

ATTACHMENT A

PROJECT DESCRIPTION

I. PROJECT DESCRIPTION

a. Applicant and Property

Seward Partners LLC (the “**Applicant**”) proposes to construct a commercial project on an approximately 1.703-acre (74,193 square feet) property located at 1420, 1424, 1426, 1428, 1432, 1432½, 1434, 1436, 1438, 1450, 1452, and 1454 North Wilcox Avenue; 6450, 6460, and 6462 West Sunset Boulevard; 1413, 1417, 1419, 1425, 1427, 1433, 1435, 1439, 1441, 1443, 1445, and 1447 North Cole Place; and, 6503 De Longpre Avenue, Los Angeles, California 90028 (collectively, the “**Property**”). The Property consists of 10 parcels generally bounded on the north by Sunset Boulevard, on the east by Cole Place, on the south by De Longpre Avenue, and on the west by Wilcox Avenue.

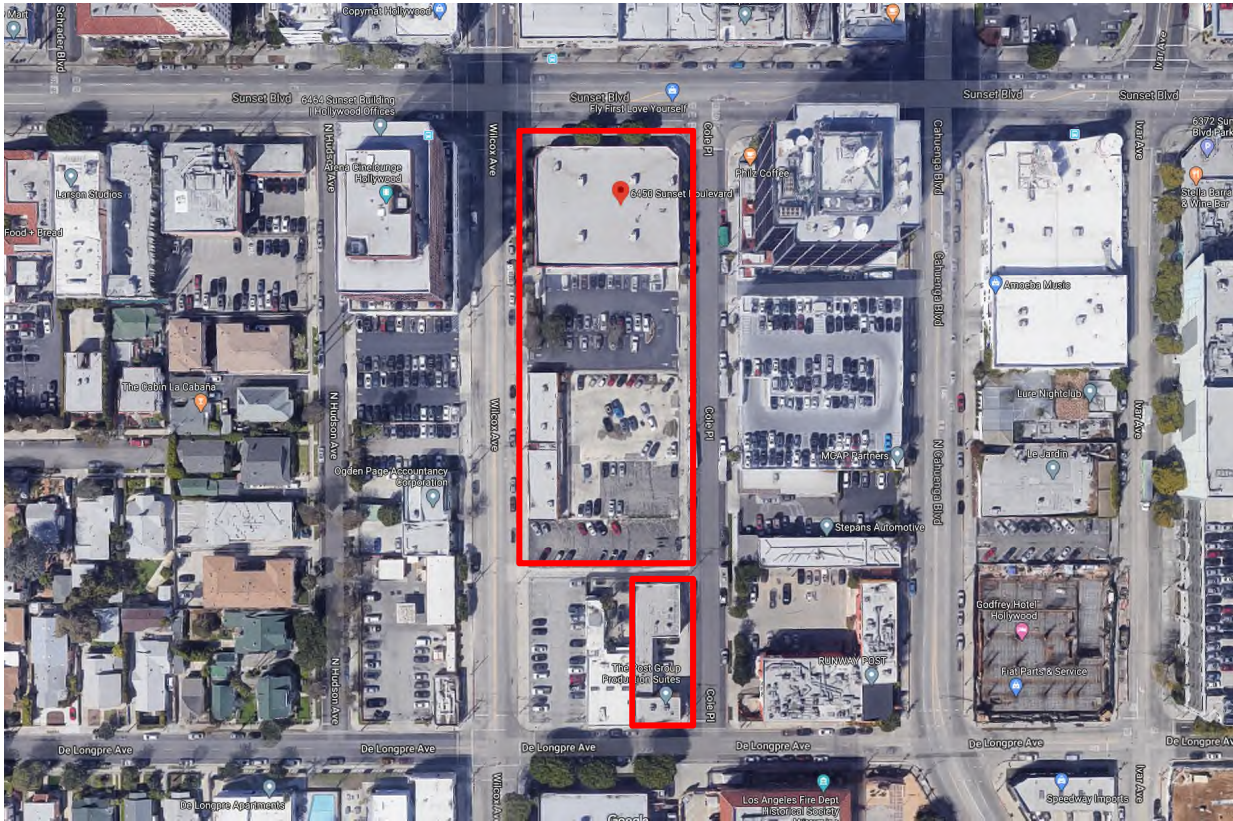
Table 1 - Property Addresses and Legal Description					
APN	Addresses	Lot	Arb	Block	Tract
5546-014-056	6450, 6460, & 6462 W. Sunset Blvd/ 1439, 1441, 1443, 1445, & 1447 N. Cole Pl/ 1440, 1450, 1452, & 1454 N. Wilcox Ave	FR8 7 FR6 FR4	None None None None	None None None None	Lander Tract TR 1998 TR 1998 Lander Tract
5546-014-013	1424, 1426, 1428, 1432, 1432½, 1434, 1436, & 1438 N. Wilcox Ave/ 1425, 1427, 1433, & 1435 N. Cole Pl	FR1 FR2 FR2 FR3	None 1 2 None	None None None None	Lander Tract No. 2
5546-014-014	1417 & 1419 N. Cole Pl/ 1420 N. Wilcox Ave	FR4	None	None	Lander Tract No. 2
5546-014-017	1413 N. Cole Pl/ 6503 De Longpre Ave	8	None	None	Lander Tract No. 2

To be consistent with the City of Los Angeles (the “**City**”) Mobility Plan, the Applicant is requesting a merger of the public right-of-way along a portion of Wilcox Avenue. This would ensure the streets and the sidewalks surrounding the Property meet the Mobility Plan’s width requirements. Approval of the merger of the public right-of-way would also increase the Property’s lot area by 2,275 square feet. Table 2 below outlines the total Property area.

Table 2 – Property Lot Area	
Property	71,918 sf
Merger	2,275 sf
Total	74,193 sf¹
1. 71,918 + 2,275 = 74,193.	

Figure 1 below depicts the approximate location of the Property.

Figure 1 – Property Location



b. Project Overview

1. Project

The project would demolish the existing surface parking lots and office and retail uses to allow the construction of a 15-story, 276 foot tall commercial building that would include 433,175 square feet of office use and 12,141 square feet of restaurant or retail use; and, a 18-foot tall building to house Department of Water and Power (“DWP”) equipment and an underground generator with a landscaped surface parking lot (the “**Project**”). The Project’s proposed floor area ratio (“**FAR**”) would be 6:1. The Project would include ground floor restaurant and retail uses, offices use on the above floors, and mechanical equipment located on the rooftop. The Project would provide 1,273 vehicle parking spaces in three subterranean levels and four above-grade levels (one of which is a mezzanine level), which would be fully-enclosed and mechanically-ventilated; and, five spaces at the surface parking lot. The Project would measure 276 feet above grade at the top of the mechanical equipment level, 271 feet to the top of the parapet, and 251 feet above grade at the top of the last occupied level (the 14th story).

Figure 2 below depicts the Project's plot plan and Figure 3 depicts the Project's section.

Figure 2 – Plot Plan

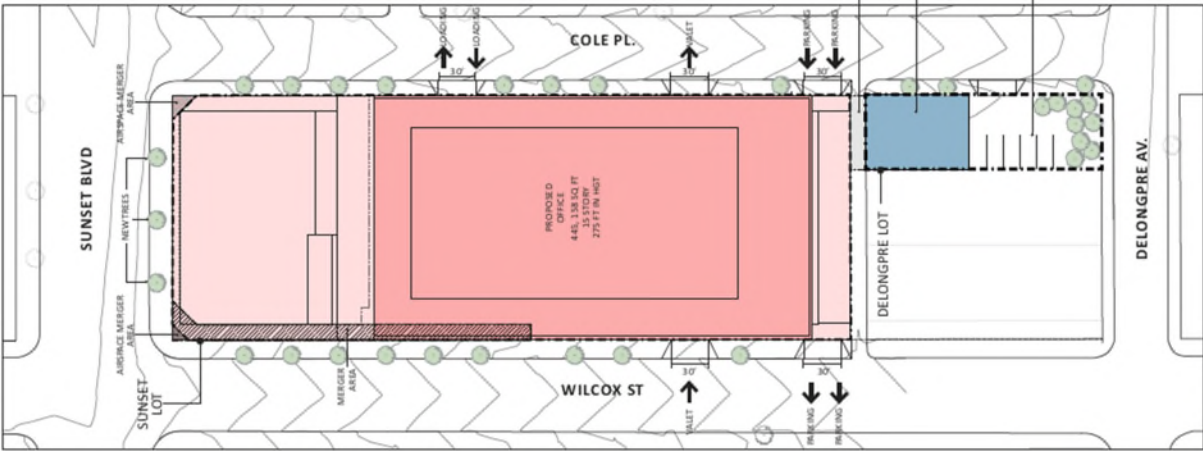
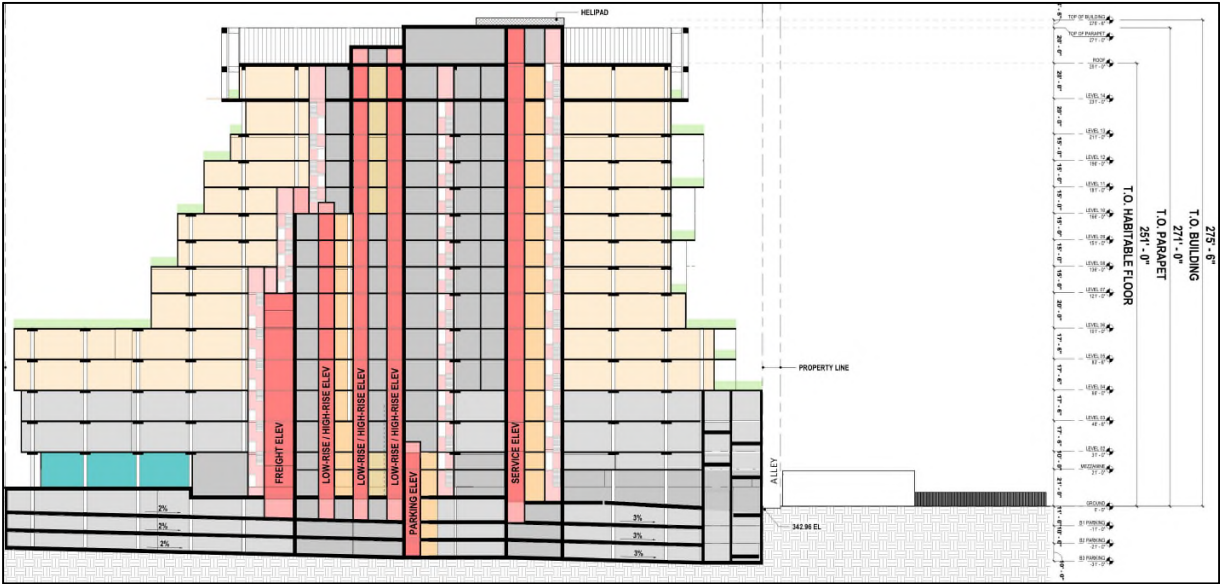


Figure 3 – Project Section



The Project would consist of new ground floor uses that front Sunset Boulevard with pedestrian access points into the Project's retail or restaurant uses. Pedestrian access to the offices would be from the ground floor lobby on Wilcox Avenue.

