

MASTER LAND USE PERMIT APPLICATION
LOS ANGELES CITY PLANNING DEPARTMENT

Planning Staff Use Only

ENV No. <u>2015-2026-CIR</u>	Existing Zone <u>C4-2D-SN & C4-2D</u>	District Map <u>147A185</u>
APC <u>Central</u>	Community Plan <u>Hollywood</u>	Council District <u>13</u>
Census Tract <u>1907.00</u>	APN <u>5547020003</u>	Case Filed With [DSC Staff] <u>R. Avila</u>
		Date <u>5-29-2015</u>

CASE NO. CPC 2015-2025

APPLICATION TYPE Height District Change; Site Plan Review; Master Conditional Use; Conditional Use; Variance
(zone change, variance, conditional use, tract/parcel map, specific plan exception, etc.)

1. PROJECT LOCATION AND SIZE

Street Address of Project 6701 W Sunset Blvd - see Attachment A for full list Zip Code 90028

Legal Description: Lot _____ Block _____ Tract _____

Lot Dimensions irregular Lot Area (sq. ft.) 303,443.5 Total Project Size (sq. ft.) 1,424,391

*See Plans for Legal Description

2. PROJECT DESCRIPTION

Describe what is to be done: Construction of a mixed-use office, hotel, commercial, and residential development to include up to approximately 950 new residential units, a 308 room hotel, 95,000 sf of office, and 185,000 sf of commercial uses in 8 structures at various heights. See Attachment A for more.

Present Use: Mixed: office/commercial/residential/retail Proposed Use: Mixed: office/hotel/commercial/residential

Plan Check No. (if available) _____ Date Filed: _____

Check all that apply:

<input checked="" type="checkbox"/> New Construction	<input checked="" type="checkbox"/> Change of Use	<input type="checkbox"/> Alterations	<input checked="" type="checkbox"/> Demolition
<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input checked="" type="checkbox"/> Residential	<input type="checkbox"/> Tier 1 LA Green Code

Additions to the building:

<input type="checkbox"/> Rear	<input type="checkbox"/> Front	<input type="checkbox"/> Height	<input type="checkbox"/> Side Yard
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No. of residential units: Existing _____ To be demolished _____ Adding _____ Total _____

3. ACTION(S) REQUESTED

Describe the requested entitlement which either authorizes actions OR grants a variance:

Code Section from which relief is requested: n/a Code Section which authorizes relief: 12.32
Zone/Height District change from C4-2D and C4-2D-SN to C4-2 and C4-2-SN. See Attachments A & B for more.

Code Section from which relief is requested: n/a Code Section which authorizes relief: 16.05
Site plan review to permit the construction of up to approx. 950 new residential units, 308-room hotel, 95,000 square feet of office, and 185,000 square feet of commercial uses in 8 structures of varying height. See Attachments A & B for more.

Code Section from which relief is requested: n/a Code Section which authorizes relief: 12.24.W.1 & 18a
Master Conditional Use Permit for the sale and service of a full line of alcoholic beverages in connection with 22 new uses in connection with a new 308-room hotel and up to 185,000 square feet of commercial uses in a multi-structure development. See Attachments A & B for more.

List related or pending case numbers relating to this site:

Actions Requested, continued:

4. Code Section from which relief is requested: n/a
Code Section which authorizes relief: 12.24.T.3 and 12.24.W.19
Description: Vesting Conditional Use Permit to allow floor area ratio and density averaging in a unified development
5. Code Section from which relief is requested: 12.14.A.1(a)(10)
Code Section which authorizes relief: 12.27
Description:
Variance to permit outdoor eating above the ground floor
6. Code Section from which relief is requested: n/a
Code Section which authorizes relief: 12.21.A.4(y)
Description:
Reduced on-site parking with Transportation Alternatives
7. Findings of consistency with the Hollywood Community Plan, and objectives in the Hollywood Redevelopment Plan Section 506.2.3, related to an increase in the floor area ratio.

4. OWNER/APPLICANT INFORMATION

Applicant's name CRE-HAR Crossroads SPV, LLC c/o Bill Myers Company _____
 Address: 6363 Wilshire Blvd, Ste 600 Telephone: (323) 658-1511 Fax: () _____
Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Cross Roads Properties LLC - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

Contact person for project information Kyndra Casper / Jerry Neuman Company Liner LLP
 Address: 633 West Fifth Street, 32nd Flr Telephone: (213) 619-3141 Fax: () _____
Los Angeles, CA Zip: 90071 E-mail: kcasper@linerlaw.com

5. APPLICANT'S AFFIDAVIT

Under penalty of perjury the following declarations are made:

- a. The undersigned is the owner or lessee if entire site is leased, or authorized agent of the owner with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes lessee may not sign).
- b. The information presented is true and correct to the best of my knowledge.
- c. In exchange for the City's processing of this Application, the undersigned Applicant agrees to defend, indemnify and hold harmless the City, its agents, officers or employees, against any legal claim, action, or proceeding against the City or its agents, officers, or employees, to attack, set aside, void or annul any approval given as a result of this Application.

Signature: Morton LaKretz

Print: 5/20/15 MORTON LAKRETZ

ALL-PURPOSE ACKNOWLEDGMENT

State of California

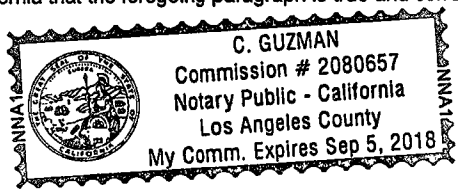
County of Los Angeles

On May 20, 2015 before me, C. GUZMAN, NOTARY PUBLIC
(Insert Name of Notary Public and Title)

personally appeared MORTON LAKRETZ, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/hers/their authorized capacity(ies), and that by his/hers/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.
 _____ (Seal)
 Signature



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Planning Staff Use Only

Base Fee <u>145,256.25</u>	Reviewed and Accepted by [Project Planner]	Date
Receipt No. <u>23959</u>	Deemed Complete by [Project Planner]	Date

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Applicant's name CRE-HAR Crossroads SPV, LLC c/o Bill Myers Company _____
 Address: 6363 Wilshire Blvd, Ste 600 Telephone: (323) 658-1511 Fax: () _____
Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Mort La Kretz - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

Contact person for project information Kyndra Casper / Jerry Neuman Company Liner LLP
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Signature: Morton La Kretz

Print: MORTON LA KRETZ

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

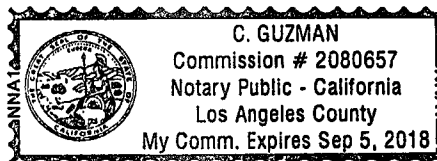
On May 20, 2015 before me, C. Guzman, Notary Public
(Insert Name of Notary Public and Title)

personally appeared MORTON LA KRETZ, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.

 Signature (Seal)



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 Address: 6363 Wilshire Blvd, Ste 600 Telephone: (323) 658-1511 Fax: () _____
Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Linda L Duttenhaver - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

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Signature: Linda L. Duttenhaver

Print: LINDA L. DUTTENHAVER

ALL-PURPOSE ACKNOWLEDGMENT

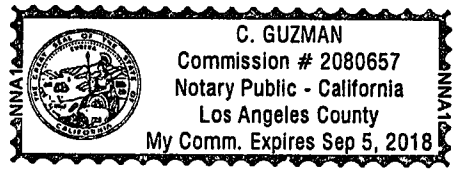
State of California
 County of Los Angeles

On May 20, 2015 before me, C. Guzman, Notary Public
(Insert Name of Notary Public and Title)

personally appeared LINDA L. DUTTENHAVER, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

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Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Linda Duttenhaver - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

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Signature: Linda Duttenhaver

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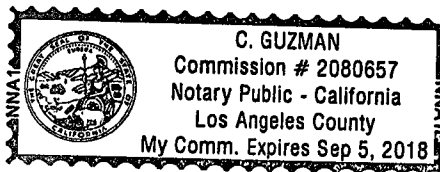
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 (Insert Name of Notary Public and Title)

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Property owner's name (if different from applicant) Gray Marble Front LLC - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

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Signature: Linda L. Dittenhafer

