan by locating housing adjacent to transit, within an established center. The Project would provide both market-rate and affordable housing, a pedestrian-oriented design, and a development which complements the surrounding community in form, economic, social, and practical function. As such, the Project will secure an appropriate development in harmony with the objectives of the General Plan.

2. Vesting Conditional Use (Floor Area Averaging) Findings

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

The averaging of floor area ratios may be permitted for buildings which comprise a unified commercial or mixed-use development in the C zone, even if buildings on each individual parcel or lot would exceed the permitted floor area ratio. However, the floor area ratio of the unified development, when calculated as a whole, may not exceed the maximum permitted floor area ratio for the height district in which the unified development is located. The project site is comprised of 3 separate legal lots, as approved by VTT-74371, and development on the lots would range from 1 to 5.4 FAR, with an average 4.5 FAR for the

entire site. The average 4.5 FAR would be consistent with the 4.5:1 FAR requested as part of the associated Zone and Height District Change request, and consistent with the intent of the Hollywood Community Plan and Redevelopment Plan.

Floor area averaging will allow the Project to provide an appropriate mix of uses distributed across the site. The proposed Project would enhance the built environment through the unified development of the site and would include essential and beneficial uses through the synergetic balance of commercial, retail, restaurant, and residential uses. The Project would also enhance the built environment in the surrounding area through both the restoration to the period of significance as constructed in 1931 compatible with the historic district and retention of the Attie building, and the provision of new buildings which are compatible with and respond to the historic architecture of the Attie within a LEED Gold building. Additionally, the Project would be required to improve and widen sidewalks about Wilcox Avenue.

The Project will also benefit the community, city, and region by providing quality commercial uses to area and would contribute to the Regional Commercial Center of Hollywood. The Project also contributes much-needed multi-family housing units to the City's housing supply. The Project would perform a function beneficial to the community as, the Project is conditioned to provide an energy efficient building which reduces energy consumption by 22 percent below LEED baseline, outdoor water use 30 percent below code required baseline, indoor water use 35 percent below code required baseline, transportation efficiencies with result in a 15 percent reduction in VMT, a minimum of 105 kilowatts of solar energy generation on site, and the purchase of carbon credits with offset operation and construction. The Project would also be required to pay prevailing wages for construction workers, as well as contributing \$100 Million to the California economy at completion of construction. As part of the ELDP requirements, the above would be incorporated into a development which accommodates planned growth in an area well served by transit, as envisioned by the RTP/SCS, the General Plan, and Hollywood Community Plan.

Further, the Project would perform a unique function in the restoration and rehabilitation of the historic Attie Building. The restoration will comply with the Secretary of the Interior Standards and is facilitated through the Floor Area Averaging on site to allow for additional development on the southern parcels to offset the costs associated with rehabilitation. The rehabilitation of the Attie Building would benefit the historic district, and the thoughtful design of the new construction directly adjacent to the Attie would not be a detriment, both facilitated by the entitlement.

Without the FAR averaging approval, the number of provided residential units would be reduced, contributing less overall to the City's goals, and the restoration of the Attie Building not be economically viable, resulting in retention as is or possible demolition. Additionally, the averaging contributes to the provision of commercial space which further supports the Hollywood Center, and the entertainment and motion picture industries in the area. the residential component of the site would be required to take up a greater portion of the land area of the site, limiting efforts to maximize open space areas, public parks and plazas, pedestrian walkability, and public improvements which serve the project. Therefore, FAR averaging will allow full utility and flexibility of the amenities and uses proposed for the site and which serve the greater area.

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

The Project Site is located at the southeast corner of Hollywood Boulevard and Wilcox Avenue, with parcels located in the Hollywood Boulevard Commercial and Entertainment Historic District. The site is also within walking distance to a heavy rail transit station, and designated a Regional Center by the Framework Element and Hollywood Community Plan, as well as the focal point of development in the Community Plan. The Project proposes the demolition of an existing surface parking lot and three (3) commercial buildings totaling 20,200 square feet of floor area, and the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, located at the corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum floor area ratio (FAR) of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