2. Parking and Access

The Project has been designed to provide a safe and efficient circulation for all modes of transportation and to encourage the safe and efficient movement of alternative modes of transportation amidst current activities related to commercial uses. Consistent within this context, the Project has been designed to be pedestrian-oriented with ground floor restaurant and retail uses

fronting the Sunset Boulevard frontage that would welcome and attract pedestrian. Vehicular circulation would be clearly separated from prominent pedestrian circulation to minimize potential vehicle-pedestrian conflicts.

a. **Vehicular Parking**

The Project would provide 1,273² vehicle parking spaces in three subterranean levels and four above-grade levels (one of which is a mezzanine level), which would be fully-enclosed and mechanically-ventilated; and, on the landscaped surface parking lot. Two of the above-grade parking levels will utilize stacker parking for the parking stalls and suspended parking for the aisle. The Project would provide 520² standard parking spaces and 753 compact parking spaces. Los Angeles Municipal Code (“LAMC”) Section 12.21-A.4 allows up to 20 percent of the required automobile parking spaces for non-residential uses to be replaced with bicycle parking at a ratio of four bicycle parking spaces per one parking space. As such, the Project may replace up to 178 parking spaces with bicycle spaces. The Project proposes to replace 35 parking spaces to reduce its parking requirement to allow for more compact spaces. LAMC Section 12.21-A.5(c) allows up to 40 percent of the required stalls to be compact stalls in parking areas or garages containing 10 or more parking stalls for other than dwelling uses. This limitation on the maximum permitted percentage of compact parking spaces does not apply to parking stalls in excess of the number of required stalls. Since 60 percent of the required stalls must be standard spaces, the Project must provide a minimum of 513 standard parking spaces. The Project provides the minimum number of required standard parking spaces because it provides 520 standard parking spaces.

Table 3 outlines the Project’s vehicular parking components.

Table 3 – Project Vehicular Parking				
Use	Code Requirement	Calculation	Required	Provided
Office	1 space per 500 sq. ft. ¹	$433,175 / 500$	865.34	--
Retail/Restaurant	1 space per 500 sq. ft. ¹	$12,141 / 500$	24.28	--
Subtotal			890 ²	--
Bike Replacement	Up to 20%, or 178 spaces	$890 \times 20\%$	-35	--
Total			856	1,273
1. LAMC 12.21-A.4(x)(3). 2. $865.34 + 24.28 = 889.62 \rightarrow 890$.				

The Project’s parking structure would have parking attendants and would be fully-valeted. Vehicular access points on the Property would be along Wilcox Avenue and Cole Place, which provides both ingress and egress options:

1. A valet and rideshare drop-off driveway into the Project would be located along Wilcox Avenue. This drop-off and pick-up area has a waiting area for both patrons and tenants

utilizing the valet or rideshare services. A corresponding driveway would be located on Cole Place to allow valet or rideshare services to exit the Project or circulate into the Project's parking areas.

2. A second driveway into the Project exists on Cole Place for both valets and tenants to drive in and park. A corresponding driveway exiting the Project exists along Wilcox Avenue. The alley would not provide access or serve the Project but would be maintained to provide circulation for lots adjacent to the Property. The mezzanine level would provide priority parking, with an additional drop off and waiting area.

- 3. A tertiary driveway exists along Cole Place to support loading and trash operations.
- 4. A fourth driveway exists on Cole Place for the surface parking lot.

Figures 4, 5, and 6 below depict the ground floor, mezzanine parking, and surface parking lot options.

Figure 4 – Ground Floor Parking and Driveways Diagram

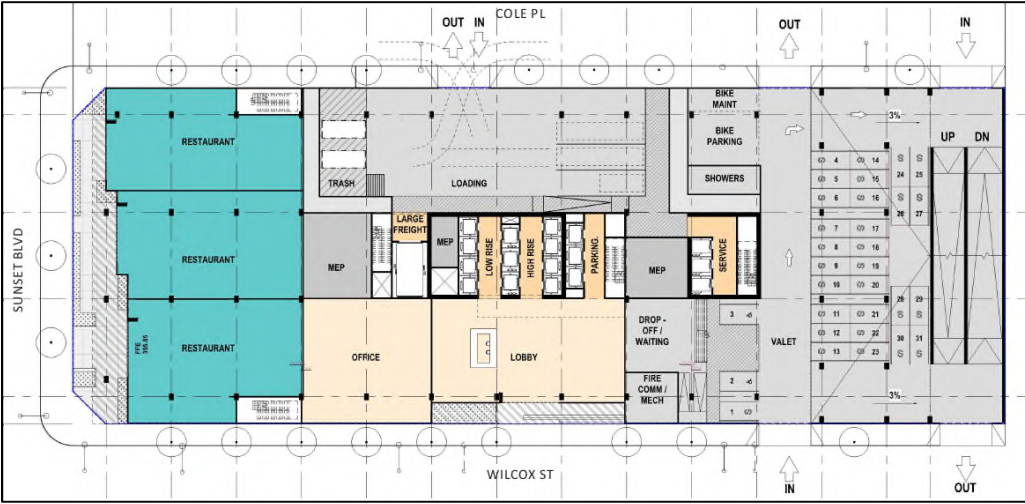
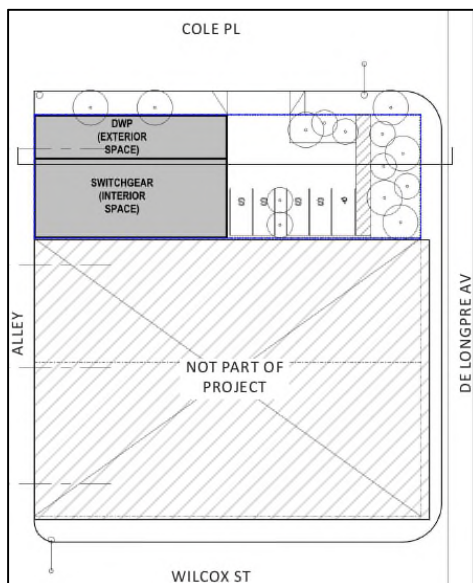


Figure 5 – Mezzanine Floor Parking Diagram



Figure 6 – Surface Parking Lot Diagram



b. Bicycle Parking and Facilities

The Project would provide 142 short- and long-term bicycle parking spaces to meet LAMC requirements for the proposed commercial land uses, as shown in Table 4 below. The 93 long-term bicycle spaces and 49 short-term bicycle spaces would be located on the first floor of the parking garage and can be accessed from Cole Place and Wilcox Avenue, through the valet parking driveways. Showers, lockers, and a bicycle maintenance area would be provided in a safe and secured location on the ground floor in close proximity to bicycle storage facilities to encourage bicycling among Project tenants, employees, and guests consistent with the City’s Bicycle Parking Ordinance.

As discussed above in the Vehicular Parking subsection, LAMC Section 12.21-A.4 allows parking spaces to be replaced by bicycles at a ratio of four required or non-required bicycle parking spaces provided per one parking space. The Project proposes to use 140 of its 142 required bicycle parking spaces to satisfy its 35 parking space bicycle replacement obligation.

Use	Code Requirement				Provided	
	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term
Office	1 per 5,000 sf	1 per 10,000 sf	86.53 ¹	43.27 ²	86.53+6.07 = 92.6	43.27+6.07 = 49.34
Retail/ Restaurant	1 per 2,000 sf	1 per 2,000 sf	6.07 ³	6.07 ³		
Total					93	49

1. 433,175 / 5,000 = 86.53
 2. 433,175 / 10,000 = 43.27
 3. 12,141 / 2,000 = 6.07

c. Recreation, Open Space, and Landscaping

The LAMC does not require any open space for commercial uses. However, the Project would include several open space areas, including landscaped outdoor terraces on the various upper floors. The Project would provide 61,449 square feet of open space, of which 12,290 square feet would be landscaped and 49,159 square feet would be hardscaped.

d. Zoning and Land Use Designation

(i) Project Site

The Property is comprised of ten contiguous lots, which equate to approximately 74,193 square feet after the merger of a portion of the sidewalk on Wilcox Avenue and prior to dedication (or 1.7 acres). The Property is comprised of the Assessor’s Parcel Number (“APN”), address, zoning, and general plan land use designations set forth in Table 5 below.

Table 5 - Property Addresses and Legal Description				
APN	Addresses	Existing Zoning	Proposed Zoning	General Plan Designation
5546-014-056	6450, 6460, & 6462 W. Sunset Blvd/ 1439, 1441, 1443, 1445, & 1447 N. Cole Pl/ 1440, 1450, 1452, & 1454 N. Wilcox Ave	C4-2D-SN /C4-2D	C4-2-SN /C4-2	Regional Center Commercial
5546-014-013	1424, 1426, 1428, 1432, 1432½, 1434, 1436, & 1438 N. Wilcox Ave/ 1425, 1427, 1433, & 1435 N. Cole Pl	C4-2D	C4-2	Regional Center Commercial
5546-014-014	1417 & 1419 N. Cole Pl/ 1420 N. Wilcox Ave	C4-2D	C4-2	Regional Center Commercial
5546-014-017	1413 N. Cole Pl/ 6503 De Longpre Ave	C2-1XL	C2-2	Regional Center Commercial

(ii) Existing/Proposed Land Use and Zoning

The Property is located within the Hollywood Community Plan (the “**Community Plan**”) and is designated Regional Center Commercial with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Property is zoned C4-2D-SN, C4-2D, and C2-1XL. The Property is also located within a Transit Priority Area, a State Enterprise Zone, and the Hollywood Redevelopment Project Area.

The Property is also located within the Hollywood State Enterprise Zone, which permits general commercial uses to provide two parking spaces per 1,000 square feet of gross commercial floor area. Figure 7 below depicts the Property’s land use and zoning (the Property is outlined in blue).

Figure 7 – Property Land Use & Zoning



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

Height District Number 2 allows a 6:1 FAR in the Property's C4 zoned portions with no height limit. However, the Property is subject to D Limitations, which limit some lots to a 3:1 FAR and other lots to a 2:1 FAR. The D Limitations do not impose any height limits on the Property. Height District Number 1XL allows a 1.5:1 FAR in the Property's C2 zoned portions with a 30 feet and two-story height limit.

e. Adjacent Land Uses

The Property is located within a vibrant commercial area in Hollywood, conveniently accessible by various transit options, including the Metro Red Line (at the Hollywood and Vine Metro Station) and the Metro Line 2 Local Line. Various local and regional bus lines are also in close proximity. The Property is less than a mile west of the Hollywood (US-101) Freeway.

The Project's commercial uses would be located along Sunset Boulevard and Wilcox Avenue, which would activate the ground floor and contribute to the neighborhood's bustling commercial and pedestrian activity. The land uses within the Property's general vicinity are characterized by a mix of low- to high-intensity residential, commercial, and mid-rise office buildings, which vary widely in building style and period of construction.

North: Properties to the north are designated with Regional Center Commercial and are predominantly zoned C4-2 (for those parcels along the Sunset Boulevard frontage).

East: Properties to the east are designated with Regional Center Commercial, Limited Commercial, and Low Medium II Residential land uses and are predominantly zoned C4-2D-SN, C1-1VL, and RD1.5-1XL for those parcels along Wilcox Avenue and Hudson Avenue.

South: Properties to the south are designated with Regional Center Commercial, Public Facilities, and Low Medium II Residential land uses and are predominantly zoned C4-2D, including the

recently constructed the Rise Hollywood mixed-use development, the Los Angeles Police Department Hollywood Station, and the Los Angeles Fire Department Station 27.