Print: LINDA L. DITTENHAVER

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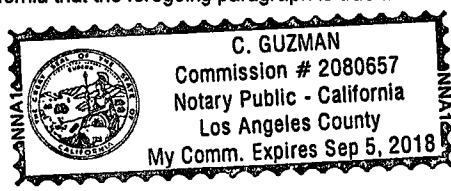
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(Insert Name of Notary Public and Title)

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 Address: 6363 Wilshire Blvd, Ste 600 Telephone: (323) 658-1511 Fax: () _____
Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Lindy Trust - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

Contact person for project information Kyndra Casper / Jerry Neuman Company Liner LLP
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Signature: Linda La Kretz Duttenhaver Print: LINDA LA KRETZ DUTTENHAVER

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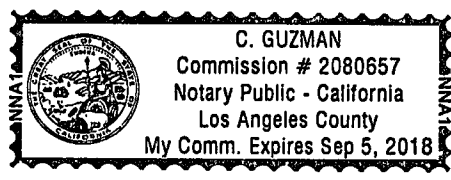
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(Insert Name of Notary Public and Title)

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 Signature (Seal)



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Receipt No.	Deemed Complete by [Project Planner]	Date

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

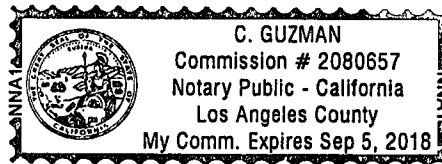
State of California
County of Los Angeles

On MAY 20, 2015 before me, C. GUZMAN, NOTARY PUBLIC personally appeared LUNDA LA KRETZ DATTENHAYEN, who proved to me on the basis of satisfactory evidence to be the person(~~s~~) whose name(~~s~~) is/~~are~~ subscribed to the within instrument and acknowledged to me that ~~he~~/she/~~they~~ executed the same in ~~his~~/her/~~their~~ authorized capacity(~~ies~~), and that by ~~his~~/her/~~their~~ signature(~~s~~) on the instrument the person(~~s~~), or the entity upon behalf of which the person(~~s~~) acted, executed the instrument.

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WITNESS my hand and official seal.

Signature _____ (Seal)



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 Address: 6363 Wilshire Blvd, Ste 600 Telephone: (323) 658-1511 Fax: () _____
Los Angeles, CA Zip: 90031 E-mail: bmyersemail@gmail.com

Property owner's name (if different from applicant) Margaret L Blume Trust - see attached Ownership list
 Address: 6671 Sunset Blvd, Ste 1575 Telephone: (323) 463-5611 Fax: () _____
Los Angeles, CA Zip: 90028 E-mail: linda@crossroadsproperties.com

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Signature: Margaret L. Blume Print: Margaret L. Blume

ALL-PURPOSE ACKNOWLEDGMENT

State of ~~California~~ Florida
 County of Palm Beach

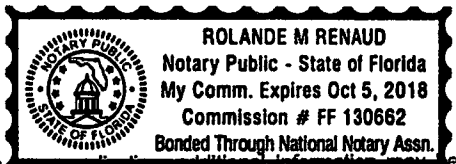
On 5/22/15 before me, ROLANDE M RENAUD
 (insert Name of Notary Public and Title)

personally appeared Margaret L Blume, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument. FOL

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Rolande M Renaud (seal)
 Signature



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Receipt No.	Deemed Complete by [Project Planner]	Date

Parcel Ownership List

Ownership Number (keyed to radius map)	Owner	Signatory	Authorization
1	Cross Roads Properties LLC	Morton La Kretz	Secretary of State
44	La Kretz Mort	Morton La Kretz	n/a
49	Duttenhaver Linda	Linda Duttenhaver	n/a
48	Duttenhaver Linda L	Linda Duttenhaver	n/a
43	Gray Marble Front LLC	Linda La Kretz Duttenhaver	Secretary of State
56	Lindy Trust	Linda La Kretz Duttenhaver (Trustee)	Trust Document
54	Blume Margaret L Trust	Margaret La Kretz Blume (Trustee)	Trust Document
55	Balian Gevorg G	Margaret La Kretz Blume Trust (50%) Lindy Trust (50%)	Deed of Trust

Attachment A: Project Description

1540-1552 Highland Avenue; 6700-6760 Selma Avenue; 6663-6675 Selma Avenue;
1543-1553 McCadden Place; 1542-46 McCadden Place; 1501-1573 Las Palmas Avenue;
1500-1570 Las Palmas Avenue; 1600-1608 Las Palmas Avenue; 6665-6713 ½ Sunset Boulevard

I. PROJECT DESCRIPTION

Crossroads Associates, LLC (“Applicant”) proposes to develop a dynamic mixed-used project (the “Project”) that celebrates the past, present, and future of Hollywood. The Project will transform a series of underutilized parcels into a transit-oriented pedestrian-enhancing development that will also preserve and revitalize the historic Crossroads of the World complex. The Project will balance historic preservation with contemporary design in order to enable uses that better serve this growing and diverse community while improving connectivity throughout a newly established district of Hollywood. This new district will be a compelling destination which enhances walkability and pays tribute to both historic and current Hollywood culture.

The Project is located on a combination of sites totaling 303,443.5 square feet¹ (the “Site”). The “Site” consists of multiple parcels across four different city blocks and generally bounded by Sunset Boulevard, Highland Avenue, Selma Avenue, and the Blessed Sacrament Church. The majority of the parcels are located south of Selma Avenue, with the exception of Parcels 17 through 21, which are located on the northeast corner of Selma Avenue and Las Palmas Avenue. The full list of parcels is as follows:

<u>Parcel No.</u>	<u>Addresses</u>	<u>Assessor Parcel Number</u>	<u>Lot Area in sq. ft.</u>
1	1550, 1552 Highland Avenue	5547-020-007	6,074.5
2	1546 Highland Avenue	5547-020-008	6,125.1
3	1540, 1542 Highland Avenue	5547-020-045	6,125.9
4	1543 McCadden Place	5547-020-045	6,874.9
5	1547,49 McCadden Place	5547-020-025	6,875.0
6	1553 McCadden Place 6750, 6756, 6760 Selma Avenue	5547-020-036	6,875.0
7	6736,38 Selma Avenue	5547-020-027	2,925.0
8	1546 McCadden Place	5547-020-027	2,925.0
9	6732, 6734 Selma Avenue	5547-020-028	2,816.9
10	None	5547-020-028	2,803.8
11	1542 McCadden Place	5547-020-029	5,715.7
12	1535, 1545, 1555 Las Palmas Avenue 6700, 6702, 6704, 6710, 6712, 6714, 6716, 6718 Selma Avenue	5547-020-001	71,544.8
13	None	5547-020-002	10,287.3
14	6713, 6713 ½ Sunset Boulevard	5547-020-005	11,361.8
15	6709 Sunset Boulevard	5547-020-004	8,249.9
16	1501, 1503, 1505, 1507 Las Palmas Avenue 6701, 6703, 6705, 6707 Sunset Boulevard	5547-020-003	11,249.9
17	1600 Las Palmas Avenue 6675 Selma Avenue	5547-014-028	3,080.1
18	1608 Las Palmas Avenue	5547-014-027	3,069.4
19	None	5547-014-027	3,098.8
20	6671 Selma Avenue	5547-014-028	3,080.1

¹ 303,443.5 square feet is the pre-dedication lot area per the City’s Zoning Zone Information Map Access System (ZIMAS).

21	6663, 6665, 6667 Selma Avenue	5547-014-026	5,561.8
22	None	5547-019-032	17,500.4
23	1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1550, 1552, 1554, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1573 Las Palmas Avenue 6665 Sunset Boulevard	5547-019-032	49,546.7
24	1509, 1511, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529 Las Palmas Avenue 6671, 6675, 6679 Sunset Boulevard	5547-019-032	15,899.8
25	None	5547-019-032	6,828.0
26	6683, 6685, 6687, 6689 Sunset Boulevard	5547-019-023	6,168.0
27	1510, 1512 Las Palmas	5547-019-022	6,869.9
28	1537, 1539, 1541, 1543, 1547, 1549, 1551, 1553 Las Palmas	5547-019-020	6,955.0
29	None	5547-019-019	6,955.0
TOTAL			303,443.50

The Site is currently improved with multiple structures containing a variety of uses, including retail and office uses in the historic Crossroads of the World complex, two story multifamily apartment buildings, one and two story structures used for commercial office and retail uses, and surface parking lots. Surrounding uses include religious institutions such as Blessed Sacrament Catholic Church and First Baptist Church, Hollywood High School, a plant nursery, commercial strip malls, a Rite-Aid pharmacy, Panavision, LA Recording School, a multi-story office building, and surface parking lots. Generally, both the Project Site and the surrounding area can be characterized by a mix of uses without a consistent development pattern. Located on the Project Site, the Crossroads of the World complex (Parcels 22 through 25 and Parcels 28 and 29) is a designated City Cultural-Historic Monument and also appears on the National Register of Historic Places and the California Register of Historic Resources.