Floor Area Ratio averaging across the development will be desirable to the public convenience and welfare because it facilitates a beneficial mix of uses and allows for a cohesive site design, creating active and safe pedestrian environments and supports the restoration of the Attie Building historic resource. The Project's size, height, architecture, and restoration of the historic Attie Building have been designed to integrate with the surrounding Hollywood Center and the Regional Center Commercial land use designation. The surrounding area is characterized by varied scales, height, and intensity, mostly centered around the adjacent Hollywood/Vine Metro Station, with both new and historic development at various scales and in various forms. Heights along Hollywood Boulevard range from one-story to 11 stories to the east and west. The design and operations of the Project consider and respond to both the planned form, current transitional state of the Hollywood Center, and intended vision in the Community Plan and General Plan. Further, the planned restoration of the Attie building, as well as the design dialogue between the new construction and historic building will be compatible with the surrounding neighborhood at present, and as planned. As determined in the Environmental Impact Report prepared for the Project, no impacts to historic resources will occur, include both the Hollywood Boulevard Historic District, and the Attie Building, as well as the incorporation of mitigation measures to safeguard against any structure or material damage to any surrounding buildings during construction. The Environmental Impact Report also discussed any potential health impacts to the surrounding community, and incorporated mitigation measures where appropriate. Further, the Project has been certified ELDP, which includes measures such as net-zero GHG emissions, prevailing wage jobs, reduced vehicle trips associated with the project, a \$100 Million investment in the California economy upon completion of construction, and energy efficient construction. The requirements of the ELDP certification would also provide direct benefits to the community and the general welfare of the city.

Therefore, the Project will not adversely affect the surrounding neighborhood, properties, or public health, welfare and safety.

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

As discussed above, the Project generally conforms with the purpose, intent, and provisions of the General Plan, Hollywood Community Plan, and Hollywood Redevelopment Plan, and Hollywood Signage Supplemental Use District. The Project will provide mixed income housing, within a regional center, adjacent to transit, with ground floor commercial spaces and amenities with activate the pedestrian realm, will include energy efficiency and sustainability in new construction, prevailing wage jobs, as well as superior transportation efficiency compared to a standard project, will be net-zero in its GHG emissions, and will restore and retain the historic Attie Building. The design, uses, and other components of the Project conform with the various plans goals, policies and objectives of the plans for the area.

- d. That the Project is a Unified Development as defined by LAMC Section 12.24 W.19 (c).**

The Project is a mixed-use development consisting of 260 residential units and 17,800 square feet of commercial space. A Unified Development is defined by LAMC Section 12.24 W.19 as a development which is:

1. A combination of functional linkages such as pedestrian or vehicular connections;
2. In conjunction with common architectural and landscape features, which constitute distinctive design elements of the development;
3. Is composed of two or more contiguous parcels, or lots of record separated only by a street or alley; and
4. When the development is viewed from adjoining streets appears to be a consolidated whole.

The Project is functionally unified by pedestrian, structural, and programmatic connections. The Project consists of pedestrian linkages along Wilcox Avenue, as well as at the fourth floor of the Wilcox Avenue residential building, connecting the building to the second floor of the new commercial construction along Hollywood Boulevard. The pedestrian connection at the fourth floor of the Wilcox Avenue residential building leads to an open space element to serve the residents on the second floor of the Hollywood Boulevard building, including an outdoor dining area at the ground level in-between the two structures. This connection structurally and functionally connects the Hollywood Boulevard and Wilcox Avenue buildings, as well as presents a consistent modern architectural theme. Vehicular and bicycle parking for both commercial uses along Hollywood Boulevard and along Wilcox Avenue is located within the mixed-use building fronting Wilcox Avenue, further connecting the development.

While the Project is physically separated as it appears from surrounding parcels and the public right of way, the separation is consistent with the Secretary of the Interior Standards for siting new construction adjacent to historic buildings. The new construction utilizes x themes from the historic Attie Building, creating a related architectural language, without a faux recreation, consistent with the Secretary of the Interior Standards. Finally, as described in the tract report prepared for the project for the associated case VTT-74371, the Project requested a merger and resubdivision of a 1.38 net acre site, for a total of three contiguous lots. Therefore, the Project would meet the definition of a Unified Development.

3. Master Conditional Use (On-Site and Off-Site Alcohol Sales) Findings

The following are the findings and the application of the relevant facts as related to the request for a Master Conditional Use Permit to allow the sale and consumption of a full line of alcoholic beverages for up to three (3) on-site licenses and two (2) off-site licenses within Project restaurants and retail stores. In order for the Master Conditional Use Permit to be granted, all of the legally mandated findings delineated in LAMC Sections 12.24 E and 12.24 W.1 must be made in the affirmative:

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

The recommended Zone and Height District Change from C4-2S-SN and C4-2D to (T)(Q)C4-2D-SN and (T)(Q)C4-2D would allow for the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be set aside for Low-income Households, eight (8) units (3 percent) would be set aside for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, would be rehabilitated and restored while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum floor area ratio (FAR) of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

A Master CUB to allow up to three on-site and two off-site alcohol sales locations within the project's restaurant retail uses would be subject to subsequent Plan Approval applications, or other approved review as permitted by the Los Angeles Municipal Code, as future individual tenants for specific establishments upon which hours of operation, occupancy loads, entertainment, security measures, numbers of employees, and other operational characteristics would be delineated. The proposed sale of alcoholic beverages will enhance the built environment in the surrounding neighborhood with the development of a well-balanced mixed-use project including residential units and ground floor commercial spaces which include retail and restaurant uses. The restaurants would be bonafide full service eating establishments and the provision of a full line of alcoholic beverages is customary and normal for such establishments. It is anticipated that the restaurants will attract patrons primarily interested in full meal service, with the ability to consume alcoholic beverages in conjunction with their food service. In addition, it is anticipated that alcohol sales will support retail activities.