West: Properties to the west are designated with Regional Center Commercial land uses and are zoned C4-2D-SN and C4-2D. The structures directly west of the Property on the east side of Cole Place are the CNN Building, a 14-story office building; a five story parking structure; and, two-story office building.

f. **Streets and Circulation**

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

- 1) Sunset Boulevard (between Wilcox and Cole) – Avenue I
- 2) Wilcox Avenue (between Sunset and De Longpre) – Modified Avenue III
- 3) Cole Place – Local Street Standard
- 4) De Longpre Avenue – Local Street Standard

II. **Project Entitlements**

The Applicant is requesting approval of the following entitlements:

1. Pursuant to LAMC Section 12.32-F, a **Height District Change** for the Property to change the Property’s Height Districts No. 1XL and No.2D to No. 2;
2. Pursuant to LAMC Sections 12.24-T.3 and 12.24-U.14, a **Vesting Conditional Use Permit** for a “major” development project for the construction of 100,000 square feet or more of floor area in non-residential uses in the C2 and C4 zones;
3. Pursuant to LAMC Section 12.24-W.1, a **Master Conditional Use Permit** for the sale or dispensing of alcoholic beverages for on-site and off-site consumption for three restaurants;
4. Pursuant to LAMC Section 12.37, a **Waiver of Dedications and Improvements** of a five-foot dedication along the entire alley abutting the lot with APN 5546-014-014 and a five-foot dedication along the alley abutting the lot with APN 5546-014-017;
5. Pursuant to LAMC Section 16.05, a **Site Plan Review** for a development that results in an increase of 50,000 square feet or more of non-residential floor area or generates more than 1,000 average daily trips;
6. Pursuant to LAMC Section 11.5.14-D, a **Project Permit Compliance Review** with the Hollywood Redevelopment Plan; and,
7. Pursuant to LAMC Section 17.15, **Vesting Tentative Tract Map No. 83088** to merge 2,275 square feet a portion of Wilcox Avenue into the Property and to merge and resubdivide the Property to create two ground lots and 12 airspace lots.

In addition to the entitlements identified above, approvals are also required from other City entities for the Project, including, but not limited to, approvals and permits from the City’s Department of Building and Safety and Public Works (and other municipal agencies) for Project construction

activities, such as demolition, haul route, excavation, shoring, grading, foundation, building and interior improvements, and the removal of trees on public and/or private property.

III. Applicable Plans and Related Cases

a. Hollywood Community Plan

The Community Plan designates the Property with a Regional Center Commercial. The Community Plan highlights its objective toward further development of the community as a major center of population, employment, retail services, and entertainment, and to perpetuate its image as the international center of the motion picture industry.

The Draft Hollywood Community Plan Update 2 (“**HCPU2**”), dated December 2019, designates the C4-2D-SN portions of the Property in Subarea 4:5D and the C4-2D and C2-1XL portions of the Property in Subarea 4:5L. Subareas 4:5D and 4:5L allow for a 4.5:1 FAR and may exceed the 4.5:1 FAR with approval by the City Planning Commission or the City Council.

The Project’s proposed intensity and character for office and restaurant/retail uses coincide with the City’s intent to promote jobs creation within an established urban employment center, in close proximity to housing and mass transit, maintain neighborhood compatibility, and create a pedestrian-oriented environment with ground-floor commercial uses.

b. Mobility Plan 2035

The Mobility Plan 2035 Bicycle Network identifies streets near the Project Site as part of the Bicycle Network including Tier 3 Bicycle Lanes on Sunset Boulevard to the north of the Property and on Santa Monica Boulevard to the south of the Property.

c. On-site Related Cases

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VTT-63383: A vesting tentative tract map for one lot totaling 28,417 square feet for a maximum of 48 residential units.

IV. Project Analysis

a. Walkability Checklist

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

lighting within the private realm. Within the public realm, the guidelines address topics such as sidewalks, street crossings, on-street parking, and utilities.

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

While the guidance provided by the Walkability Checklist is not mandatory and is not a part of the LAMC, incorporating the criteria listed to the maximum extent feasible creates a more walkable environment and a higher quality of urban form for the Project. The essential purpose of the Walkability Checklist is to guide Department of City Planning staff in working with developers to make developments more walkable by way of enhancing pedestrian activity, access, comfort, and safety. In addition, the Walkability Checklist encourages planners and developers to protect neighborhood character and pursue high-quality urban form. The following is an analysis of the Project's consistency with the applicable guidelines.

The Walkability Checklist explains that, ideally, utilities should be placed underground in order to improve and preserve the character of the street and neighborhood, increase visual appeal, and minimize obstructions in the pedestrian travel path. The Project's utility rooms, electrical and transformer rooms, trash and loading areas would have no visual impact at the street level. Rooftop equipment would be set back from the parapet and hidden behind attractive screening. The Project would place utility equipment underground or in a separate, screened building and/or in the specified zones outlined in the Walkability Checklist.

b. Citywide Design Guidelines

The Citywide Design Guidelines are intended as performance goals and not zoning regulations or development standards. Although the Citywide Design Guidelines should be considered in a project, not all every guideline is appropriate in every case.

As outlined in detail below, the Project was designed to meet and integrate these principles to the greatest degree possible. The Project positively contributes to the pedestrian experience on Sunset Boulevard by responding to the street character and scale, the broader urban context, and innovative design features indicative of the Project's commitment to sustainability and innovation.

2. Guideline 1: Promote a safe, comfortable, and accessible pedestrian experience for all.

Drawings Pages 2, 8: The Project provides 23 street trees around the Project's perimeter for shading.

Drawings Page 8: The Project would widen the Sunset Boulevard sidewalk. The restaurant and retail frontages would ne step back from the sidewalk from the corner of Cole Place west towards Wilcox Avenue, providing an expansive pedestrian experience at the base of the building. The 20-foot tall ground floor would contribute to the Project's visually vibrant and active urbanism. The Project would also prioritize and enhance the pedestrian experience around the building's

perimeter through lighting and landscaping. In addition, the Project is within walking distance of the Hollywood-Vine Metro Station and the Metro Line 2 Local Line, connecting the Project to mass transit and the City.

Drawings Pages 8, 27-31: The Project would provide exterior lighting to enhance pedestrian safety along Cole Place and Wilcox Avenue.

3. Guideline 2: Carefully incorporate vehicular access such that it does not degrade the pedestrian experience.

Drawings Page 8: The Project would prioritize pedestrian access over vehicular access by having its pedestrian points of entry along and near Sunset Boulevard, the Project's primary frontage. Vehicular entries would be set to the side streets, Wilcox Avenue and Cole Place, as far from the pedestrian crossing points on Sunset Boulevard as possible. The Project would have the minimum number of driveway entrances and exits to support this concept and has purposefully designed drop-off and rideshare adjacent to the main lobby, also away from Sunset Boulevard. Loading would also be conducted on-site to minimize the impact on the pedestrian experience.

4. Guideline 3: Design projects to actively engage with streets and public space and maintain human scale.

Drawings Pages 2, 27-28: The Project's ground level would maintain a high degree of transparency and maximizes visual connections to the street and the immediate surrounding urban context.

Drawings Pages 8, 28-29: The Project's active ground floor uses would be located along primary street frontage on Sunset.

Drawings Pages 27-31: The parking podium would be wrapped in a distinctive, softly luminous material and wood screens, as an architectural feature, to actively contribute to the visual character of the immediate context. The parking podium and the remainder of the Project would have no blank walls where pedestrian activity is anticipated. Though no open space is required for the Project, the Project would provide landscaping around the perimeter of the building to liven up the pedestrian space.

Drawings Pages 29, 32: The Project's architectural elements would include massing, a canopy, and material and scale changes to reduce the Project's perceived mass.

5. Guideline 4: Organize and shape projects to recognize and respect surrounding context.

Drawings Page 2: The Project would be in a similar scale and mass of the adjacent buildings that are similarly zoned and designated. The Project would install Department of Water and Power ("LADWP") equipment on the lot fronting De Longpre Avenue and would screen the machinery with a green wall-type screen.

Drawings Pages 8, 34: All building entry points would be clearly legible.

Drawings Pages 27-31: The mechanical equipment on the lot fronting De Longpre Avenue and on the rooftop would be screened and not visible by pedestrians.

Drawings Pages 28-34: The Project's massing would have three classic and distinct parts: base, tower and crown, which breaks down the massing and allows it to be seen differently depending on the vantage point.

6. Guideline 5: Express a clear and coherent architectural idea.

Drawings Pages 27-31: The Project's design would incorporate transitions from the sidewalk to the ground floor uses and building entryways through the use of landscaped areas, canopies, and appropriate setbacks. The local, intermediate, and distant points of view were considered in the selection of materials and multiple window types and screens have been incorporated into the Project's design to provide a sense of scale and generate visual interest. The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define architectural features while being energy efficient and shielded to minimize light spillage.

Drawings Page 31: The Project is situated between the black glass CNN Building to the north and a lighter dark rose-colored building with ribbon windows and a parking podium. In terms of scale and massing, the proposed building would be a similar scale and mediates between the two.

7. Guideline 6: Provide amenities that support community building and provide an inviting, comfortable user experience.

Drawings Pages 8-9: The Project's street trees and landscape features would be provided around the entire perimeter of the Project.

Drawings Page 9: The Project would provide space for diverse and adaptable community gathering that enhance opportunities for healthy activities. The Project's trees would also provide shading throughout.

Drawings Pages 28-34: The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define the Project's architectural features.

8. Guideline 7: Carefully arrange design elements and uses to protect site users.

Drawings Pages 13-23: The Project would provide a significant amount of landscaped area open to the sky and integrated into the overall design. Every floor would have access to some type of open space. Together with expansive views and high ceilings, these features would significantly contribute to the health and well-being of the future occupants of the Project.

Drawings Pages 27-31: The Project is designed to protect the health and well-being of tenants by reducing the exposure to excess sunlight. The building's massing above the podium shifts south, creating recessed areas, shading, and open areas on the north.

Drawings Pages 28-34: The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define the Project's architectural features.

9. Guideline 8: Protect the site's unique natural resources and features.

The Project is located on an urban infill site and does not include any unique natural resources or features.

10. Guideline 9: Configure the site layout, building massing, and orientation to lower energy demand and increase the comfort and well-being of users.

The Project would provide EV charging stations per LAMC requirements. The Project's office lobby would be recessed to provide shading to reduce daytime heat gain. The exit stairwells would be generously scaled and will be an attractive choice for vertical circulation, with wayfinding signage to encourage the use of stairs.

Throughout the Project, trees would be provided on the open terraces. Plants would be selected to properly scale up over time. The Project is designed to protect the health and well-being of users by reducing exposures to excessive sunlight and the building's massing. The Project's massing above the podium shifts to the south to create recessed areas, shading, and open areas on the north where the coverage is less critical.

The solar-powered lighting would increase overall energy efficiency with additional shading strategies through the use of canopies and cantilevered slabs.