The Project is located in the Hollywood Community Plan (the "Community Plan") area and the Hollywood Redevelopment Plan ("Redevelopment Plan") project area of the City. Parcels 1 through 3 are currently zoned C4-2D-SN and are located within the Hollywood Signage Supplemental Use District, while the remainder of the Site is zoned C4-2D. The D limitation on the Site limits floor area ratio ("FAR") to 2:1 and 3:1, though the underlying Height District of 2 allows an FAR up to 6:1.

The Project would retain, preserve, and rehabilitate the Crossroads of the World complex, which was declared City Historic Cultural Monument #134 on December 4, 1974 and was listed on the National Register in 1980. The complex consists of a series of one- and two- story shops in a variety of architectural styles such as Streamline Moderne, French and Spanish influenced designs, English village style, and a Moorish building. The shops are connected by a series of landscaped walkways with pedestrian entrances on Sunset Boulevard, Las Palmas Avenue, and Selma Avenue. The complex was designed in 1936 as the City's first outdoor pedestrian village and included a mix of shopping, dining, and entertainment uses. Architect Robert Vincent Derrah, AIA, intentionally separated the automobile from the pedestrian – a unique concept at the time. Including landscaping, his intent was to lend an Old World atmosphere unique to a busy city. The architect's full vision for Crossroads of the World was never achieved, and only approximately three-quarters of his design was built.

Marrying the architectural vision for an outdoor pedestrian village with a mix of uses, the Applicant proposes to replace the existing one and two story office, retail, and residential buildings which are not part of Crossroads of the World with new structures that bring to life the concepts of an open-air pedestrian district with a mix of shopping,

dining, and entertainment uses. The Project will blend the distinguishing character of Crossroads of the World with a sequence of new buildings of modern design creating an experience that celebrates old and new Hollywood.

The Project includes the construction of 8 new mixed-use buildings with a variety of uses including residential, hotel, commercial office, retail, and restaurant uses. The Project will include approximately 1,424,391 square feet of developed floor area, including up to approximately 950 new residential units, a 308-room hotel, 95,000 square feet of office, and 185,000 square feet of commercial uses. The Project FAR will be approximately 4.69, averaged across the Site.

Being true to the idea of Crossroads of the World, the Project will establish a new pedestrian passage or alley which extends diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares.

While the entirety of the Project is mixed-use in nature, the Project can generally be divided in four general areas:

Hotel Area (Building A1)

Located on the southeast corner of Selma Avenue and Highland Avenue, this portion of the project will include one high-rise structure with a 308-room hotel, ancillary meeting rooms, lobby lounge and bar, rooftop bar and lounge, and ground floor restaurant and retail. The structure will be approximately 31-stories and 365 feet in height.

Residential Area (Buildings B1, B2, B3, B4 and D1)

A total of five mixed-use residential buildings will be located on block B (bounded by Sunset Boulevard, Las Palmas Avenue, Selma, and McCadden) and in building D1 (located on the northeast corner of Selma Avenue and Las Palmas Avenue). All five structures will include ground floor retail space and with residential units above. The structures will include a maximum of 950 residential units and range in height from 85 to 402 feet as follows:

<u>Building</u>	<u>Approximate height</u>
B1	402 feet
B2	95 feet
B3	356 feet
B4	95 feet
D1	85 feet

av. 4.5 FAR

A maximum of 950 residential units is contemplated across the Site, including 70 units of rental affordable housing, to replace the existing 70 rent-stabilized units currently located on Parcel 12.

Commercial Area (Buildings C1 and C2)

Located east of Las Palmas Avenue and directly adjacent to the historic Crossroads of the World, the commercial portion of the property will consist of approximately 95,000 square feet of commercial office space above ground floor retail in two buildings with heights of approximately 65 and 81 feet.

Ground floor retail uses throughout the Project will total approximately 185,000 square feet.

The Project includes the sale of alcoholic for a full-line of alcoholic beverages at the following locations:

- Two (2) portable units that may serve alcohol for on-site consumption within the hotel use, including the meeting room and conference facilities;
- Mini-bars within each hotel room;
- On-site consumption for up to three (3) restaurants, bars or clubs located within the hotel use, including but limited to the lobby area, outdoor roof levels, and conference/assembly rooms;
- On-site consumption for up to fifteen (15) restaurants, bars or clubs located within the residential or commercial area of the Project, including but not limited to outside areas and/or sidewalk areas; and
- Off-site consumption at up to two (2) retail uses in the Project.

The Project will also include public dancing and live entertainment within any restaurant or bar within the hotel, or within up to eight (8) restaurants or bar/nightclubs in the Project.

To serve the needs of the project, the Applicant proposes to include below grade parking for all portions of the Project. Since 70 affordable units will be included, the rental portion of the Project will be exercising Parking Option 1 as well as a bicycle parking reduction. Through a combination of automobile parking and bicycle parking, the Project will include more than adequate parking to serve the needs of the historic and newly constructed uses and the larger Hollywood community.

The area is well-served by local and regional transit. The Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue, which is approximately 900 feet away from the Project Site. Further, the Hollywood Freeway (101) is located in close proximity to the Site. Several bus stops are located on Sunset Boulevard, Highland Avenue Boulevard, and Hollywood Boulevard.

With a total of 950 residential units, approximately 107,975 square feet of open space is required. The Project will include a host of open space and green space options including a series of integrated walkways that connect the mixed-use district with Hollywood neighborhoods. In addition, the Project will include roof decks and pools, community rooms, courtyards, landscaped gardens, common open space with gathering and seating areas, and active and passive recreational space.

The Project will transform the Site from its existing condition to a vibrant, pedestrian-oriented mixed-use development that promotes the historic vision of Crossroads of the World into a contemporary hub of activity implementing the unique vision contemplated for Hollywood in the Community Plan and the Redevelopment Plan. Thus, the Project includes hotel rooms serving the influx of tourists to the area, a range of housing options to serve local residents, and a range of ground floor retail uses serving both residents, employees and visitors to the area. The Project will incorporate sustainable development to comply with the City's Green Building Program and sustainability intent of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program.

Attachment B: Actions Requested and Project Findings

1540-1552 Highland Avenue; 6700-6760 Selma Avenue; 6663-6675 Selma Avenue;
1543-1553 McCadden Place; 1542-46 McCadden Place; 1501-1573 Las Palmas Avenue;
1500-1570 Las Palmas Avenue; 1600-1608 Las Palmas Avenue; 6665-6713 1/2 Sunset Boulevard

I. ACTIONS REQUESTED

A. ZONE CHANGE/HEIGHT DISTRICT CHANGE

The Site is currently zoned C4-2D and C4-2D-SN. The Project will require a height district change from 2D to 2 pursuant to Los Angeles Municipal Code ("LAMC") Section 12.32 in order to allow development of the Project with a floor area ratio of 4.69 averaged across the Site.

B. SITE PLAN REVIEW

The Project will create, or result in an increase of, 50 or more dwelling units or 50,000 square feet or more of commercial development. As such, it must obtain Site Plan Review before a grading permit, foundation permit, building permit, or use of the land permit is issued pursuant to LAMC Section 16.05.

C. MASTER CONDITIONAL USE PERMIT FOR THE SALE OF ALCOHOL AND FOR LIVE ENTERTAINMENT

The Project proposes the sale of alcoholic for a full-line of alcoholic beverages at the following locations:
- Two (2) portable units that may serve alcohol for on-site consumption anywhere within the hotel use, including the meeting room and conference facilities;
- Mini-bars within each hotel room;
- On-site consumption for up to three (3) restaurants, bars or clubs located anywhere within the hotel use, including but limited to the lobby area, outdoor roof levels, and conference/assembly rooms;
- On-site consumption for up to fifteen (15) restaurants, bars or clubs located anywhere within the residential or commercial area of the Project, including but not limited to outside areas and/or sidewalk areas; and
- Off-site consumption at up to two (2) retail uses anywhere in the Project.