Hours of operation, as approved under subsequent plan approval applications, will be consistent with and appropriate for the character of the surrounding area. In addition, restaurants and retail establishments promote pedestrian activity, and the serving or sale of alcoholic beverages is a normal and expected component of most restaurants and retail establishments. Accordingly, the character of the area in the vicinity of the Project would be enhanced by the addition of the proposed uses in this location.

Alcohol service will improve the viability and desirability of the food and businesses in the mixed-use development. The availability of alcohol sales for on- and off-site consumption

is a desirable amenity that is typical of many restaurants and retail markets and would provide a beneficial service to the immediate community as well as to patrons of the Project.

Therefore, as conditioned, permitting the sale and dispensing of a full line of alcoholic beverages for three on-site and two off site licenses within commercial establishments will aid in the Project in enhancing the built environment in the surrounding neighborhood and providing a service that is beneficial to the community, city or region.

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

The Project proposes the demolition of an existing surface parking lot and three (3) commercial buildings totaling 20,200 square feet of floor area, and the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be reserved for Low-income Households, eight (8) units (3 percent) would be reserved for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, located at the corner of Hollywood Boulevard and Wilcox Avenue, would be rehabilitated and restored, while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum floor area ratio (FAR) of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

The applicant is requesting a Conditional Use Permit to allow for the sale of a full line of alcoholic beverages for on-site and off-site consumption within the restaurant and commercial retail spaces.

The Project site is located within a Regional Center in Hollywood, along a central commercial corridor of Hollywood Boulevard. The Project Site and surrounding area are a destination for local workers, residents, visitors, and businesses, providing a regional center of dining, entertainment, and activity. The area surrounding the project currently features numerous restaurants and markets, and other entertainment venues.

The location of the Project's alcohol-sale establishments follows an established pattern of orienting alcohol sales along established commercial streets and adjacent to other restaurant and retail uses on and in proximity to Hollywood Boulevard. The restaurant and retail uses with alcohol sales would continue to add to the diversification of commercial activities being conducted in the area and would not adversely affect the surrounding neighborhood. The proposed hours of operation would be conditioned through the plan approval process understanding that the sale of alcohol is incidental to food sales at the restaurants.

No evidence was presented at the Hearing Officer hearing or in writing that the sale of alcoholic beverages for on- and off-site consumption will be materially detrimental to the immediate neighborhood. While Selma Avenue Elementary School, Selma Avenue

Pocket Park, and Hollywood High School are located within one-half mile from the Project Site, both schools and the park are buffered by a wide variety of existing commercial and residential structures, varying in height, and numerous streets, including Wilcox Avenue and Highland Avenue.

All establishments serving alcohol will be carefully controlled and monitored through the imposition conditions related to site maintenance, loitering, specialized training programs for employees, and consultation with LAPD. As a condition of this grant, each individual venue seeking to utilize a permit to sell alcoholic beverages for on-site or off-site consumption as a part of this Master Conditional Use must apply for a Plan Approval. The Plan Approval process will allow the Department of City Planning to tailor conditions to each individual Applicant and establishment, and create measures which will minimize any impact that might be generated by each individual establishment seeking to sell alcoholic beverage.

Thus, as conditioned, 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.

c. 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 elements of the General Plan establish policies that provide for the regulatory environment in managing the City and for addressing concerns and issues. The majority of the policies derived from these Elements are in the form of Code Requirements of the LAMC. The Land Use Element of the City's General Plan divides the city into 35 Community Plans. The Project proposes a General Plan land use designation of Regional Center Commercial, consistent with surrounding properties. The Hollywood Community Plan Map designates Regional Center Commercial land use with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The project is consistent with the underlying C4 Zone, which is intended to provide for commercial uses as well as residential uses. The Hollywood Community Plan text is silent with regards to alcohol sales. In such cases, the decision-maker must interpret the intent of the plan.

The Project proposes the sale and consumption of a full line of alcoholic beverages for up to three (3) on-site licenses and two (2) off-site licenses within Project ground floor restaurants and retail stores, which would be consistent with the following objectives of the Community Plan:

Objective No. 1: *To further the development of Hollywood as a major center of population, employment, retail service and entertainment.*

Objective No. 4: *To promote economic well-being and public convenience through allocating and distributing commercial lands for retail service and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project Site is located within the Hollywood Center, as identified by the Community Plan. The Community Plan encourages new uses, which strengthen the economic well-being and promote development of Hollywood as a major center of population, employment, retail service and entertainment. Nearby attractions include the Hollywood & Highland complex, the Hollywood Walk of Fame, TCL Chinese Theatre, Dolby Theatre, Pantages Theater, Palladium Theater, etc., promoting visitors to the area for business, entertainment events such as the Academy Awards and tourism. The Project would provide commercial uses and restaurants with alcohol to further the existing activity within

the heart of Hollywood thus promoting the development of Hollywood as a major center of population, employment, retail service and entertainment, and economic well-being and public convenience through the allocation and distribution commercial lands for retail service.