11. Guideline 10: Enhance green features to increase opportunities to capture stormwater and promote habitat.

Stormwater would be collected on-site and reutilized for landscape irrigation. The Project would incorporate other stormwater "best management practices" and green infrastructure features.

c. **Urban Design Studio Guiding Values**

As demonstrated above, the Project's design also considers and incorporates the following Department of City Planning's Urban Design Studio guiding values to elevate the quality of public and private design, creating a more vibrant, livable, walkable and sustainable Los Angeles:

1. A public realm that matches L.A.'s remarkable private spaces
2. Elevating design expectations for private development
3. Creating a walkable Los Angeles
4. Los Angeles as a center of design innovation and experimentation
5. Valuing each community's distinctive context and history
6. Designing for sustainability
7. Designing for health and wellness

The Project would enhance the public realm and elevate design expectations for private development for modern office space by providing an indoor-outdoor working experience that uniquely allows more activity to be seen from the streets. The Project also provides ground floor landscaping around the Project's perimeter. Moreover, as noted above, the Project would promote enhance the pedestrian experience and promote walkability in the City as it would be consistent with the Walkability Checklist and Citywide Design Guidelines while considering the surrounding neighborhood context.

While open space is not required, the Project would also include several open space areas, including landscaped outdoor terraces on the various upper floors. The Project would provide 61,449 square feet of open space, of which 12,290 square feet would be landscaped and 49,159 square feet would be hardscaped.

V. Proposed Entitlement Findings

a. Height District Change

Pursuant to LAMC Sections 12.32F, the Applicant requests a Height District Change from Height District No. 1XL and 2D to Height District No. 2, which would permit a FAR of 6:1. The Project's 6:1 FAR would be appropriate and beneficial for a mixed-use project in the area, while compatible with existing surrounding uses and projected future growth of Hollywood. The Height District Change would also allow existing 1XL portions of the Property to be developed without a height limit consistent with the balance of the Property.

The requested actions for the Height District Change would allow for the construction, operation, and maintenance of the Project, which is consistent with the General Plan and is beneficial in terms of public necessity, convenience, general welfare and good zoning practice.

The Project is an appropriate mix of uses and intensity for this location as it is partially located within the Hollywood Entertainment District. The Property is also located in a prime location in Hollywood adjacent to other offices, production studios, and corridors that connect various offices for major and local technology and media production companies.

The Project would be made up of various types of commercial uses with its existing uses – retail, office, and surface parking lots – to be demolished and redeveloped into a 15-story commercial office building with ground floor restaurant and retail uses. The Project's ground floor would also provide space that could be programmed by the tenants for use by pedestrians, tenants, and patrons for outdoor dining, recreation, and ease of travel. The Project would also provide amenities for tenants of the commercial building and quasi-public space in the form of partially landscaped outdoor terraces to take advantage of the building's views of the City.

The Project includes features that would appeal to a range of commercial tenants and patrons such as a variety of complementary uses including supportive restaurant and retail uses on the ground floor, several open space areas including landscaped terraces, and secure bicycle parking. The approximately 12,141 square feet of the ground floor commercial space may consist of restaurants, retail shops, and patron amenities; and, approximately 433,175 square feet dedicated for the

commercial office use and common areas. In total, the Project would have 445,158 square feet of commercial office, restaurant, and retail space.

The Project would include sufficient automobile and bicycle parking for each of the uses on the Property. In total, the Project would provide approximately 1,273 automobile parking spaces for its restaurant/entertainment, retail, and office uses that would be located on the three subterranean levels and four above-grade levels (one of which is a mezzanine level). Bicycle parking for all of the uses would be conveniently located in the ground floor garage and convenient to the various ground floor uses. In total, the Project would provide approximately 142 bicycle parking spaces that would consist of 93 long term and 49 short term spaces.

The Project would also be supportive of active transportation modes such as bicycling with a bicycle maintenance facility, located near the bike storage area, and showers and lockers in the parking garage. The location for bike storage offer secure parking and storage equipment, in well-lit areas, and conveniently accessible to the commercial components they serve.

The requested action for a Height District Change to Height District No. 2 and the intended Project are in conformance with the following objectives and policies of the Community Plan:

- **Objective 1:** To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and, to perpetuate its image as the international center of the motion picture industry.

The Project would require a Height District Change to Height District No. 2 in order to allow development of the Project. The Project is typical of the buildings that are common throughout the Hollywood Entertainment District and reminiscent of the area's predominantly office uses, but with supportive retail and restaurant uses on the ground floor and landscaped open space areas for a truly activated mix of uses. The Property would be redeveloped from its current low intensity use of retail spaces, office, and surface parking lots into a new mid-rise commercial office building that would contribute to the emerging creative office and innovative hub within Hollywood. The Project's proximity to Hollywood resources, transit, increased housing development, and employment centers in the area would also be helpful for employees by reducing their commute time. The Project's tenants and visitors would benefit just as much from being located within a growing creative and innovative hub, as it would contribute to the area's synergy.

- **Objective 4(b):** To promote economic well-being and public convenience through designating land for industrial development that can be so used without detriment to adjacent uses of other types, and imposing restrictions on the types and intensities of industrial uses as are necessary to this purpose.

The Hollywood Entertainment District and Hollywood generally have been experiencing a groundswell of interest from businesses and individuals seeking in creative spaces, modern offices, restaurants, and bars, all of which revitalized Hollywood as the center for media production. This has allowed the transformation of many properties into successful projects and the growth of neighborhood commercial uses to complement and support them as it is important to provide jobs

near housing to reduce greenhouse gas emissions and vehicle miles traveled. The new construction of modern office space in recent years in Hollywood has attracted a variety of commercial uses such as creative offices, incubator spaces, and emerging innovation hubs and the Project aims to continue to provide new, high quality office space for creative and innovative businesses.

As discussed earlier, the Project's design is consistent with surrounding developments in a way that allows the Project to sit comfortably within its surrounding neighbors. The Project would be comparable in size to projects near the Property.

- **Objective 4(c):** Encouraging the revitalization of the motion picture industry.

The Project encourages the revitalization of the motion picture industry as it provides potential office space for tech, media, and other creative companies. A January 17, 2020 Los Angeles Times article noted that the demand for office space in Los Angeles is healthy and expected to grow with technology and media giants, along with small firms and local businesses, leasing office space throughout Los Angeles and particularly in Hollywood. As such, the Project potentially contributes to the revitalization of the motion picture industry as the industry itself explores new ways to produce and market content.

- **Industry Standards and Criteria:** Industrial lands are located on a citywide basis without regard to the boundaries of individual communities or districts under the general principle that such employment should be available within a reasonable commuting distance from residential locations.

Although the Property does not have an industrial land use designation, the Project would be consistent with the objective to locate employment opportunities within a reasonable commuting distance from residential locations and mass transit. In order to reduce greenhouse gas emissions and vehicle miles traveled, it is important to concentrate and grow production-related industry jobs within the Entertainment District further building on its synergy, and to also locate jobs near much of the new housing growth in the City. Thousands of housing units have been constructed or are under construction in Hollywood; however, there is a shortage of office space for production-related uses. The Project aims to provide production-related jobs near housing, which is located to the north, west, east, and south of the Property, and mass transit.

Based on the Southern California Association of Governments ("SCAG") 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy ("RTP/SCS"), the jobs-housing balance ratio for the City is 0.82:1, however there has been a recent boom in housing within the Hollywood area which would not yet be reflected in the ratio. The City's Department of City Planning 2019 Housing Progress Update Report provides that an approximately 19,196 residential units have been or are proposed to be built within the Hollywood Community Plan area between 2016 and 2019. With the increase of housing in this area, there needs to be the proportionate additional employment opportunities to support the housing growth. Therefore, the Project would be appropriate for this location as it would provide new high quality office space with supporting restaurant and retail uses within an established and growing employment center near mass transit and increased housing production.

(i) *Substantial conformance with the purposes, intent and provisions of the Framework Element of the General Plan*

The Los Angeles General Plan sets forth goals, objectives, and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements including, but not limited to, Land Use, Housing, Transportation/Mobility, Noise, and Safety. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions. The proposed Height District Change changes the Property's Height Districts from No. 2D and 1XL to 2. The Property is not in a specific plan area. The Project is also in conformance with purpose and intent of the various elements of the General Plan, including the Framework Element that sets forth a strategy for long-range growth and development providing a context for updates to community plans and citywide elements. Many of the Project's characteristics are in line within the objectives from the various chapters of the Framework Element outlined below.

In terms of **Land Use**, the Project is consistent with the intent of the following goals, objectives, and policies:

- **Objective 3.1** – Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.
- **Objective 3.2** – To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.
- **Objective 3.4** – Encourage new multi-family, 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 3J** – Industrial growth that provides job opportunities for the City's residents and maintains the City's fiscal viability.
- **Objective 3.14** – Provide land and supporting services for the retention of existing and attraction of new industries.
- **Policy 3.14.2** – Provide flexible zoning to facilitate the clustering of industries and supporting uses, thereby establishing viable "themed" sectors (e.g., movie/television/media production, set design, reproductions, etc.)

The Project's mix of uses would reduce trips by further concentrating office-related uses, building on the synergy of the Hollywood Entertainment District, and would also locate new jobs near the significant increase of residential uses planned within its immediate surroundings in Hollywood (Objective 3.2). As a result, the Project would "accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors" (Objective 3.1). The Project is also consistent with the type of developments the City encourages as it places new development in an existing neighborhood district (the Hollywood Entertainment District) while preserving the surrounding neighborhoods (Objective 3.4, Objective 3.14, Policy 3.14.2). Most importantly then, with 433,175 square feet of new office space, the Project provides job opportunities for the City's residents, which would maintain the City's fiscal viability (Goal 3J, Objective 3.14, Policy 3.14.2).

The Project also includes bicycle parking facilities for patrons and tenants conveniently located on the ground floor. With a supportive design, tenants are also encouraged to engage in active transportation modes rather than vehicular trips. They would be less likely to drive or drive less as the Project would include a wide range of uses, have neighborhood resources located within the building or nearby, and provide employment opportunities within a growing employment center near mass transit and increased housing production. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the office developments of the surrounding properties.

The commercial ground floor space is designed to attract and increase pedestrian activity. The commercial component would be located on the ground floor and front the Sunset Boulevard frontage, which would activate and attract pedestrian interest. The commercial uses may provide neighborhood-serving uses such as restaurant and retail to benefit nearby residents. Interest at the street level is created by providing pedestrian-oriented commercial uses along the Sunset Boulevard frontage.

In terms of ***Urban Form and Neighborhood Design***, the Project is consistent with the intent of the following goals, objectives, and policies:

- ***Objective 5.5*** - Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.
- ***Objective 5.9*** - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.
- ***Policy 5.9.1*** – Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.
- ***Policy 5.9.2*** – Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours through the development of ground floor retail uses and sidewalk cafes.

The Project proposes to be constructed as high quality office building that incorporates design elements reminiscent of the media production studios while providing a new contemporary glass façade structure with various repeating rectangle forms, creating a distinctive character (Objective 5.5).

The Project would include many design elements that would be a welcome contribution to the neighborhood's vibrant commercial energy and supportive of pedestrian circulation. Consistent with its evolving urban context, the Project has been designed to be pedestrian-oriented with ground floor commercial uses along the Sunset Boulevard frontage. The approximately 12,141 square feet of new ground floor commercial uses would consist of restaurant and retail uses, each with its own entrance directly from the street. Even more, the Sunset Boulevard frontage would include potential outdoor dining opportunities for patrons of the restaurant.