The Project will also include public dancing and live entertainment within any restaurant or bar within the hotel, or within up to eight (8) restaurants or bar/nightclubs anywhere in the Project. As such, the Applicant requests a Master Conditional Use Permit for the sale of alcohol and live entertainment in connection with a total of 22 alcohol-related uses pursuant to LAMC Section 12.24.W.1 and 12.24.W.18a.

D. CONDITIONAL USE PERMIT TO PERMIT FLOOR AREA AND DENSITY AVERAGING IN A UNIFIED DEVELOPMENT

The Project Site consists of 29 total parcels, including the existing Crossroads of the World complex, that will be unified through a series of pedestrian walkways and thoroughfares. The Project also includes the preservation and rehabilitation of the historic Crossroads of the World complex and the addition of new floor area on other portions of the Project Site. As such, the Applicant requests floor area and density averaging in this unified development pursuant to LAMC Section 12.24.W.19.

E. ZONE VARIANCE TO PERMIT OUTDOOR EATING AREAS ABOVE THE GROUND FLOOR

SUPERSEDED

By document dated: 11/24/2015

Authorized by: Lucinda Albarran

Comment:

CPC 2015-2025

The Applicant proposes to develop a dynamic mixed-use project that includes commercial and retail spaces throughout a total of 8 newly constructed building. Eating establishments will be located throughout the Project, and the Applicant requests a zone variance to permit outdoor eating areas above the ground floor pursuant to 12.27.

F. REDUCED ON-SITE PARKING WITH TRANSPORTATION ALTERNATIVES

Section 12.21 A4(y) permits the City Planning Commission to reduce the amount of on-site parking required in connection with other discretionary actions in the Commission's jurisdiction, such as a zone change/height district change or conditional use permit request. As such, the Applicant requests reduction of on-site parking in connection with the Project as it will incorporate transportation alternatives.

II. FINDINGS REQUIRED FOR ZONE CHANGE/HEIGHT DISTRICT CHANGE

A. ADOPTION OF THE PROPOSED HEIGHT DISTRICT CHANGE IS CONSISTENT WITH THE GENERAL PLAN AND IS IN CONFORMITY WITH PUBLIC NECESSITY, CONVENIENCE, GENERAL WELFARE AND GOOD ZONING PRACTICE.

The height district change allows for a Project that is consistent with the General Plan as well as public necessity, convenience, general welfare and good zoning practice. The Site consists of parcels zoned C4-2D and C4-2D-SN. The Community Plan designates the Site as having a Regional Center Commercial land use designation with corresponding zone of C4. The C4 zone allows for commercial uses including hotels, office, retail, restaurants, and high-density multifamily residential use. Development of the Project would include multi-family residential, office, commercial, retail, restaurant, and hotel uses. These new uses would be in addition to the existing historic Crossroads of the World complex, which would be retained as part of the Project.

The Site is currently improved with multiple structures containing a variety of uses, including retail and office uses in the historic Crossroads of the World complex, two story multifamily apartment buildings, one and two story structures used for commercial office and retail uses, and surface parking lots. Surrounding uses include religious institutions such as Blessed Sacrament Catholic Church and First Baptist Church, Hollywood High School, a plant nursery, commercial strip malls, a Rite-Aid pharmacy, Panavision, LA Recording School, a multi-story office building, and surface parking lots. Generally, both the Project Site and the surrounding area can be characterized by a mix of uses without a consistent development pattern. Located on the Project Site, the Crossroads of the World complex (Parcels 22 through 25 and Parcels 28 and 29) is a designated City Cultural-Historic Monument and also appears on the National Register of Historic Places and the California Register of Historic Resources.

The Project is located in the Hollywood Community Plan (the "Community Plan") area and the Hollywood Redevelopment Plan ("Redevelopment Plan") project area of the City. Parcels 1 through 3 are currently zoned C4-2D-SN and are located within the Hollywood Signage Supplemental Use District, while the remainder of the Site is zoned C4-2D. The D limitation on the Site limits floor area ratio ("FAR") to 2:1 and 3:1, though the underlying Height District of 2 allows an FAR up to 6:1.

The Applicant is requesting a height district change from 2D to 2 pursuant to LAMC Section 12.32. The requested removal of the "D" limitation, which is imposed on the Site per Ordinance No. 165,662, is consistent with requirements under the General Plan and Community Plan. The height district change will allow for construction of the Project that will include up to approximately 950 new residential units, a 308-room hotel, 95,000 square feet of office, and 185,000 square feet of commercial uses. This would enable the Project to bring critical investment to an underutilized site in the Hollywood area, eliminating associated blight and negligible activity and improving the aesthetic and economic environment that fosters entertainment-related uses, increased pedestrian activity, home ownership opportunities, and jobs. Further, it will allow the Applicant to develop a Project that works to preserve and revitalize a registered historic cultural monument. The Project's mix of land uses will support the existing office, entertainment, and residential uses which immediately surround the Project Site in this prominent yet underserved

section of Hollywood. Since the proposed height district change is consistent with the requirements for the Regional Center Commercial land use designation, the Project is in conformity with the General Plan.

The General Plan, including the Framework and Housing Element, encourages mixed-use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mixed uses of the Project reflect current urban planning goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and adjacent to high-capacity transit.

The Height District Change is in conformity with public necessity, convenience, general welfare and good zoning practice because it allows for development of a Project that supports and rehabilitates a historic use, and respects and is compatible with, the surrounding neighborhood. As part of the Project, the Applicant proposes to retain and rehabilitate the existing Crossroads of the World complex. Over the years, the property has been adaptively reused and is currently used primarily as a creative office complex for entertainment industry companies. The Project will provide the mixture of uses necessary to ensure the new development, including the historic Crossroads of the World, can be sustained economically while supporting the long term preservation of historic structures. The vision for the Project includes new construction which will complement the historic complex, enhance ability to attract new jobs to the area, and will generate new sales tax revenue through retail sales. Further, ground floor retail space has been designed into all 8 proposed new buildings, and parking will be located below-grade. This, together, with the investment in pedestrian walkways and landscaped streetscapes will engage pedestrians. This approach to the Project is compatible with the surrounding neighborhood while enhancing the Project Site with complementary uses.

Further, the Project is in conformity with public necessity, convenience, general welfare and good zoning practice because it includes substantial infrastructure improvements and public and common open space. For example, the Project includes a new pedestrian passage crossing two city blocks. This new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. It will also improve connectivity to the vibrant mix of uses on Hollywood Boulevard which lies one block to the north, and on Highland Avenue which lies to the west. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares. These investments in the ground floor experience will promote pedestrian and bicycle linkages between the Project, the regional transit system, and the greater Hollywood community.

The proposed Project is in compliance with the land-use designation, goals and policies of the Community Plan and the Framework Element of the General Plan, including the Land Use Element, Economic Development Element, Housing Element and the Transportation Element and therefore, is in conformance with the General Plan and Hollywood Community Plan. The Site is not located within a Specific Plan.

1. **Community Plan Policies. The Community Plan includes the following relevant land use objectives, policies and programs:**

The development of the Project in the Community Plan area represents the opportunity to achieve the following General Plan Goals and Policies:

Objective 1: To “further the development of Hollywood as a major center population, employment, retail service and entertainment”.

Objective 3: To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing individual choice.

Objective 4a: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office space in quantities and patterns based on accepted planning principles and standards.

Development of the Project would support continued development of Hollywood as a major population center by providing a combination of up to 950 new multi-family residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. The hotel and commercial uses will also further the development of Hollywood through the creation of new jobs in the area while all components of the Project will work together to enhance Hollywood’s position as a entertainment district. In addition, the development of the Project in connection with the preservation and rehabilitation of the Crossroads of the World complex will ensure the long term economic viability of Crossroads of the World as it returns to its retail heritage.

The Project will provide needed housing units and employment to the Hollywood Community Plan area, fostering the jobs-housing balance objectives of the Community Plan. The mix of residential buildings in the Project includes for-sale and for-rent units, including 70 units of affordable housing. The proposed Project will create a high quality residential development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows and), better utilizes the Site by improving the land use and character of the existing neighborhood, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity and bicycle connectivity, improving urban life, and creating strong interaction and vitality to the existing neighborhood.