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

The subject property is located directly within the Hollywood Center, as well as adjacent to various hotel, tourist attractions and entertainment uses. Multi-family residential uses are also located in the vicinity of the Project Site, ranging from single story to high-rise towers. A variety of commercial uses are an intrinsic part of the service amenities necessary for the conservation, development, and success of a vibrant neighborhood, especially entertainment districts, such as the Hollywood Center. As the Hollywood Center is one of the entertainment destinations in the region, alcohol services are common in the vicinity, and even necessary for the entertainment uses in the area. The surrounding area is characterized by various alcohol related uses and the introduction of another such establishment would not create an adverse or unique condition. As conditioned, the sale of a full line of alcoholic beverages for on-site and/or off-site consumption in conjunction with the operation of new commercial establishments located on the Project Site will not adversely affect the welfare of the pertinent community. Negative impacts commonly associated with the sale of alcoholic beverages are mitigated by the imposition of conditions requiring deterrents against loitering and responsible management.

As part of the Plan Approval process, each individual venue will have additional conditions imposed and tailored towards the specific use. Such impositions of conditions will make the use a more compatible and accountable neighbor to the surrounding uses, as conditions are intended to integrate the use into the community as well as protect community members from potential adverse impacts associated with alcohol sales. Furthermore, employees are required to undergo training on the sale of beer and wine including training provided by the LAPD Standardized Training for Alcohol Retailers (STAR) Program. Other conditions related to litter, graffiti, loitering, and a requirement to consult with LAPD before attaining a license will safeguard the residential community. Therefore, with the imposition of such conditions the sale of a full line of alcoholic beverages for on-site and/or off-site consumption at this location will further support and augment the Hollywood Center, and not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

e. 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 State of California Department of Alcoholic Beverage Control (ABC) licensing criteria in 2019, three (3) on-sale and two (2) off-sale licenses are allocated to Census Tract No. 1910.00. There are currently a total of 95 licenses (52 on-site and 2 off-site) in this Census Tract.

According to statistics provided by the LAPD's Central Division, within Crime Reporting

District No. 646, which has jurisdiction over the subject property, a total of 1,388 crimes were reported in 2019 (636 Part I and 752 Part II crimes), compared to the total citywide average of 170 crimes for the same reporting period.

Part 1 Crimes reported by LAPD include, Rape (13), Robbery (93), Aggravated Assault (110), Burglary (25), Auto Theft (27), and Larceny (368). Part II Crimes reported include, Other Assault (52), Forgery/Counterfeit (5) Embezzlement/Fraud (6), Weapons Violation (40), Prostitution Related (48), Sex Offenses (9), Offenses Against Family (3), Narcotics (72), Liquor Laws (43), Public Drunkenness (14), Disturbing the Peace (1) Disorderly Conduct (10), DUI related (31), Moving Traffic Violations (28), and other offenses (159). There were no crimes related to Homicide, Receiving Stolen Property Manslaughter or Gambling. Of the 1,388 total crimes reported for the census tract, 31 arrests were made for driving under the influence and 14 for public drunkenness.

Concentration can be undue when the addition of a license will negatively impact a neighborhood. Concentration is not undue when the approval of a license does not negatively impact an area, but rather such a license benefits the public welfare and convenience. No information was provided by LAPD showing that the approval of the Master Conditional Use Permit would negatively impact the neighborhood. Of the 689 arrests in the crime district, only three (3) percent, or 45 of the total 1,388 arrests, were for alcohol-related offenses, and two (2) percent, or 31 offenses, were for driving under the influence (DUI). The above figures indicate that the mixed-use development is located in a high crime reporting district. Due to high crime statistics, conditions typically recommended by LAPD, such as those related to the STAR Program and age verification, have been imposed. Any concerns associated with an individual venue can be addressed in more detail through the required Plan Approval, providing an opportunity to consider more specific operational characteristics as a tenant is identified and the details of each venue are identified. Security plans, floor plans, seating limitations and other recommended conditions, as well as the mode and character of the operation, will be addressed and assured through site specific conditions at that time. Therefore, approval Project request for the sales and service of a full line of alcoholic beverages for on-site and off-site consumption would not result in an undue concentration.