The design of the ground floor articulation and the partially landscaped terraces support the City's intent to increase the area and quality of open spaces in this park-scarce urban area of Los Angeles. The Project includes many design elements that would improve the public environment and also extend its terraces as quasi-public space that would also contribute to a more comfortable, safe, and pleasant pedestrian atmosphere.

Furthermore, tenants and patrons on-site throughout the day and night would act as natural surveillance for the surrounding neighborhood in addition to the security measures such as adequate lighting and clear definition of spaces (Objective 5.9, Policy 5.9.1, Policy 5.9.2). These project design features would put eyes on the street.

In terms of ***Economic Development***, the Project is consistent with the intent of the following goals, objectives, and policies:

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

The Project is an appropriate mix of commercial uses and intensity for this location as it is located within a growing creative office and innovation hub of the Hollywood Entertainment District, which would support the economic development of the community, the greater Hollywood area, and its residents and tenants. The variety of uses of the Project would contribute much to the growing synergy of creative office and innovation hub with ground floor space to provide neighborhood resources to the community. The Project is supportive of active transportation modes as it has a pedestrian-oriented design, provides bicycle parking, and its proximity to a growing residential community would lead to a reduction in driving and congestion, reduction in air emissions, lower costs to businesses and commuters, and a higher quality of life.

In terms of the ***Mobility Element***, the Project is consistent with the intent of the following goals, objectives, and policies:

- ***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.*
- ***Policy 2.6*** – *Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.*
- ***Policy 3.8*** – *Provide bicyclists with convenient, secure, and well-maintained bicycle parking facilities.*

The development of the Project advances the above-referenced policies by promoting ground floor pedestrian activity and circulation while providing sufficient and safe facilities for bicyclists. The Project has been designed so that the ground floor is well articulated, which activates the street level and is aesthetically pleasing and inviting for guests and tenants that commute by foot. There are multiple entrances to the various commercial components of the Property that are safe and accessible to pedestrians. Similarly, employees, tenants, and patrons that bike are conveniently welcomed to the various parts of the Project with safe, well-lit, and convenient bicycle parking

options would be located on-site in the Project's parking garage. Therefore, the Project is supportive of active transportation modes, such as walking and bicycling. The architecture of the ground floor commercial component is well articulated with much of the commercial space located along the property line along the Sunset Boulevard frontage.

(ii) *Public necessity, convenience, general welfare, and good zoning practice*

As many of the media production commercial uses are returning to Hollywood, it creates an opportune time for infill projects to make more efficient use of the land that is centrally located in the City. The Project would provide for a public necessity, convenience, and general welfare on many levels, such as providing increased commercial activity and employment opportunities, supporting an emerging economic sector, and enhancing the neighborhood's pedestrian experience. The Project would also exemplify good zoning practice as it would be a more efficient use of land; and its proposed uses, intensity, and scale are in conformance with its surrounding neighborhood and projected growth.

The Project includes approximately 433,175 square feet of commercial space that would contribute to the growing synergy in the neighborhood from the emergence of media and technology companies, creative offices, incubator spaces, and content production businesses. It is an infill project that would replace a property that is not used with its highest and best use and currently consists of offices, retails, and surface parking lots with a 15-story office building with ground floor restaurant and retail uses.

The requested change to Height District No. 2 would permit a FAR of 6:1. The Project's scale and density would be consistent with the existing development and projected growth in the surrounding area.

The Community Plan encourages the continued growth of Hollywood as both an employment center and the recognized international center for media production. Therefore, the entitlement requests for a Height District Change and the Project's use and scale are appropriate for this location. In addition, the Project's variety of commercial uses including the office uses and ground floor restaurant and retail uses would provide a variety of neighborhood resources to the Project's tenants and surrounding community.

Further, the Project would provide increased opportunity for a variety of commercial uses that are centrally located in Hollywood, within a resurging creative community in close proximity to an increasing residential supply. Through strategic planning of land use, the Project would located a high-quality office space and associated restaurant and retail spaces within an established and growing employment center near mass transit and increased housing production, which would help reduce commute times, congestion and greenhouse gas emissions. Projects that follow good planning practices help meet state goals and are also beneficial to households as they reduce transportation and energy costs and improve the quality of life.

In addition, the Project also includes bicycle parking areas for patron and tenants conveniently located on the ground floor. With a supportive pedestrian-oriented design, tenants and patrons are encouraged to engage in active transportation modes rather than vehicular trips. They would be

less likely to drive or drive less as the Project would provide a variety of employment opportunities near mass transit and other complementary existing and proposed residential and commercial uses. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the commercial developments of the surrounding properties.

The commercial nature of the Project would contribute to the revitalization of an area that has recently received substantial development of several high quality creative offices and innovative businesses. The Project would help support the recent increased housing production in the immediate area as it would offer a mix of uses for the convenience of the area's residents and the Project tenants. The Project would provide additional employment opportunities proportionate to the recent housing growth in the immediate area and positively contribute to the jobs-housing ratio imbalance in the City.

The Project would serve a greater public necessity and convenience by locating a more intensive mix of uses within an established and growing regional commercial center near mass transit and recent increased housing production. With the Property falling within the Hollywood Entertainment District, the Project would greatly benefit the surrounding community by offering jobs close to home. The mix of commercial uses decreases the need for residents to drive, thereby contributing to the general welfare of future residents and the City.

In addition to the public necessity, another convenience is the nature of the infill development within a well-established commercial center. As the City's Framework Element of the General Plan indicates, the City has a shortage of vacant land and in order to accommodate future growth and new development, "most likely it will require the recycling and/or intensification of existing developed properties or conversion of certain uses."

Public necessity and convenience are also served by allowing for a more efficient use of land with an increased floor area on a property in the Community Plan area. Permitting additional floor area would help support the economic development goals for the City and the Community Plan area, especially for emerging new sectors that may not be accommodated in conventional business or commercial districts. This would help accommodate projected growth of businesses and contribute to the vitality of the community.

In addition, the Project would contribute to the general welfare and conform with good planning practices, as it would help meet regional and local goals on sustainability and smart growth. In addition, the proposed Height District Change for the Property would support good planning practices beyond the Project and encourage redevelopment of underutilized land that contributes to a vibrant job center and supports an emerging economic sector of creative and innovative uses.

b. Conditional Use Permit for a Major Development

The Applicant requests approval of a CUP to permit a Major Development Project over 100,000 square feet or more of floor area in nonresidential uses in the C2 and C4 Zones in order to construct the Project.

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

The Project's scale, design, and relation to the street and surrounding community are appropriate for the community's needs and consistent with the City's intent for the future growth of the area. The various amenities are well-designed for its users and compatible with surrounding properties. The ground floor commercial component would be well-articulated along its two street frontages along Sunset Boulevard, Wilcox Avenue, and Cole Place with the Sunset Boulevard frontage including with approximately 12,141 square feet restaurant and retail uses.

The Project would meet the primary goals of building orientation: its scale at street level, its level of architectural detail and commitment to the character of Hollywood Entertainment District make it an important contribution to the public realm. The main entry is clear and visible from the street; ground floor retail spaces are open and active and easily accessible. The monumental pieces would be the pedestrian-scaled space that fronts Sunset Boulevard and the outdoor terraces.

The Project would provide vehicular parking for all of its uses in its subterranean and fully-enclosed above-grade parking structure; and, surface parking lot. The approximately 1,273 parking spaces would be located on three subterranean levels and four above-grade levels (one of which is a mezzanine); and, surface parking lot. There would be four primary vehicular access points on to the Property and would provide two points of ingress and egress – one ramp into the subterranean parking garage and the other ramp to the upper levels of the parking garage. An at-grade loading space would be accessible in the parking garage from Cole Place. In addition, the Project would also provide 142 bicycle parking spaces, comprised of 49 bicycle spaces for short term use and 93 bicycle spaces for long term use. These facilities would be located further from the pedestrian-oriented portions of the Project and closer to the parking garage, making it easier to access the Project's uses.

The scale is compatible with surrounding uses within this area of the Hollywood Entertainment District. The Project's commercial nature would blend well with the uses within the area. The Project's uses would include neighborhood-serving uses in the form of restaurant and retail uses, which would activate the ground floor and contribute to the neighborhood's commercial activity. The Project at its tallest point of the Project is approximately 276 feet to the top of the mechanical equipment level and approximately 251 feet to the top of the 14th floor (the last occupiable level). The Project's heights are permitted as there are no height restrictions within the C2 or C4 zones or the Regional Center Commercial land use designation within this Community Plan area.

The Property is located near several large-scale projects that have undergone a similar change for creative office space, including the Harlow, a 106,124 square-foot, five-story office building as part of the Sunset Las Palmas Studios; the Kilroy Academy Square, a mixed-use development with 335,000 square feet of office space and 13,000 square feet of retail space; and, Epic Hollywood, a 17-story mixed-use with 274,000 square feet of office space and 26,000 square feet of retail space. These projects have also been able to support the increase in jobs and production uses in the Hollywood Community Plan area. Similarly, the Property is within walking distance of many restaurants, cafes, and developing uses in the Hollywood Community Plan area, and it would further Hollywood's economic growth.

The Project's commercial nature would blend well with the uses within the area, which would include neighborhood-serving uses on the ground floor and creative office space in the upper floors within the eight-story commercial building. The proposed commercial retail and restaurant would activate the ground floor and contribute to the neighborhood's bustling activity.

The land uses within the general vicinity of the Property are characterized by a mix of low- to high-intensity commercial and mixed-use buildings, which vary widely in building style and period of construction. The surrounding properties include industrial, creative office, innovation campuses, commercial retail, office, restaurant, residential bungalows, multi-family residential buildings, and surface parking lots.

(ii) That the project complies with the height and area regulations of the zone in which it is located; and

The Project's building mass are reflective of the adjacent buildings. The building at its tallest point of the Project would be approximately 276 feet to the top of the mechanical equipment level, 271 feet to the top of the parapet, and approximately 251 feet to the top of the 14th floor (the last occupiable level). The Project's heights are permitted as there are no height restrictions within the proposed C2-2D zone or Community Commercial land use designation within this Community Plan area.

The Project's commercial nature would blend well with the uses within the area, which would include neighborhood-serving uses on the ground floor and office space in the upper floors within the 15-story commercial building. The proposed commercial retail, restaurant, and open dining spaces would activate the ground floor and contribute to the neighborhood's bustling activity.

The land uses within the general vicinity of the Property are characterized by a mix of low- to high-intensity commercial and mixed-use buildings, which vary widely in building style and period of construction. The surrounding properties include office, commercial retail, creative office, restaurants, multi-family residential buildings, hotels, and surface parking lots.

The Property is also located near several large-scale projects that have undergone a similar change for creative office space, including the Harlow, a 106,124 square-foot, five-story office building as part of the Sunset Las Palmas Studios; the Kilroy Academy Square, a mixed-use development with 335,000 square feet of office space and 13,000 square feet of retail space; and, Epic Hollywood, a 17-story mixed-use with 274,000 square feet of office space and 26,000 square feet of retail space. These projects have also been able to support the increase in jobs and production uses in the Hollywood Community Plan area. Similarly, the Property is within walking distance of many restaurants, cafes, and developing uses in the Hollywood Community Plan area, and it would further Hollywood's economic growth.

(iii) That the project is consistent with the City Planning Commission's design guidelines for Major Development Projects, if any.