2. **Framework Element**

The Citywide General Framework provides guidance regarding policy issues for the entire City, including the Project Site. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form/neighborhood design, open space/conservation, economic development, transportation, and infrastructure public services. By enabling the construction of a supply of housing together with jobs and services, the proposed Project will be in conformance with several goals of the Framework as described below.

a. **Distribution of Land Use**

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City’s neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City’s major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The Project Site is located in a Regional Center which is designated for new mixed-use projects. Further, consistent with the above, the Site is located along Sunset Boulevard, a major transit boulevard and just blocks from the Metro station at Hollywood and Highland. The Project will include the construction of up to approximately 950 residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. The Project is designed to ensure harmony with the existing neighborhood and minimize impacts on neighboring properties by retaining that portion of the site known as the historic Crossroads of the World. The Project will also promote a pedestrian-friendly environment with active commercial uses at street level along all street frontages as well as within the project along the proposed pedestrian passage or alley that will connect Sunset Boulevard, Las Palmas Avenue, and McCadden Place. This diagonal pedestrian passage or alley is designed to ensure that ground floor commercial uses will benefit from additional connectivity between the Project and the neighboring areas and that neighborhood-serving retail will bring convenience to Project residents and the community. The character of the area includes other mixed-use projects, commercial and retail uses, and high density residential. Therefore, the Project's density and height will be compatible with the existing development and will not create negative impacts to the adjacent commercial or residential areas.

The Project will provide much needed new housing options for area residents. The location provides for a transit-friendly development, as the Site is adjacent to a range of public transit options. The Hollywood DASH operates bus stops on the northwest and southeast corner of Sunset Boulevard and Highland Avenue; Metro Bus No. 2 runs along Sunset Boulevard; and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue. Bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consistent with the Los Angeles Municipal Code and California Green Building Code. The Project thereby enables a more self-sufficient, pedestrian-oriented lifestyle that will reduce unnecessary vehicle trips in the vicinity and thereby enhance public convenience and general welfare.

Therefore, the Project encourages growth and increased land use intensity in a regional center and near transit nodes, to create a pedestrian-oriented environment while promoting an enhanced urban experience and provide for places of employment.

b. Economic Development

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

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

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

The Project proposes the construction of up to approximately 950 residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. This balance of uses is designed to meet the needs of local residents and sustain the economic growth of Hollywood. Specifically, the Project advances the above objectives by concentrating a mixed-use development in an existing commercial corridor and in an area that is able to support such development which is in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses in the area, by increasing pedestrian activity in the vicinity and activating the Site to provide retail uses and services, which will support community needs. Further, the Project includes the preservation and rehabilitation of the Crossroads of the World, complex which was intended to be a retail, dining, and shopping center. The development of the Project will enhance the retail and shopping base for Crossroads of the World and ensure its long term economic viability. Finally, in addition to the inherent environmental advantages of locating new pedestrian oriented development near transit, the Project will incorporate sustainable development design principles consistent with the above objectives.

c. **Housing Element**

Objective 2.1: Promote housing strategies which enhance neighborhood safety and sustainability, and provide for adequate population, development, and infrastructure and service capacities within the City and each community plan area, or other pertinent service area:

Policy 2.1.3: Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours.

Policy 2.1.4: Enhance livability of neighborhoods by upgrading the quality of development and improving the quality of the public realm, including streets, streetscape and landscaping to provide shade and scale.

The project includes a diverse mix of uses including retail, residential, hotel, office, and uses that promote activities and natural surveillance that would occur during and after commercial business hours. Being located within the Hollywood area, the residents of the Project will be able to take advantage of the extended hours of operation and entertainment activities that will characterize the district.

The Project will promote a range of rental housing opportunities for the community, offering a range of units priced to meet persons of varying income levels, providing both market rate units and affordable units. The Project will create a high-quality mixed use development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows, balconies and porches), better utilizes the Site by improving the land use and character of the existing neighborhood with a well-designed mixed used development with ground floor commercial space and hotel uses, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity, improving urban life, and creating strong interaction and vitality to the existing neighborhood. This mixed use Project will encourage pedestrian activity during and after normal commercial business hours by establishing much needed daytime and nighttime activities in the area.

The Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to enhance livability, upgrade the quality of development, and improve the public realm.

In addition, the Project will include landscaped open space and common space in accordance with Los Angeles Municipal Code requirements. Provided in a variety of way such as including courtyards, gardens, recreation rooms, and active and passive areas, the open space will also enhance livability and quality of development.

Objective 2.3: Encourage the location of housing, jobs, and services in mutual proximity. Accommodate a diversity of uses that support the needs of the City's existing and future residents.

Policy 2.3.1: Encourage and plan for high-intensity residential and commercial development in centers, districts, and along transit corridors, as designated in the Community Plans and the Transportation Element of the General Plan,

and provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled in order to mitigate traffic congestion, air pollution, and urban sprawl.

Policy 2.3.3: Encourage the development of new projects that are accessible to public transportation and services consistent with the community plans. Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.

The Project will include the construction of 8 new mixed-use buildings with hotel, office, commercial and residential uses. The Project location is well served by a large variety of transit options. The Site is located nearby a major transit corridor, Sunset Boulevard, and in proximity to the Hollywood Freeway (101). The Hollywood DASH operates bus stops on the northwest and southeast corner of Sunset Boulevard and Highland Avenue; Metro Bus No. 2 runs along Sunset Boulevard; and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue. Thus, the location is appropriate for the nature of the Project.

The Project emphasizes pedestrian and bicycle access, by adding new ground floor commercial uses oriented to pedestrians along all street frontages and internal paseos, which will provide neighborhood-serving amenities to the community as well as Project residents. The presence of these new commercial retail amenities will encourage residents and neighbors to walk the amenities on the Site. In addition, bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consistent with the Los Angeles Municipal Code and the California Green Building Code.

d. **Transportation Element**

Objective 3.13: Enhance pedestrian circulation in neighborhood districts, community centers, and appropriate locations in regional centers and along mixed-use boulevards; promote direct pedestrian linkages between transit portals/platforms and adjacent commercial development through facilities orientation and design.

The Project will include the construction of 8 new mixed-use buildings with hotel, office, commercial and residential uses. The Project will provide commercial options at the ground floor and hotel, office, and residential units above. The Project location is well served by a large variety of transit options. The Project will promote a pedestrian-friendly environment with active retail uses at street level along all street frontages and internal paseos. Ground floor commercial uses will provide neighborhood-serving retail to bring convenience to Project residents and the community, thereby encouraging the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians. Moreover, the presence of retail amenities will encourage residents and neighbors to walk the amenities on the Site.

In addition, the Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to enhance pedestrian circulation not only within the Project but also as it connects to the surrounding area.

3. Consistency with the Redevelopment Plan

As required by the Hollywood Redevelopment Plan, the proposed mixed-use development conforms to the applicable "provisions and goals of the Redevelopment Plan." In particular, the Project supports and is consistent with the following objectives identified in subsection 506.2.3 of the Redevelopment Plan:

Objective a) The proposed project concentrates a high intensity/density development in an area with direct access to high-capacity transportation facilities.

The Project proposes a mix of uses at an intensity and density appropriate for its location in Hollywood's Regional Center. The Project is served directly by major bus lines on Sunset Boulevard and Highland Avenue. In addition, the Metro's rail station at Hollywood and Highland just one block away is served by the Red Line which connects to other rail lines that serve other areas of Los Angeles and connect to a larger regional system at Union Station. Thus, the area has direct access to a variety of high-capacity transportation facilities.

Objective b) The new construction portion of the proposed development complements the existing architecturally and/or historically significant structures/buildings onsite and in the surrounding area;

The Project includes the preservation, rehabilitation, and revitalization of the historic Crossroads of the World complex. The new construction portion of the Project will complement the existing Crossroads complex by ensuring its long term economic viability and returning the complex to its retail heritage. The added investment to the Site and to the area will reinvigorate the local economy through job creation and increased daytime and nighttime activity which not only support the Project but will also support businesses and other retail establishments in other historically significant buildings

Objective c) The Project provides a focal point of entertainment, tourist and pedestrian oriented uses, and creates a quality urban environment.