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

The Project Site is zoned for commercial uses and will continue to be utilized as such with the development of new restaurant and retail uses on the Project Site. Following are surrounding sensitive uses within a 1,000-foot radius of the site:

- Residentially zoned area north of the intersection of Hollywood Boulevard and Wilcox Avenue.
- Frances Howard Goldwyn – Hollywood Regional Branch Library
- Selma Avenue Elementary
- Selma Avenue Pocket Park

Consideration has been given to the distance of the subject establishment from the above-referenced sensitive uses. The residential neighborhood to the north is located across Hollywood Boulevard, and businesses ranging of various heights. Conditions have been

added which address nuisances to residential neighborhoods such as noise, loitering, limitations on sales outside the premises, and hours of operation, but due to distance, it is unlikely that without conditions of approval those nuisances could have affected the residential neighborhoods. The Frances Howard Goldwyn – Hollywood Regional Branch Library is located approximately two blocks to the east and a block south, separated by multiple structures ranging in height from two stories to ten stories and Cahuenga Boulevard. Finally, the Selma Avenue Elementary School and Pocket Park are located approximately two blocks to the west and adjacent to each other on the same block. The intervening development, Schrader Boulevard, and Wilcox Avenue separate the Project site from the sensitive uses. Potential effects of excessive noise or disruptive behavior would be addressed by the imposition of Conditions of Approval, including but not limited to restrictions on loitering, sales or consumption off of the premises, after hour events and a requirement for employee training related to alcohol sales. Conditions related to noise reduction typically include restrictions on amplified sound, restrictions on loitering, hours of operations restrictions, and alcohol sale restrictions which limit the sale of alcohol to an ancillary part of the restaurant or retail use in lieu of uses such as pool halls or lounges. The Project, as proposed, is consistent with the zoning and in keeping with the existing uses adjacent to the development. The surrounding area is primarily zoned C4, with a General Plan land use designation of Regional Center Commercial. Surrounding developments are generally improved with mixed-use developments ranging in height from two stories to 20 stories, with ground floor commercial uses, and residential uses. The proposed neighborhood serving commercial uses would contribute to the neighborhood and serve the residents, local employees, and visitors. Therefore, as conditioned, the Project would protect the health, safety and welfare of the surrounding neighbors, and will not detrimentally affect residentially zoned properties or any other sensitive uses in the area.

4. Site Plan Review Findings

In order for the Site Plan Review to be granted, all three of the legally mandated findings delineated in LAMC Section 16.05 F must be made in the affirmative in order to permit a mixed-used development that results in the creation of 260 net new residential units.

a. 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 Site is located within the Hollywood Community Plan area, adopted by the City Council on December 13, 1988. The Project is designated Regional Center Commercial. The Plan Map delineates Regional Center Commercial land use with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Project Site is zoned C4-2D-SN and C4-2D. The C4 Zone permits uses consistent with commercial and multi-family residential uses. The Project involves the development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be set aside for Low-income Households, eight (8) units (3 percent) would be set aside for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, would be rehabilitated and restored while maintaining its current use as commercial space. New development would range in height from one to 15 stories with a maximum building height of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum floor area ratio (FAR) of up to 4.5 to 1. The Project includes active ground floor uses, as well as materials allowing

for high visibility at the ground floor, street trees, and usable outdoor areas along Wilcox Avenue, activating the pedestrian realm within walking distance to the Metro Station.

As discussed above, the Project meets the goals and objectives of the General Plan by locating a new mixed-use development within an existing Regional Center that is walking distance to transit. The Hollywood Center is an existing concentration of retail, restaurant, amenities, entertainment, services, and jobs to which the Project would contribute and from which residents of the Project would benefit. In addition, the Project will provide affordable housing and various unit arrangements which would meet the needs of multiple segments of the population. The proposed commercial space would provide jobs and commercial uses which support the economic base of the area and offer additional options for neighboring residents. The proposed physical improvements and design would support pedestrian and bicycle access, and support healthy living environment within the development by promoting active transportation, utilizing low Volatile Organic Compound (VOC) materials, on-site solar generation, net-zero GHG emissions, and implementing energy and water efficient elements in the Project.

The Project would further meet the goals and intent of the Housing Element of the General Plan through the provision of housing with various unit sizes which meet different segments of the market, include Low Income Moderate Income, market rate and Workforce Housing, with sustainable construction techniques and building performance elements, located within walking distance to transit. The design of the Project is sympathetic to the historic Attie Building on site, and has been designed to be architecturally compatible, drawing elements into a modern form from the Attie Building.

The Project meets the goals of the Hollywood Community Plan by providing housing and uses which support the economic well-being of the community, support public convenience, provide additional housing opportunities for the community, and further the Hollywood Center as both the focal point of the community and a major center of the City. The Project, as part of the Environmental Leadership Development Project certification would be required to pay prevailing wages for construction jobs and contribute \$100 million to the California economy upon completion. The Project would also meet the goals of the Hollywood Redevelopment Plan by concentrating high density development with direct access to transit, incorporating design which complements the surrounding area, and providing housing which will support balance in the community. As described above, the Project would also meet the goals and intent of the Hollywood Redevelopment Plan due to its location adjacent to transit within the Hollywood Center and mix of uses which support the neighborhood, Regional Center, and unique motion picture and entertainment related uses in Hollywood. In addition, the Project would restore and rehabilitate the historic Attie Building, while providing new development compatible with the historic structure, a goal of the redevelopment plan.