The Project employs high-quality design to provide a pleasant and convenient experience for its tenants and patrons, but also blends well with its surrounding street conditions and various uses. For example, the Project's site planning considered the neighborhood's context and linkages in the design of the building. This informed the location of the restaurant and retail uses and the commercial use lobby to wrap primarily around its major street frontage of Sunset Boulevard with additional activity wrapping onto Wilcox Avenue and Cole Place. The Project has been designed to be appealing and convenient to patrons and tenants that arrive by either mode of travel. The entrances to the commercial uses have multiple entrances for those that travel by foot, and provide convenient bicycle storage onto the Project Site for those that travel by bicycle.

The Project is consistent with the Citywide Design Guidelines as identified below:

- (i) ***Guideline 1: Promote a safe, comfortable, and accessible pedestrian experience for all.***

Drawings Pages 2, 8: The Project would provide 23 street trees around the Project's perimeter for shading.

Drawings Page 8: The Project would widen the Sunset Boulevard sidewalk. The restaurant and retail frontages would be step back from the sidewalk from the corner of Cole Place west towards Wilcox Avenue, providing an expansive pedestrian experience at the base of the building. The 20 feet tall ground floor would contribute to the Project's visually vibrant and active urbanism. The Project would also prioritize and enhance the pedestrian experience around the building's perimeter through lighting and landscaping. In addition, the Project is within walking distance of the Hollywood-Vine Metro Station and the Metro Line 2 Local Line, connecting the Project to mass transit and the City.

Drawings Pages 8, 27-31: The Project would provide exterior lighting to enhance pedestrian safety along Cole Place and Wilcox Avenue.

- (ii) ***Guideline 2: Carefully incorporate vehicular access such that it does not degrade the pedestrian experience.***

Drawings Page 8: The Project would prioritize pedestrian access by having its pedestrian points of entry along and near Sunset Boulevard, the Project's primary frontage. Vehicular entries would be set to the side streets, Wilcox Avenue and Cole Place, as far from the pedestrian crossing points on Sunset Boulevard as possible. The Project would have the minimum number of driveway entrances and exits to support this concept and has purposefully designed drop-off and rideshare adjacent to the main lobby, also away from Sunset Boulevard. Loading would also be conducted on-site to minimize the impact on the pedestrian experience.

- (iii) ***Guideline 3: Design projects to actively engage with streets and public space and maintain human scale.***

Drawings Pages 2, 27-28: The Project's ground level would maintain a high degree of transparency and maximizes visual connections to the street and the immediate surrounding urban context.

Drawings Pages 8, 28-29: The Project's active ground floor uses would be located along primary street frontage on Sunset.

Drawings Pages 27-31: The parking podium would be wrapped in a distinctive, softly luminous material and wood screens, as an architectural feature, to actively contribute to the visual character of the immediate context. The parking podium and the remainder of the Project would have no blank walls where significant pedestrian activity is anticipated. Though no open space is required for the Project, the Project would provide landscaping around the perimeter of the building to liven up the pedestrian space.

Drawings Pages 29, 32: The Project's architectural elements would include massing, a canopy, and material and scale changes to reduce the Project's perceived mass.

(iv) ***Guideline 4: Organize and shape projects to recognize and respect surrounding context.***

Drawings Page 2: The Project would be a similar scale and mass of the adjacent buildings that are similarly zoned and designated. The Project would install Department of Water and Power ("LADWP") equipment on the lot fronting De Longpre Avenue and would screen the machinery with a green wall-type screen.

Drawings Pages 8, 34: All building entry points would be clearly legible.

Drawings Pages 27-31: The mechanical equipment on the lot fronting De Longpre Avenue and on the rooftop would be screened and not visible by pedestrians.

Drawings Pages 28-34: The Project's massing would have three classic and distinct parts: base, tower and crown, which breaks down the massing and allows it to be seen differently depending on the vantage point.

(v) ***Guideline 5: Express a clear and coherent architectural idea.***

Drawings Pages 27-31: The Project's design incorporates transitions from the sidewalk to the ground floor uses and building entryways through the use of landscaped areas, canopies, and appropriate setbacks. The local, intermediate, and distant points of view were considered in the selection of materials and multiple window types and screens have been incorporated into the Project's design to provide a sense of scale and generate visual interest. The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define architectural features while being energy efficient and shielded to minimize light spillage.

Drawings Page 31: The Project is situated between the black glass CNN Building to the north and a lighter dark rose-colored building with ribbon windows and a parking podium. In terms of scale and massing, the proposed building is a similar scale and mediates between the two.

- (vi) ***Guideline 6: Provide amenities that support community building and provide an inviting, comfortable user experience.***

Drawings Pages 8-9: The Project's street trees and landscape features would be provided around the entire perimeter of the project.

Drawings Pages 28-34: The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define the Project's architectural features.

- (vii) ***Guideline 7: Carefully arrange design elements and uses to protect site users.***

Drawings Pages 13-23: The Project would provide a significant amount of landscaped area open to the sky and integrated into the overall design. Every floor would have access to some type of open space. Together with expansive views and high ceilings, these features significantly would contribute to the health and well-being of the future occupants of the Project.

Drawings Pages 27-31: The Project would be designed to protect the health and well-being of tenants by reducing the exposure to excess sunlight. The building's massing above the podium shifts south, creating recessed areas, shading, and open areas on the north.

Drawings Pages 28-34: The Project's lighting would be integrated at the ground floor to enhance the pedestrian experience and to define the Project's architectural features.

- (viii) ***Guideline 8: Protect the site's unique natural resources and features.***

The Project is located on an urban infill site, and does not include any unique natural resources or features.

- (ix) ***Guideline 9: Configure the site layout, building massing, and orientation to lower energy demand and increase the comfort and well-being of users.***

The Project would provide EV charging stations per LAMC requirements. The Project's office lobby would be recessed to provide shading to reduce daytime heat gain. The exit stairwells would be generously scaled and would be an attractive choice for vertical circulation, with wayfinding signage to encourage the use of stairs.

Throughout the Project, trees would be provided on the open terraces as possible. Plants have been selected to properly scale up over time. The Project is designed to protect the health and well-being of users by reducing exposures to excessive sunlight and the building's massing. The Project's massing above the podium shifts to the south to create recessed areas, shading, and open areas on the north where the coverage is less critical.

The solar-powered lighting would increase overall energy efficiency with additional shading strategies through the use of canopies and cantilevered slabs.

- (x) ***Guideline 10: Enhance green features to increase opportunities to capture stormwater and promote habitat.***

Stormwater would be collected on-site and reutilized for landscape irrigation. The Project would incorporate other stormwater “best management practices” and green infrastructure features.

c. **Master Conditional Use Permit for Alcohol For A
Restaurant/Retail Use for a Full-Line of Alcohol Service**

The Master Conditional Use Permit is to allow a full-line of alcohol service for on-site consumption in conjunction with the three ground floor restaurants and/or retail space (e.g. coffee shop, café, or similar use). Generally, alcohol service is an amenity for restaurant and/or retail patrons and would not be a nuisance for surrounding properties.

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

The Hollywood Community Plan states that “the focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street.” Therefore, the Property is within the Hollywood Center. The Hollywood Community Plan then continues to state that the Hollywood Center would “function... 2) an entertainment center for the entire region.” The Project includes 12,141 square feet of restaurant uses to encourage residents, tourists, and employees to remain in the Community Plan Area to meet their dining/entertainment needs. In addition, the Project can serve as a one-stop destination for local workers, visitors, and businesses to provide a location for work, dining, and entertainment.

The availability of alcoholic beverages are now customary and incidental components of the Project’s proposed restaurant uses. For example, the zoning grant to offer alcoholic beverages to patrons is essential in attracting top quality dining establishments to the Project and the Community because it is an essential service that must be provided in order to compete with other restaurants. The proposed restaurants will provide the desired food, beverage, and entertainment options for visitors to the Hollywood Center, tenants and employees of the Project, and residents of the Community.

- (ii) *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 Hollywood Community Plan states that “the focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevards between La Brea and

Gower Street.” Therefore, the Property is within the Hollywood Center. The Hollywood Community Plan then continues to state that the Hollywood Center would “function as: 1) as the commercial center for Hollywood and surrounding communities and 2) an entertainment center for the entire region.” The Project includes 12,141 square feet of restaurant uses to encourage residents, tourists, and employees to remain in the Community Plan Area to meet their dining/entertainment needs. In addition, the Project can serve as a one-stop destination for local workers, visitors, and businesses to provide a location for work, dining, and entertainment.

The proposed sale of alcoholic beverages will be desirable to the public convenience and welfare because the top quality restaurants the Project can attract with its zoning grant for alcohol service would help the City achieve the Community Plan’s vision for Hollywood Center to be an area that is the commercial and entertainment center of the Community Plan Area. The restaurants will activate the sidewalks of Sunset Boulevard during the day and night hours, contributing toward making this the commercial and entertainment center of the region. The restaurants are convenient locations for residents, visitors, and employees who can patronize the uses.

The Project will provide adequate security and monitoring to ensure safety. The sale of alcohol is regulated by the State of California through the issuance of an Alcohol Beverage Control license.

(iii) That the project substantially conforms with the purpose, intent, and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

The Los Angeles General Plan sets forth goals, objectives, and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements including, but not limited to, Land Use, Housing, Transportation/Mobility, Noise, and Safety. The City’s Land Use Element is divided into 35 community plans that establish parameters for land use decisions. The proposed Master Conditional Use Permit would allow a full-line of alcohol to be served at three restaurants. The Property is not in a specific plan area. The Project is also in conformance with purpose and intent of the various elements of the General Plan, including the Framework Element that sets forth a strategy for long-range growth and development providing a context for updates to community plans and citywide elements. Many of the Project’s characteristics are in line within the objectives from the various chapters of the Framework Element outlined below.

In terms of **Land Use**, the Project is consistent with the intent of the following goals, objectives, and policies:

- **Objective 3.1** – Accommodate a diversity of uses that support the needs of the City’s existing and future residents, businesses, and visitors.
- **Objective 3.2** – To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.
- **Objective 3.14** – Provide land and supporting services for the retention of existing and attraction of new industries.

- **Policy 3.14.2** – *Provide flexible zoning to facilitate the clustering of industries and supporting uses, thereby establishing viable "themed" sectors (e.g., movie/television/media production, set design, reproductions, etc.)*

The Project's restaurant uses would reduce trips by further synergizing with the office-related uses, and would be located near the significant increase of residential uses planned within its immediate surroundings in Hollywood (Objective 3.2). As a result, the Project would "accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors" (Objective 3.1). The Project is also consistent with the type of developments the City encourages as it places new development in an existing neighborhood district (the Hollywood Entertainment District) while preserving the surrounding neighborhoods (Objective 3.4, Objective 3.14, Policy 3.14.2). Most importantly then, with 12,141 square feet of new restaurant space, the Project provides job opportunities for the City's residents, which would maintain the City's fiscal viability (Goal 3J, Objective 3.14, Policy 3.14.2).

The Project also includes bicycle parking facilities for patrons and tenants conveniently located on the ground floor. With a supportive design, tenants are also encouraged to engage in active transportation modes rather than vehicular trips. They would be less likely to drive or drive less as the Project would include a wide range of uses, have neighborhood resources located within the building or nearby, and provide employment opportunities within a growing employment center near mass transit and increased housing production. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the office developments of the surrounding properties.