The Project includes a 308 room hotel, 950 residential units, 95,000 square feet of office, and 185,000 square feet of commercial uses including retail and restaurant establishments. This mix of uses, located in Hollywood's Regional Center, nearby the Hollywood Boulevard entertainment and tourist district will enhance Hollywood's position as a major employment, entertainment, tourist, and pedestrian hub. In addition to enhancing the area, the Project itself provides a new focal point by incorporating a mix of uses organized around a multi-block pedestrian passage or alley that improves the connectivity between the tourist district on Hollywood Boulevard and the residential community to the south of Sunset Boulevard. By increasing these pedestrian connections and investment in landscaped private and public realms, the Project will create a quality urban environment for tourists, workers, residents, and visitors to the area.

Objective d) The proposed project provides appropriately designed housing.

The Project includes up to 950 residential units, including for-sale and for-rent housing and 70 affordable units. These residential units will be located in various mixed-use buildings on the Site, which will include a number of residential amenities such as neighborhood-serving retail, landscaped common open space, long term and short term bicycle parking, subterranean vehicular parking, and more. All the features of the residential building have been thoughtfully considered so that residential uses fit seamlessly within a larger Project having commercial, retail, restaurant, and hotel uses as well.

Objective e) The proposed project provides substantial and well-designed public open space.

The Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. The pedestrian passage will serve to improve the availability of public open space and will be designed and programmed to enhance livability, upgrade the quality of development, and improve the public realm.

III. FINDINGS REQUIRED FOR SITE PLAN REVIEW

A. THAT THE PROJECT IS IN SUBSTANTIAL CONFORMANCE WITH THE PURPOSES, INTENT AND PROVISIONS OF THE GENERAL PLAN, APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

Please see Section II for findings demonstrating that the Project is in conformance with the General Plan.

B. THAT THE PROJECT CONSISTS OF AN ARRANGEMENT OF BUILDINGS AND STRUCTURES (INCLUDING HEIGHT, BULK AND SETBACKS), OFF-STREET PARKING FACILITIES, LOADING AREAS, LIGHTING, LANDSCAPING, TRASH COLLECTIONS, AND OTHER SUCH PERTINENT IMPROVEMENTS, WHICH IS OR WILL BE COMPATIBLE WITH EXISTING AND FUTURE DEVELOPMENTS ON THE NEIGHBORING PROPERTIES.

The Project employs an attractive building design that has an active street presence and promotes pedestrian activity with ground floor commercial uses that have a high degree of transparency and create visual connections to the street. It also ensures that sidewalk widths are adequate for pedestrian flow, and utilizes pedestrian lighting to encourage and extend safe pedestrian activities into the evening. The Project will also provide street trees per the requirements of the Division of Urban Forestry.

The new mixed-use buildings proposed for the Project will have ground floor entrances to the residential, office, and hotel components. All pedestrian entrances will be located at the ground level along the street frontage, or along a pedestrian passage designed to promote walkability along and connecting to the existing historic Crossroad of the World complex.

The Project respects the historic Crossroad of the World complex by pushing density, mass, and scale to the other portions of the Site. Further, the Project consists of several structures. Structures located on the eastern edge of the Site adjacent to the historic Crossroads of the World are limited to 2-3 stories of office and commercial uses, which is consistent with the general scale of development along the eastern edge of the Site. The Project employs a distinguishable and attractive building design by utilizing modulated facades and distinctive architectural features to add visual interest and to convey both the residential and commercial uses of the buildings. The Project also treats all facades with detail and articulation to enhance the design and built environment. Open space and landscaping opportunities are utilized on the Site. Common amenities such as a landscaped podium decks, fire pit lounges, game tables, and pool areas are provided on podium levels and rooftops rather than smaller less usable areas around the site. Landscaping is utilized in open areas not used for building, driveways, and parking. Lighting fixtures will complement the architectural details, will be glare free, and will not spill over.

C. THAT THE PROJECT PROVIDES RECREATIONAL AND SERVICE AMENITIES TO IMPROVE HABITABILITY FOR ITS RESIDENTS AND MINIMIZE IMPACTS ON NEIGHBORING PROPERTIES.

The Project will provide a range of recreational facilities and service amenities that will improve habitability for the residents and provide a pedestrian-friendly experience along Highland Avenue, McCadden Place, Las Palmas Avenue, Sunset Boulevard, and Selma Avenue. A total of approximately 107,975 square feet of open space is required, and the Project will provide private, common, and landscape open spaces consistent with LAMC requirements for the Project.

The Project includes a new pedestrian passage crossing two city blocks. This new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, McCadden Place, and Highland Avenue. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares. These investments in the ground floor experience will improve habitability for new residents, tourists and local residents in the greater Hollywood community.

Further, the inclusion of substantial public and common open space to activate the ground levels and sidewalks will enhance the neighborhood by creating public gathering area and increasing the walkability of the area. Common amenities such as a landscaped podium decks, fire pit lounges, game tables, and pool areas are provided on podium levels and rooftops. The project design will also enable pedestrians to pass through the project from Sunset to Selma and also from Las Palmas to McCadden, mostly along open-air pathways and plazas. As such, the project incorporates many features in open and green space to promote pedestrian and bicycle linkages between the Project, the regional transit system, and the greater Hollywood community. Accordingly, the Project is providing ample facilities and amenities that will provide for a healthy living environment for residents and will encourage pedestrian activity and use of open space.

IV. FINDINGS REQUIRED MASTER CONDITIONAL USE PERMIT FOR THE SALE OF ALCOHOL AND FOR LIVE ENTERTAINMENT

A. 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.

Alcohol Sales

The subject Site is irregular-shaped, consisting of multiple parcels located across four city blocks and generally bounded by Sunset Boulevard, Highland Avenue, Selma Avenue and the lot currently occupied by Blessed Sacrament Church. The Site is located on the border of, and within, the Hollywood Entertainment District, a regional destination for tourists and visitors. Sunset Boulevard is designated a Major Highway Class II and the Site is designated for Regional Commercial Uses by the Community Plan. The Site is zoned C4-2D and C42D-SN.

The Project proposes to bring a new vibrancy to the area, by preserving and enhancing the Crossroads the World complex and replacing the existing underutilized uses onsite with a transit-oriented, pedestrian friendly mixed-use development consisting of housing, office, hotel, restaurant, retail and other commercial uses. The scale of the Project will result in the creation of a new district for the area, with a unique identity that celebrates the architecture and atmosphere of the Crossroads of the World complex and which gives homage to the past, present and future of Hollywood. This type of Project necessitates the establishment of a Master Conditional Use Permit for the sale of alcohol onsite.

More specifically, the Project proposes the sale of alcoholic for a full-line of alcoholic beverages at 22 locations on the Site:

- Two (2) portable units that may serve alcohol for on-site consumption anywhere within the hotel use, including the meeting room and conference facilities;
- Mini-bars within each hotel room;
- On-site consumption for up to three (3) restaurants, bars or clubs located anywhere within the hotel use, including but limited to the lobby area, outdoor roof levels, and conference/assembly rooms;
- On-site consumption for up to fifteen (15) restaurants, bars or clubs located anywhere within the residential or commercial area of the Project, including but not limited to outside areas and/or sidewalk areas; and
- Off-site consumption at up to two (2) retail uses anywhere in the Project.

The Project will also include public dancing and live entertainment within any restaurant or bar within the hotel, or within up to eight (8) restaurants or bar/nightclubs in the Project.

Depending on market conditions, some or all of the 22 spaces may be utilized for retail space or as restaurants and/or bar spaces. In order to provide flexibility and to address the needs of the area, the applicant needs flexibility on the range of potential uses and contemplates a maximum of 18 restaurants, bars or clubs and live entertainment and public dancing within up to 8 restaurants or bars/clubs on the premises. Any restaurant tenant utilizing one of the spaces allotted to alcohol sale will be full service and will contain a kitchen and may have ambient background music or live entertainment.