Therefore, the Project is in substantial conformance with the purposes of the General Plan, the Hollywood Community Plan, the Housing Element of the General Plan, and the Hollywood Redevelopment Plan.

- b. 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 neighboring properties.**

The Project proposes a development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be set aside for Low-income Households, eight (8) units (3 percent) would be set aside for Moderate-income

Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, would be rehabilitated and restored while maintaining its current use as commercial space. The surrounding area is highly urbanized, and land uses within the general vicinity of the Project Site are characterized by a mix of low- to high-intensity mixed-use, commercial, institutional and residential uses. The historic district is characterized by buildings with various heights, ranging from single story commercial structures to 10 story mixed use buildings. Specifically, properties located to the north of the Project Site across Hollywood Boulevard include a four-story building and a surface parking lot. Properties located to the east and west include lower scale commercial structures at one or two stories on either side of Hollywood Boulevard. To the south along Wilcox Avenue heights vary, including two hotels ranging from four stories to nine stories, and a three-story government facility, as well as surface parking lots. Development surrounding the immediate vicinity of the Project Site includes mid-rise mixed-use structures around the intersections of Hollywood Boulevard and Vine Street and Hollywood Boulevard and Highland, and their eponymous Metro Red Line Stations. The Hollywood Community Plan identifies the surrounding area as the focal point of the Community Plan and identifies it as the center for development in the area.

The following elements are incorporated into the Project design in a manner that is compatible with both existing and future development in the surrounding area:

Building Design. As discussed above, the Project site is located partially within the Historic Hollywood Boulevard Commercial and Entertainment District. The Project design implements materials, colors, fenestration, massing, datums, and vertical patterns which draw from the surrounding historic district, integrating the new construction with adjacent development. All sides of the new construction on Wilcox Avenue incorporate design elements or approaches which integrate them with adjacent development. At the south, the building steps back from the historic Hotel Mark Twain, respecting the historic resource. The western elevation along Wilcox Avenue is broken into three masses, with the outer two utilizing a cladding system with recessed balconies and vertical panels that shift every two floors. The colonnade panels create a defined outer plane. The middle mass utilizes a glass and metal cladding facade with protruded balconies and glass railings to continue to create façade depth and visual interest.

New construction on Hollywood Boulevard includes floor to ceiling glass, muted materials, similar store front spacing and number to the adjacent historic resource, and modern adaptations of art deco elements integrating the construction with the historic district, while promoting a consistent streetwall and architectural theme, and maintaining rhythm and store front sequencing with the Attie Building.

Building Orientation/Frontage. The Project new construction along Hollywood Boulevard is oriented towards the street, maintains the existing streetwall and datums. The Project new construction along Wilcox Avenue is oriented towards the street, and continues the streetwall with some breaks between adjacent historic structures on either side. The frontage includes ground floor commercial space and residential amenities, with entries that are defined.

Height/Bulk. The Project is comprised of a 15-story, mixed-use building, measuring 160 feet in height, with two levels of subterranean parking. Adjacent uses range in FAR, with up to 5.76:1 FAR to the south. The western elevation along Wilcox Avenue is broken into

three masses, with the outer two utilizing a cladding system with recessed balconies and vertical panels that shift every two floors. The colonnade panels create a defined outer plane. The middle mass utilizes of a glass and metal cladding facade with protruded balconies and glass railings to continue to create façade depth and visual interest. New construction on Hollywood Boulevard includes floor to ceiling glass, muted materials, similar store front spacing and number to the adjacent historic resource, and modern adaptations of art deco elements integrating the construction with the historic district, while promoting a consistent streetwall and architectural theme, and maintaining rhythm and store front sequencing with the Attie Building. Through architectural design and site planning, the Project's perceived height and bulk are reduced.

Setbacks. Pursuant to LAMC Section 12.16 C, setbacks are not required for commercial uses. The C4 Zone defers to the R4 Zone for setbacks, which the first residential level must comply with. Pursuant to LAMC Section 12.22 A.18(c)(3), mixed-use projects are not required to provide residential setbacks for elevations which front a public street, private street, or alley, provided the ground floor is used solely for commercial uses and residential access. The Project proposes zero setbacks along Hollywood Boulevard and Wilcox Avenue and the east elevation of the site which abuts private alleyways. At Floor 4, the first residential level, the Project provides a 16-foot setback along the south elevation.