The Project's proposed restaurant uses are designed to attract and increase pedestrian activity. The commercial component would be located on the ground floor and front the Sunset Boulevard frontage, which would activate and attract pedestrian interest. Interest at the street level is created by providing pedestrian-oriented commercial uses along the Sunset Boulevard frontage.

In terms of ***Urban Form and Neighborhood Design***, the Project is consistent with the intent of the following goals, objectives, and policies:

- **Objective 5.5** - *Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.*
- **Objective 5.9** - *Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.*
- **Policy 5.9.1** – *Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.*
- **Policy 5.9.2** – *Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours through the development of ground floor retail uses and sidewalk cafes.*

The Project proposes to be constructed as high quality office building that incorporates design elements reminiscent of the media production studios while providing a new contemporary glass façade structure with various repeating rectangle forms, creating a distinctive character (Objective 5.5).

The Project would include many design elements that would be a welcome contribution to the neighborhood's vibrant commercial energy and supportive of pedestrian circulation. Consistent with its evolving urban context, the Project has been designed to be pedestrian-oriented with ground floor commercial uses along the Sunset Boulevard frontage. The approximately 12,141 square feet allows three restaurants, each with their own entrance directly from the street. Even more, the Sunset Boulevard frontage would include potential outdoor dining opportunities for patrons of the restaurant.

Furthermore, tenants and patrons on-site throughout the day and night would act as natural surveillance for the surrounding neighborhood in addition to the security measures such as adequate lighting and clear definition of spaces (Objective 5.9, Policy 5.9.1, Policy 5.9.2). These project design features would put eyes on the street.

In terms of *Economic Development*, the Project is consistent with the intent of the following goals, objectives, and policies:

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

The Project is an appropriate mix of commercial uses and intensity for this location as it is located within a growing creative office and innovation hub of the Hollywood Entertainment District, which would support the economic development of the community, the greater Hollywood area, and its residents and tenants. The variety of uses of the Project would contribute much to the growing synergy of creative office and innovation hub with ground floor space to provide neighborhood resources to the community. The Project is supportive of active transportation modes as it has a pedestrian-oriented design, provides bicycle parking, and its proximity to a growing residential community would lead to a reduction in driving and congestion, reduction in air emissions, lower costs to businesses and commuters, and a higher quality of life.

d. **Waiver of Dedication and/or Improvements to the Public Right of Way (Alley)**

The Applicant requests Waivers of Dedication and/or Improvements of a five-foot dedication along the entire alley abutting the lot with APN 5546-014-014 and a five-foot dedication along the alley abutting the lot with APN 5546-014-017. Respectively, these are the northern and southern portions of the same alley that runs east-west between the Property.

The Project Site is bounded by Sunset Boulevard to the north, De Longpre Avenue to the south, Wilcox Avenue to the west, and Cole Place to the east.

Existing and Mobility Plan Alley Dimensions				
Classification	Existing Dimensions per Navigate LA	Dimensions per Mobility Plan	Project Obligation	Project
Alley	10'	20'	5' dedication on each side	10'

As set forth in LAMC 12.37-I.2(b), the Planning Director may waive, reduce or modify the required dedication or improvement as appropriate after making any of the following findings, in writing, based on substantial evidence in the record:

- The dedication or improvement requirement does not bear a reasonable relationship to any project impact.
- The dedication or improvement is not necessary to meet the City's mobility needs for the next 20 years based on guidelines the Streets Standards Committee has established.
- The dedication or improvement requirement is physically impractical.

The Project would maintain the 10-foot alley between Wilcox Avenue and Cole Place in-lieu of the required 20 feet suggested for alleys by the Mobility Plan.

- (i) *The dedication or improvement is not necessary to meet the City's mobility needs for the next 20 years based on guidelines the Streets Standards Committee has established.*

The purpose of the Streets Standards Committee's guidelines are to ensure the safety, accessibility, and convenience for all transportation users – pedestrians, bicyclists, transit riders, and motorists – is accommodated. Complete Street Design Guide, Goal of the Guide, pg. 3. Los Angeles' streets are meant to provide lively gathering places that foster community building and neighborhood identity rather than simply serving moving cars.

To meet the City's mobility needs for the next 20 years, the Project and surrounding properties are already activated with pedestrian friendly uses and design elements to allow for uses that encourage community building and neighborhood identity. Specifically, the Project's ground floor along Sunset Boulevard provides an activated ground floor for tenants and patrons to interact in a safe and enclosed environment. The Project also proposes to plant tree coverage to provide shade and enhance the pedestrian experience. The Project also provides 142 bicycle parking spaces to encourage bicycling as a viable travel option and reducing the need to lock bicycles haphazardly to fences, entry gates, and street poles.

The Project proposes to provide internal circulation similar to the alley to allow pedestrians, bicycles, and vehicles to travel from Wilcox Avenue through to Cole Place, and vice versa. As such, providing the full dedication is not necessary to meet the City's mobility needs for the next 20 years based on guidelines the Streets Standards Committee has established.

The Project's design meets the following policies of Mobility Plan 2035:

- Policy 2.10: Facilitate the provision of adequate on and off-street loading areas; and
- Policy 2.17: Carefully consider the overall implications (costs, character, safety, travel, infrastructure, environment) of widening a street before requiring the widening, even when the existing right of way does not include a curb and gutter or the resulting roadway would be less than the standard dimension.

The Project's design, including ground floor treatment, would encourage daytime and nighttime pedestrian activity along Sunset Boulevard within a traditionally commercial district through pedestrian friendly design; which would also further the following policies:

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

The Project's proximity to the increasing residential developments in Hollywood would reduce vehicular trips to and from the Project, vehicle miles traveled, and improve air pollutions. Additionally, the Project would provide code-required bicycle parking supporting "first mile, last mile solutions," enabling tenants and guests improved access to the project, whilst progressing the following policies as well:

- Policy 5.1: Encourage the development of a sustainable transportation system that promotes environmental and public health;
- Policy 5.2: Support ways to reduce vehicle miles traveled (VMT) per capita; and
- Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

Accordingly, the full dedication of the alley is not necessary to meet the City's mobility needs for the next 20 years.

e. **Site Plan Review**

- (i) *Substantial conformance with the purposes, intent and provisions of the Hollywood Community Plan and the General Plan*

The Los Angeles General Plan sets forth goals, objectives, and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements including, but not limited to, Land Use, Housing, Transportation/Mobility, Noise, and Safety. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions. The proposed Height District Change changes the Property's Height Districts from No. 2D and 1XL to 2. The Property is not in a specific plan area. The Project is also in conformance with purpose and intent of the various elements of the General Plan,

including the Framework Element that sets forth a strategy for long-range growth and development providing a context for updates to community plans and citywide elements. Many of the Project's characteristics are in line within the objectives from the various chapters of the Framework Element outlined below.

In terms of *Land Use*, the Project is consistent with the intent of the following goals, objectives, and policies:

- **Objective 3.1** – Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.
- **Objective 3.2** – To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.
- **Objective 3.4** – Encourage new multi-family, 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 3J** – Industrial growth that provides job opportunities for the City's residents and maintains the City's fiscal viability.
- **Objective 3.14** – Provide land and supporting services for the retention of existing and attraction of new industries.
- **Policy 3.14.2** – Provide flexible zoning to facilitate the clustering of industries and supporting uses, thereby establishing viable "themed" sectors (e.g., movie/television/media production, set design, reproductions, etc.)

The Project's mix of uses would reduce trips by further concentrating office-related uses, building on the synergy of the Hollywood Entertainment District, and would also locate new jobs near the significant increase of residential uses planned within its immediate surroundings in Hollywood (Objective 3.2). As a result, the Project would "accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors" (Objective 3.1). The Project is also consistent with the type of developments the City encourages as it places new development in an existing neighborhood district (the Hollywood Entertainment District) while preserving the surrounding neighborhoods (Objective 3.4, Objective 3.14, Policy 3.14.2). Most importantly then, with 433,175 square feet of new office space, the Project provides job opportunities for the City's residents, which would maintain the City's fiscal viability (Goal 3J, Objective 3.14, Policy 3.14.2).

The Project also includes bicycle parking facilities for patrons and tenants conveniently located on the ground floor. With a supportive design, tenants are also encouraged to engage in active transportation modes rather than vehicular trips. They would be less likely to drive or drive less as the Project would include a wide range of uses, have neighborhood resources located within the building or nearby, and provide employment opportunities within a growing employment center near mass transit and increased housing production. Further, the Project is well-designed so that the ground floor commercial is pedestrian-oriented and aesthetically pleasing, while blending well with the office developments of the surrounding properties.

The commercial ground floor space is designed to attract and increase pedestrian activity. The commercial component would be located on the ground floor and front the Sunset Boulevard frontage, which would activate and attract pedestrian interest. The commercial uses may provide neighborhood-serving uses such as restaurant and retail to benefit nearby residents. Interest at the street level is created by providing pedestrian-oriented commercial uses along the Sunset Boulevard frontage.

In terms of *Urban Form and Neighborhood Design*, the Project is consistent with the intent of the following goals, objectives, and policies:

- *Objective 5.5 - Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.*
- *Objective 5.9 - Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.*
- *Policy 5.9.1 – Facilitate observation and natural surveillance through improved development standards which provide for common areas, adequate lighting, clear definition of outdoor spaces, attractive fencing, use of landscaping as a natural barrier, secure storage areas, good visual connections between residential, commercial, or public environments and grouping activity functions such as child care or recreation areas.*
- *Policy 5.9.2 – Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours through the development of ground floor retail uses and sidewalk cafes.*

The Project proposes to be constructed as high quality office building that incorporates design elements reminiscent of the media production studios while providing a new contemporary glass façade structure with various repeating rectangle forms, creating a distinctive character (Objective 5.5).

The Project would include many design elements that would be a welcome contribution to the neighborhood's vibrant commercial energy and supportive of pedestrian circulation. Consistent with its evolving urban context, the Project has been designed to be pedestrian-oriented with ground floor commercial uses along the Sunset Boulevard frontage. The approximately 12,141 square feet of new ground floor commercial uses would consist of restaurant and retail uses, each with its own entrance directly from the street. Even more, the Sunset Boulevard frontage would include potential outdoor dining opportunities for patrons of the restaurant.

The design of the ground floor articulation and the partially landscaped terraces support the City's intent to increase the area and quality of open spaces in this park-scarce urban area of Los Angeles. The Project includes many design elements that would improve the public environment and also extend its terraces as quasi-public space that would also contribute to a more comfortable, safe, and pleasant pedestrian atmosphere.

Furthermore, tenants and patrons on-site throughout the day and night would act as natural surveillance for the surrounding neighborhood in addition to the security measures such as adequate lighting and clear definition of spaces (Objective 5.9, Policy 5.9.1, Policy 5.9.2). These project design features would put eyes on the street.

In terms of ***Economic Development***, the Project is consistent with the intent of the following goals, objectives, and policies:

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

The Project is an appropriate mix of commercial uses and intensity for this location as it is located within a growing creative office and innovation hub of the Hollywood Entertainment District, which would support the economic development of the community, the greater Hollywood area, and its residents and tenants. The variety of uses of the Project would contribute much to the growing synergy of creative office and innovation hub with ground floor space to provide neighborhood resources to the community. The Project is supportive of active transportation modes as it has a pedestrian-oriented design, provides bicycle parking, and its proximity to a growing residential community would lead to a reduction in driving and congestion, reduction in air emissions, lower costs to businesses and commuters, and a higher quality of life.