The intensity of the mix and types of uses within the development will complement the existing character of development within the immediate community, which caters to daytime residents and employees and also serves as a destination for entertainment, restaurant, and retail options for area residents and visitors. The Project's location along Selma Avenue, which is designated for Regional Commercial Uses by the Community Plan, is an appropriate location for alcohol service in combination with sit-down dining and/or a bar or club that will serve tourists, visitors, hotel guests and local employees and residents as well as new residents and employees of the Project. The development of this underutilized site will enhance the types of venues and destinations amenable to the character of development consistent with the Community Plan's vision of Hollywood as "a major center of population, employment, retail services, and entertainment," and which will further the area's 24-hour environment with an assemblage of uses meant to enhance the visitor experience that can be accessed by residents, employees, and tourists." These uses promote dining and entertainment and many include on-site alcohol sales as an integral part of operations. Also, because the Project is well served by public transit, including the Metro Red Line and various bus lines, residents, employees and patrons would take advantage of a readily available transit system.

Live Entertainment

A conditional use permit to allow live entertainment and dancing within the Project will be beneficial to the community because it will complement the already existing theaters, restaurants, bars, night clubs and lounges in the area. The provision of live entertainment and/or dancing amenities would be provided in connection with the restaurants and other bars and clubs onsite. Special events with live performances and dancing are proposed at various locations

throughout the Project Site to accommodate corporate-sponsored events, the promotion of local business, social and fundraising events, and other programs meant to advertise the cultural and entertainment venues in Hollywood.

The approval for live entertainment will require that individual operator(s) apply for a plan approval from the Zoning Administrator in connection with its request for a conditional use for the service of alcoholic beverages under the master conditional use permit that is requested herein before the operator is authorized to allow public dancing or dance hall uses at an establishment within the Project. Such discretionary approval will allow the Zoning Administrator to provide oversight to ensure that each operator proposes a use that is compatible with the master conditional use permit and that each individual establishment is vetted for security and safety concerns.

The Project's dancing and live entertainment uses will be consistent with the types of uses prevalent in Hollywood and which support other live entertainment and dancing venues in the community. Moreover, the Project will provide a mix of residential and commercial uses primarily designed to accommodate residents, tourists and community members interested in living, working and playing in an urban setting. In order to be economically viable and revitalize the surrounding area, the Project must provide a full range of commercial, dining and entertainment options that are attractive to both local residents and visitors. Live entertainment, including dancing, is a basic component of the proposed high-end restaurants, bars, nightclub lounges and special events uses and will satisfy consumer demand in Hollywood. Accordingly, the provision of live entertainment and dancing will enhance the pattern of uses which define Hollywood.

B. THAT THE PROJECT'S LOCATION, SIZE, HEIGHT, OPERATIONS AND OTHER SIGNIFICANT FEATURES WILL BE COMPATIBLE WITH AND WILL NOT ADVERSELY AFFECT OR FURTHER DEGRADE ADJACENT PROPERTIES, THE SURROUNDING NEIGHBORHOOD OR THE PUBLIC HEALTH, WELFARE, AND SAFETY.

Alcohol Sales

The Project Site encompasses approximately 303,443.5 square feet of land in a highly urbanized setting located along Selma Avenue between Highland Avenue to the west and North Cherokee Avenue to the east. Fronting Sunset Boulevard, Highland Avenue and walking distance of Hollywood Boulevard, which are some of the most lively streets in Los Angeles, the Project Site is also surrounded by a diversity of entertainment-related venues, including the Egyptian Theater, Boulevard 3, the Playhouse, Sound Nightclub, Boardners and other play house, theater, club and lounge venues. There are many restaurants, cafes, and bars which cater to these entertainment establishments as well as their employees and patrons that immediately surround the Project Site. The intensity and scale of the mixed-use Project is consistent with the provisions of the Regional Center Commercial land use designation and corresponding zones. As such, the sale of alcohol in conjunction with the maintenance and operation of a hotel along with restaurant, office, and potential patrons within the residential apartment and condominium uses will augment economic investment in the community and the sale of alcohol is inherent in the service of these businesses and venues. The Project's mix of uses is compatible with, and compliments, the character of development and the land uses prevalent within the community and will improve the visual and economic integrity of the community by replacing the surface parking and underutilized buildings that are currently located on the Site with a Project providing increased housing, employment, and economic activity. In addition, the Applicant is committed to working with the Office of Zoning Administration and the Los Angeles Police Department to develop a security plan for the Property and identify appropriate conditions to mitigate foreseeable impacts of the proposed operation. Such conditions of approval will ensure that the proposed uses are conducted with due regard with the adjacent owners and operators. In view of the foregoing, the location is proper in relation to the adjacent uses and development of the community

Live Entertainment

The live entertainment component of the Project is compatible with and will not adversely affect or further degrade adjacent uses or property because it is representative of the other live entertainment venues and theaters in the area and also furthers the Community Plan's objective of extending nightlife activity, including restaurants, nightclubs, and cafes, along commercial corridors while simultaneously increasing pedestrian activity and enhancing Hollywood as an entertainment destination for both residents and visitors alike. The area surrounding the Project is predominately zoned for commercial uses and is largely developed for these purposes. The surrounding area along Sunset Boulevard and North Las Palmas is designated as a major entertainment area in both the Hollywood Redevelopment Plan as well as the Community Plan. The Project and its dancing and live entertainment venues will not be detrimental to the character of the immediate area, but will instead have a positive impact on the economic welfare of the community.

The Project will encompass a variety of high-end uses to serve both residents and visitors. A key element of upscale special event spaces, assembly rooms, nightclub lounges and certain restaurant uses is the ability to provide a venue for dancing and live music. The plan approval process previously addressed herein will allow the Zoning Administrator authority to carefully screen the live entertainment uses and to condition them appropriately to ensure that they positively complement the nature of the Project and the character of the surrounding community. This process will allow for the careful consideration of the location of these venues in relation to the Project's other uses and the surrounding area's uses.

C. THAT THE PROJECT SUBSTANTIALLY CONFORMS WITH THE PURPOSE, INTENT AND PROVISIONS OF THE GENERAL PLAN, THE APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

Alcohol Sales and Live Entertainment

The Site is designated for Regional Center Commercial land uses. The proposed restaurant, bar, club, retail and hotel uses that will be granted the ability to serve alcohol are consistent with the planned land use and are permitted by the C4-2D and C4-2D-SN zones established for the subject Site. The Community Plan does not contain policies that specifically address requests for the sale of alcoholic beverages; however, the sale of alcohol is inherent in the operation of a hotel along with entertainment-related venues, restaurants, bars and clubs that are characteristic of Hollywood, especially within Regional Center Commercial land use designation. Authorization for the on-site sale of alcoholic beverages is allowed through the approval of the Zoning Administrator subject to certain findings. However, see Section II above for the Project's conformance with the General Plan. Likewise, dancing and live entertainment in connection with the proposal bar, club, retail, restaurant and hotel uses is consistent with the planned land use and are permitted in the C4 zone. Dancing and live entertainment is also inherent in the operation of a hotel along with the entertainment-related venues characteristic of Hollywood.

As such, approval of the request will be a necessary component of the development as alcohol sales are a key component of live entertainment venues, as well as to the operation of hotels, clubs and restaurants, thereby accomplishing the intent of the policies of the Community Plan.

The overall mix of uses proposed for the Project, including the hotel, retail, restaurant, club, and bar uses, is consistent with the General Plan as described in Section II above.

D. THE PROPOSED USE WILL NOT ADVERSELY AFFECT THE WELFARE OF THE PERTINENT COMMUNITY.

The proposed sale of alcohol will be in conjunction with the operation of a major mixed-use development that will include hotel, retail commercial, office, restaurant, and residential uses. The pertinent community in this instance consists of several entertainment-related venues and businesses serving area residents, employees, and tourists. The addition of alcohol sales within the development would be an enhancement of the types of amenities currently available in the community. The Regional Center Commercial land use designation within the Community Plan calls for active commercial uses with extended hours of operation to promote pedestrian activity and which supports Hollywood as a destination for business, conventions, trade shows, entertainment and tourism. Certain conditions of approval can be imposed by the Zoning Administrator in granting the applicant's request that would ensure the use would not have a detrimental impact to the community and the applicant is committed to maintaining the complex in a manner so that it does not become a nuisance or require additional resources of LAPD to monitor and enforce.