Off-Street Parking and Driveways. The Project Site current includes one curb cut mid-block along Wilcox Avenue. The Project would utilize this curb cut for the only vehicle entry. Off-Street parking would be located in two subterranean levels and three above grade floors. Parking at the ground floor would be located away from the street behind commercial uses and residential amenities, the uses at the ground floor include double height ceilings which screen the parking at the second floor, while residential units would front Wilcox Avenue at the third floor.

Building Signage and Lighting. Project signage would comply with the provisions of the Hollywood Signage Supplemental Use District, and no off-site signage is proposed as part of the Project. Existing Billboards located on the roof of the Attie Building would be retained. Wayfinding signs will be located at parking garage entrances, elevator lobbies, retail entrances, and residential entrances. In addition, any illuminated signs would be required to comply with the Hollywood Signage Supplemental Use District illumination screening regulations. The Project would include architectural lighting, lighting at entrances and exits, pedestrian lighting along the right-of-way, and interior lighting. All on-site lighting will comply with regulatory requirements, including the requirements that are set forth by CalGreen and Title 24 that stipulate the use of high performance lights with color and glare control. All on-site exterior lighting will be automatically controlled to illuminate according to the time of day or conditions. In addition, design elements will be incorporated to limit the direct view of the light source surface for all exterior light fixtures and to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. Finally, all new street and pedestrian lighting within the public right-of-way will comply with applicable City regulations and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

Open Space and On-Site Landscaping. In total the Project would provide approximately 33,750 square feet of usable open space, consisting of approximately 21,400 square feet of common open space, 4,250 square feet of interior amenity space, and approximately 3,500 square feet of private open space in the form of balconies along each elevation from Floors 3 to 14. The Project would be required to provide 25% of the common open space as planted open space, the Project would provide 7,111 square feet of planted area of planted area at floors one, two, four, and 12. The Project would provide a 600 square foot

courtyard at the first floor, as well as, indoor amenity spaces at the first and second floors consisting of a 700 square foot lounge and 950 square foot theater, respectively. In addition, a second floor outdoor dog run deck would be provided. At the fourth floor the Project would provide a 600 square foot library and music room, a 2,000 square foot gym and yoga studio, a 5,600 square foot outdoor pool area, and 5,800 square feet of outdoor courtyard amenities such as fire pits, seating, and landscaped areas open to the sky. At the 12th floor, the Project would provide an 11,200 square foot sky deck, consisting of outdoor cooking facilities, fire pits, gathering space, and landscaping that is open to the sky. Overall, the Project will provide a total of 33,750 square feet of usable open space, where a total of 29,150 square feet of usable open space is required for the Project. In addition, the Project would provide 65 new trees, including at Floors one, two, four, and 12, retain street trees along Hollywood Boulevard and provide six new street trees along Wilcox Avenues.

Trash Collection. The trash areas are located in enclosed trash rooms within the building, and are not visible from the public right-of-way. Residential trash rooms are located at the ground floor, and floors three through 15. The commercial trash room is located on the ground floor adjacent to a loading area, and is also fully enclosed and not visible from the public right-of-way.

Loading Areas. The Project includes a loading area at the ground floor within the structure screened from the street adjacent to the ground floor commercial uses.

In conclusion, the Project consists of a mixed-use building with off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements, that are compatible with existing and future planned development on adjacent and neighboring properties.

- c. That any residential project provides recreational and service amenities in order to improve habitability for the residents and minimize impacts on neighboring properties.**

The Project proposes a development of a new mixed-use building that includes 260 dwelling units, of which 13 units (5 percent) would be set aside for Low-income Households, eight (8) units (3 percent) would be set aside for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing (150% AMI), and 17,800 square feet of ground floor commercial space. The ground floor commercial space would consist of 11,020 square feet of retail and 3,200 square feet of restaurant uses. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, would be rehabilitated and restored while maintaining its current use as commercial space.

In total the Project would provide approximately 33,750 square feet of usable open space, consisting of approximately 21,400 square feet of common open space, 4,250 square feet of interior amenity space, and approximately 3,500 square feet of private open space in the form of balconies along each elevation from Floors 3 to 14. The Project would be required to provide 25% of the common open space as planted open space, the Project would provide 7,111 square feet of planted area of planted area at floors one, two, four, and 12. The Project would provide a 600 square foot courtyard at the first floor, as well as, indoor amenity spaces at the first and second floors consisting of a 700 square foot "iwork lounge," or computer room and 950 square foot theater, respectively. In addition, a second floor outdoor dog run deck would be provided. At the fourth floor the Project would provide a 600 square foot library and music room, a 2,000 square foot gym and yoga studio, a

5,600 square foot outdoor pool area, and 5,800 square feet of outdoor courtyard amenities such as fire pits, seating, and landscaped areas open to the sky. At the 12th floor, the Project would provide an 11,200 square foot sky deck, consisting of outdoor cooking facilities, fire pits, gathering space, and landscaping that is open to the sky.