In terms of the ***Mobility Element***, the Project is consistent with the intent of the following goals, objectives, and policies:

- ***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.*
- ***Policy 2.6*** – *Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.*
- ***Policy 3.8*** – *Provide bicyclists with convenient, secure, and well-maintained bicycle parking facilities.*

The development of the Project advances the above-referenced policies by promoting ground floor pedestrian activity and circulation while providing sufficient and safe facilities for bicyclists. The Project has been designed so that the ground floor is well articulated, which activates the street level and is aesthetically pleasing and inviting for guests and tenants that commute by foot. There are multiple entrances to the various commercial components of the Property that are safe and accessible to pedestrians. Similarly, employees, tenants, and patrons that bike are conveniently welcomed to the various parts of the Project with safe, well-lit, and convenient bicycle parking options would be located on-site in the Project's parking garage. Therefore, the Project is supportive of active transportation modes, such as walking and bicycling. The architecture of the ground floor commercial component is well articulated with much of the commercial space located along the property line along the Sunset Boulevard frontage.

f. **Project Permit Compliance Review with the Hollywood Redevelopment Plan**

Pursuant to Hollywood Redevelopment Plan Section 506.2.3, a proposed development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR may be permitted by future amendments to the

Hollywood Community Plan on a specific site may be permitted as hereinafter set forth provided that the development furthers the goals, objectives set forth in Redevelopment Plan Section 506.2.3, and intent of the Redevelopment Plan.

(i) *Consistency with Redevelopment Plan Section 506.2.3 Objectives*

Redevelopment Plan Section 506.2.3 sets forth various objectives that projects must meet in order to obtain a 6:1 FAR including (a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation or which effectively utilize transportation demand management programs; and, (b) to provide for new development which complements the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.

The Project concentrates high intensity development in reasonable proximity to high capacity transportation and utilizes transportation demand management programs. The Project is located within a vibrant commercial area in Hollywood, conveniently accessible by various transit options, including the Metro Red Line (at the Hollywood and Vine Metro Station) and the Metro Line 2 Local Line. Various local and regional bus lines are also in close proximity with frequent stops and service to various locations throughout the City. In addition, as part of its transportation assessment study, the Project will utilize transportation demand management programs to reduce its vehicles-per-miles traveled transportation impacts.

The Project is also a new development to complement existing buildings in the immediate area. The CNN Building, located directly east of the Property, serves as both an inspiration and parallel for the Project. As discussed earlier, the Project's design is consistent with surrounding developments, both old and new, in a way that allows the Project to sit comfortably within its surrounding neighbors. The Project would be comparable in size to projects currently under construction near the Property and activates its ground floor with commercial uses and entrances along Sunset Boulevard. The Project is situated between the black glass CNN Building to the north and a lighter dark rose-colored building with ribbon windows and a parking podium. In terms of scale and massing, the proposed building is a similar scale and mediates between the two.

(ii) *The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard or Hollywood Core Transition District.*

The Property is not proposing any signage beyond Project or tenant identification signs or pathfinding/informational signs. As such, it is not subject to the Hollywood Signage Design for Development Guidelines. The Property is also not within the Hollywood Boulevard or Hollywood Core Transition Districts.

The Project encourages the involvement and participation of business persons and property owners in the redevelopment of the community (Goal 1) because the Property would be redeveloped from its current low intensity use of retail spaces, office, and surface parking lots into a new mid-rise

commercial office building that would contribute to the emerging creative office and innovative hub within Hollywood.

The Project preserves and increases employment (Goal 2) by developing 433,175 square feet of office use and 12,141 square feet of retail or restaurant use, which is more commercial floor area than currently exists on the Property. The new Project uses would provide a substantial number of jobs and employment opportunities.

The Project also adds to a balanced community meeting the needs of the residential, commercial, industrial sectors (Goal 3) and support and promote Hollywood as the center of the entertainment industry (Goal 6) because the Project would locate employment opportunities within a reasonable commuting distance from residential locations and mass transit. This reduces greenhouse gas emissions and vehicle miles traveled and allows the community to concentrate and grow production-related industry jobs within the Entertainment District to further building on its synergy, and to also locate jobs near much of the new housing growth in the City. Thousands of housing units have been constructed or are under construction in Hollywood; however, there is a shortage of office space for production-related uses.

The Project aims to provide office-related jobs near housing, which is located to the north, west, east, and south of the Property, and mass transit. Based on the SCAG RTP/SCS, the jobs-housing balance ratio for the City is 0.82:1, however there has been a recent boom in housing within the Hollywood area which would not yet be reflected in the ratio. The City's Department of City Planning 2019 Housing Progress Update Report provides that an approximately 19,196 residential units have been or are proposed to be built within the Hollywood Community Plan area between 2016 and 2019. With the increase of housing in this area, there needs to be the proportionate additional employment opportunities to support the housing growth. Therefore, the Project would be appropriate for this location as it would provide new high quality office space with supporting restaurant and retail uses within an established and growing employment center near mass transit and increased housing production.

The Hollywood Entertainment District and Hollywood generally have been experiencing a groundswell of interest from businesses and individuals seeking in creative spaces, modern offices, restaurants, and bars, all of which revitalized Hollywood as the center for media production. This has allowed the transformation of many properties into successful projects and the growth of neighborhood commercial uses to complement and support them as it is important to provide jobs near housing to reduce greenhouse gas emissions and vehicle miles traveled. The new construction of modern office space in recent years in Hollywood has attracted a variety of commercial uses such as creative offices, incubator spaces, and emerging innovation hubs and the Project aims to continue to provide new, high quality office space for creative and innovative businesses.

(iii) Permitting the proposed development serves a public purposes objective.

As discussed earlier, the Project would provide a public purpose objective by creating office space, which in turn increases employment opportunities. The Project would locate employment opportunities within a reasonable commuting distance from residential locations and mass transit. This reduces greenhouse gas emissions and vehicle miles traveled and allows the community to

concentrate and grow production-related industry jobs within the Entertainment District to further building on its synergy, and to also locate jobs near much of the new housing growth in the City. Thousands of housing units have been constructed or are under construction in Hollywood; however, there is a shortage of office space for production-related uses. The Project aims to provide production-related jobs near housing, which is located to the north, west, east, and south of the Property, and mass transit.

Based on the SCAG RTP/SCS, the jobs-housing balance ratio for the City is 0.82:1, however there has been a recent boom in housing within the Hollywood area which would not yet be reflected in the ratio. The City's Department of City Planning 2019 Housing Progress Update Report provides that an approximately 19,196 residential units have been or are proposed to be built within the Hollywood Community Plan area between 2016 and 2019. With the increase of housing in this area, there needs to be the proportionate additional employment opportunities to support the housing growth. Therefore, the Project would be appropriate for this location as it would provide new high quality office space with supporting restaurant and retail uses within an established and growing employment center near mass transit and increased housing production.

The Hollywood Entertainment District and Hollywood generally have been experiencing a groundswell of interest from businesses and individuals seeking in creative spaces, modern offices, restaurants, and bars, all of which revitalized Hollywood as the center for media production. This has allowed the transformation of many properties into successful projects and the growth of neighborhood commercial uses to complement and support them as it is important to provide jobs near housing to reduce greenhouse gas emissions and vehicle miles traveled. The new construction of modern office space in recent years in Hollywood has attracted a variety of commercial uses such as creative offices, incubator spaces, and emerging innovation hubs and the Project aims to continue to provide new, high quality office space for creative and innovative businesses.

(iv) Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by the proposed development shall be mitigated or are overridden by other social, economic, or physical considerations, and statements of findings are made.

The Project's environmental effects will be studied prior to the Project's hearings. Any environmental impacts will be mitigated or overridden by other social, economic, or physical consideration and statements of findings will be made.

g. Vesting Tentative Tract Map to Merge 2,275 Square Feet Along a Portion of Wilcox Avenue and to Merge and Subdivide the Property into Two Ground Lots and 12 Airspace Lots

Applicant requests approval of a Vesting Tentative Tract Map ("VTTM") in order to merge the existing contiguous ground lots and re-subdivide into two ground lots and 12 airspace lots per LAMC Section 17.15 and a merger to add 2,275 square feet, reflecting the right-of-way and street dimensions per the Mobility Plan 2035.

- (i) *The proposed map will be consistent with the applicable General and Specific Plan(s).*

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

The VTTM reflects the Project's plans for a commercial-use building that is consistent with the applicable general plan. The Project consists of approximately 12,141 square feet of ground floor retail or restaurant commercial uses and 433,175 square feet of office use in the upper floors, all within the permitted FAR per the requested actions.

An approval of the VTTM is contingent upon the review and approval of the associated entitlements to be considered by the City Planning Commission. Therefore, the VTTM and Project are substantially consistent with the applicable General and Community Plans affecting the Property and demonstrates compliance with all applicable sections of the LAMC.

- (ii) *The design and improvement of the proposed subdivision are consistent with applicable General and Specific Plan(s).*

The design and layout of the VTTM is consistent with the design standards established by the Subdivision Map Act and all applicable sections of the LAMC. The subdivision will be required to comply with all regulations pertaining to grading, building permits, and street improvement permit requirements. The Project consists of approximately 12,141 square feet of ground floor retail or restaurant commercial uses and 433,175 square feet of office use in the upper floors, all within the permitted FAR per the requested actions. The Applicant understands that the City will impose conditions of approval for the design and improvement of the subdivision, as required to be performed prior to the recordation of the VTTM, building permit, grading permit, and/or certificate of occupancy. The design and layout of the VTTM is consistent with the General and Community Plans and the land use patterns in the Property's general vicinity.

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

- (iii) *The site is physically suitable for the proposed type of development.*

The site is physically suitable for the proposed type of development. The Project consists of approximately 12,141 square feet of ground floor retail or restaurant commercial uses and 433,175 square feet of office use in the upper floors, all within the permitted FAR per the requested actions. The Property is located within a highly urbanized area surrounded by various commercial and multi-family uses. The Project's design and physical characteristics are consistent with the existing development of the surrounding community. The Property is relatively level and is not located in a landslide area or liquefaction area.

Furthermore, the Property is also not located in a flood zone or a Methane Buffer Zone.

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

The site is physically suitable for the proposed density of development. The Project consists of approximately 12,141 square feet of ground floor retail or restaurant commercial uses and 433,175 square feet of office use in the upper floors, all within the permitted FAR per the requested actions. The Project's commercial density is suitable and consistent with the surrounding area. The Property is located within an urbanized and built-out commercial corridor with existing infrastructure. The Property is also located near multiple transit stops, which encourages high-density uses.

(v) *The design of the subdivision and the proposed improvements are not likely to cause substantial environmental damage or substantially and avoidable injury to fish or wildlife or their habitat.*

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

(vi) *The design of the subdivision and the proposed improvements are not likely to cause serious public health problems.*

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

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

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

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

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

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

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

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

In assessing the feasibility of passive or natural heating or cooling opportunities in the proposed subdivision design, the local climate conditions, contours, sun/shade study, site orientation, and other design and improvement requirements were considered. The topography and lot layout of the subdivision has been taken into consideration with respect to the north/south orientation and passive or natural heating and cooling opportunities. In addition, the final design of the building will also consider building construction techniques, such as overhanging eaves, location of windows, insulation, exhaust fans; and planting of trees for shade purposes.