Overall, the Project will provide a total of 33,750 square feet of usable open space, where a total of 29,150 square feet of usable open space is required for the Project. In addition, the Project would provide 65 new trees, including at Floors one, two, four, and 12, retain street trees along Hollywood Boulevard and provide six new street trees along Wilcox Avenues.

Environmental Findings

The City of Los Angeles, as lead agency, acting through the Department of City Planning, prepared an Environmental Impact Report (EIR) No. ENV-2016-3177-EIR (State Clearing House No. 2017051079) which includes the Draft EIR dated February 2020, the Final EIR, dated July, 2020, Errata dated August 2020 (Hollywood Wilcox Project EIR). Pursuant to the California Environmental Quality Act (CEQA) (California Public Resources Code [PRC] Sections 21,000-21189.57), the EIR is intended to serve as an informational document for public agency decision-makers and the general public regarding the objectives and components of the Project at 1624-1648 Wilcox Avenue and 6430-6440 Hollywood Boulevard in the Hollywood area of Los Angeles (Site or Project Site), consisting of the demolition of a surface parking lot and three (3) commercial buildings totaling 20,200 square feet of floor area and the development of a comprised of 260 multi-family residential dwelling units, 13 units (5 percent) would be set aside for Low-income Households, eight (8) units (3 percent) would be set aside for Moderate-income Households, and six (6) units (2 percent) would be set aside for Workforce Housing and 17,800 square feet of commercial uses on a 1.38-acre site. As part of the Project, the existing two-story, 9,000-square-foot Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District would be rehabilitated and restored. New development would be a maximum of 160 feet. Upon completion, the Project would include approximately 278,892 square feet of floor area, with a maximum floor area ratio (FAR) of up to 4.5 to 1. A total of 420 parking spaces would be provided. The Project is an Environmental Leadership Development Project (ELDP) under Assembly Bill 900, certified by the Governor's Office on October 10, 2019.

In a Letter of Determination dated August 14, 2020, the City's Deputy Advisory Agency (DAA) certified the EIR; adopted the environmental findings prepared for the Project as well as a statement of overriding considerations and a mitigation monitoring program (MMP); and approved the Project's Vesting Tentative Tract map (VTT). No appeals for the Project were received. A Notice of Determination was filed on August 26, 2020 with the Los Angeles County Clerk.

CEQA and the State CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3, Sections 15000-15387) allow the City to rely on the previously certified EIR unless a Subsequent or Supplemental EIR is required. Specifically, CEQA Guidelines Sections 15162 and 15163 require preparation of a Subsequent or Supplemental EIR when an EIR has been previously certified or a negative declaration has previously been adopted and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration

due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, PRC Section 21166 states that unless one or more of the following events occur, no Subsequent or Supplemental EIR shall be required by the lead agency or by any responsible agency:

- Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
- New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

None of the above changes or factors has arisen since the Project approval. There are no substantial changes to the Project, and the Project is substantially the same as the approved Project. No substantial changes have been identified to the surrounding circumstances, and no new information of substantial importance has been identified since the Project. There is no evidence of new or more severe significant impacts, and no new mitigation measures are required for the project.

Accordingly, there is no basis for changing any of the impact conclusions referenced in the certified EIR's CEQA Findings. Similarly, there is no basis for changing any of the mitigation measures referenced in the certified EIR's CEQA Findings, all of which have been implemented as part of the Project's conditions of approval. There is no basis for finding that mitigation measures or alternatives previously rejected as infeasible are instead feasible. There is also no reason to change the determination that the overriding considerations referenced in the certified EIR's CEQA Findings, and each of them considered independently, continue to override the significant and unavoidable impacts of the Project.

Therefore, as the Project was assessed in the previously certified EIR, and pursuant to CEQA Guidelines Section 15162, no supplement or subsequent EIR or subsequent mitigated negative declaration is required for the Project, as the whole of the administrative record demonstrates that no major revisions to the EIR are necessary due to the involvement of new significant environmental effects or a substantial increase in the severity of a previously identified significant effect resulting from changes to the project, changes to circumstances, or the existence of new information. In addition, no addendum is required, as no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.

MITIGATION MONITORING PROGRAM

All mitigation measures in the previously adopted Mitigation Monitoring Program, attached as Exhibit “B”, are imposed on the project through Environmental Conditions of Approval to mitigate or avoid significant effects of the proposed Project on the environment and to ensure compliance during Project implementation.

RECORD OF PROCEEDINGS

The record of proceedings for the decision includes the Record of Proceedings for the original CEQA Findings, including all items included in the case files, as well as all written and oral information submitted at the hearings on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles’ CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021. This information is provided in compliance with CEQA Section 21081.6(a)(2).

In addition, copies of the Draft EIR, Final EIR, and Errata are available on the Department of City Planning’s website at <https://planning.lacity.org/development-services/eir> (to locate the documents, search for the environmental case number).