The authorization for the on-site sale of a full line of alcoholic beverages will be incidental to the sale of food on [a majority of the establishments offering alcohol service on the Site. The Site/s location has a regional scope and serves as an employment center and a shopping and entertainment district. The proposed use is consistent with the regional character of the area which consists of retail and office uses, hotels, restaurants and entertainment venues.

The Site will be operated to ensure the establishments selling alcohol and the sale of alcoholic beverages are conducted with due regard for the surrounding area. As configured, the use should not generate any adverse impacts on any adjacent uses. As such, the proposed use at this location will not adversely affect the welfare of the pertinent community.

E. THE GRANTING OF THE APPLICATION WILL NOT RESULT IN AN UNDUE CONCENTRATION OF PREMISES FOR THE SALE OR DISPENSING FOR CONSIDERATION OF ALCOHOLIC BEVERAGES, INCLUDING BEER AND WINE, IN THE AREA OF THE CITY INVOLVED, GIVING CONSIDERATION TO APPLICABLE STATE LAWS AND TO THE CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL'S GUIDELINES FOR UNDUE CONCENTRATION; AND ALSO GIVING CONSIDERATION TO THE NUMBER AND PROXIMITY OF THESE ESTABLISHMENTS WITHIN A ONE THOUSAND FOOT RADIUS OF THE SITE, THE CRIME RATE IN THE AREA (ESPECIALLY THOSE CRIMES INVOLVING PUBLIC DRUNKENNESS, THE ILLEGAL SALE OR USE OF NARCOTICS, DRUGS OR ALCOHOL, DISTURBING THE PEACE AND DISORDERLY CONDUCT), AND WHETHER REVOCATION OR NUISANCE PROCEEDINGS HAVE BEEN INITIATED FOR ANY USE IN THE AREA.

The property is located within Census Tract 1907, where the State's Department of Alcoholic Beverages Control (ABC) has allocated 53 onsite and 3 offsite licenses. Based on state licensing criteria, there is an overconcentration of licenses in the census tracts, however, allocation of licenses does not take into consideration the types land uses or the pattern and intensity of development of the area in which the census tracts are located.

Overconcentration is determined by a census tract's existing population compared to the total number of alcohol licenses within the same census tract. Overconcentration can be undue when the addition of a license will negatively impact a neighborhood. Overconcentration is not undue, however, when approval of a license does not negatively impact the area, and such license benefits the public welfare and convenience. Here, the alcohol licenses are centered on the Hollywood Boulevard corridor, a commercial and entertainment center in the heart of Hollywood's historic downtown. Although the Census Tracts are numerically over-concentrated, the Project will not adversely affect community welfare because it is a desirable mixed use development appropriately situated in a portion of the City designated for entertainment uses. The growth of the community and increasing demand for a mix of uses and services also creates the demand for additional onsite and offsite sales of alcoholic beverages and live entertainment. While licensing criteria may see this as overconcentration, it is in fact a reflection of demand by the

community for greater options with regard to dining and lodging. The Project is not unlike other regional venues that draw from populations throughout the City. Warner Center, Century City and downtown Los Angeles have a similarly high number of existing licenses compared to the allocation by Alcoholic Beverage Control. The Hollywood area is an entertainment center and a major tourist destination and is an appropriate location to offer alcohol and entertainment establishments. Thus, taking into account the influx of workers, visitors, and tourists to the area, as well as the addition need created by the development of the Project itself, the granting of the application will not result in an overconcentration.

The following sensitive uses are within 1,000 feet of the subject property:

- De Longpre Park: 1350 N Cherokee Avenue
- The Doctor's: 1439 N Highland Avenue
- Hollywood High School: 1521 N Highland Avenue
- Church of Scientology: 6724 Hollywood Boulevard
- Hollywood Wilshire YMCA: 1553 Schrader Avenue
- Selma Avenue School: 6611 Selma Avenue
- Selma Park: 6567 Selma Avenue
- First Baptist Church of Hollywood: 6682 Selma Avenue
- Blessed Sacrament Church & School: 6657 Sunset Boulevard

A finding of public convenience and welfare will be required from the City Council pursuant to AB 2897, Caldera Legislation. A significant concentration of restaurants and nightclubs offering a full range of alcoholic beverages is not undue for an entertainment destination serving both City residents and visitors. Since many of the proposed uses will be full-service restaurants and the on-site consumption of alcoholic beverages will only be incidental to the sale of food they should therefore not be anticipated to significantly contribute to or result in criminal activity. In addition, the subsequent Zoning Administrator plan approval process will ensure that each of the Project's venues will operate in a safe and secure manner. Therefore, the approval of the conditional use will not contribute to an undue overconcentration of premises for the onsite sale and consumption and offsite sale of alcoholic beverages.

F. THE PROPOSED USE WILL NOT DETRIMENTALLY AFFECT NEARBY RESIDENTIALLY ZONED COMMUNITIES IN THE AREA OF THE CITY INVOLVED, AFTER GIVING CONSIDERATION TO THE DISTANCE OF THE PROPOSED USE FROM RESIDENTIAL BUILDINGS, CHURCHES, SCHOOLS, HOSPITALS, PUBLIC PLAYGROUNDS AND OTHER SIMILAR USES, AND OTHER ESTABLISHMENTS DISPENSING, FOR SALE OR OTHER CONSIDERATION, ALCOHOLIC BEVERAGES, INCLUDING BEER AND WINE.

The Project Site is located in a highly urbanized area within Hollywood. The Site is planned for Regional Commercial Uses and is zoned C4-2D and C4-2D-SN. Surrounding uses in the vicinity of the Project area have a broad range of uses, including commercial, office, retail and entertainment uses.

The following sensitive uses were observed within a 1,000-foot radius of the subject property:

- De Longpre Park: 1350 N Cherokee Avenue
- The Doctor's: 1439 N Highland Avenue
- Hollywood High School: 1521 N Highland Avenue
- Church of Scientology: 6724 Hollywood Boulevard
- Hollywood Wilshire YMCA: 1553 Schrader Avenue
- Selma Avenue School: 6611 Selma Avenue
- Selma Park: 6567 Selma Avenue
- First Baptist Church of Hollywood: 6682 Selma Avenue
- Blessed Sacrament Church & School: 6657 Sunset Boulevard

All alcohol serving establishments will be located a reasonable distance from these sensitive uses so as not to be directly impacted by the request. The immediate vicinity of the Site is surrounded by retail, together with restaurant, office, entertainment, bar and hotel uses, some of which currently serve alcohol as an integral part of daily operations. The intensity of commercially improved and entertainment-related uses serving alcohol is a staple of this area of Hollywood and would increase the availability of such amenities to both residents and visitors alike. As such, the sale of alcoholic beverages will enhance rather than detrimentally affect nearby sensitive uses.

V. FINDINGS FOR CONDITIONAL USE PERMIT TO PERMIT FOR FLOOR AREA AND DENSITY AVERAGING IN A UNIFIED DEVELOPMENT

A. THE PROJECT WILL ENHANCE THE BUILT ENVIRONMENT IN THE SURROUNDING NEIGHBORHOOD OR WILL PERFORM A FUNCTION OR PROVIDE A SERVICE THAT IS ESSENTIAL OR BENEFICIAL TO THE COMMUNITY, CITY OR REGION.

The Project is a unified development as defined by LAMC Section 12.24.W.19 because: it is a combination of functional linkages, such as pedestrian or vehicular connections; is characterized by common architectural and landscape features, which constitute distinctive design elements of the development; is composed of two or more contiguous parcels or lots of record separated only by a street or alley; and when viewed from adjoining streets appears to be a consolidated whole.

Extending the original intent of Crossroads of the World as an outdoor pedestrian mall, the Project will establish a new pedestrian passage or alley lined with commercial uses which extends diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares

The Project, by establishing this new exciting district, will transform the Site from its existing condition to a vibrant, pedestrian-oriented mixed-use development that promotes the historic vision of Crossroads of the World into a contemporary hub of activity and vibrancy implementing the unique vision contemplated for Hollywood in the Community Plan and the Redevelopment Plan. The Project contains a mix of uses across the entire Site that are designed to work together to create a cohesive whole. Both the pedestrian and the vehicular connections are designed to promote connectivity across the entire Site and functionally link uses with an emphasis on walkability. The new structures to be developed onsite are designed to complement each other with distinctive design elements, and to harmonize with the surrounding neighborhood. To serve the needs of the Project, the applicant proposes to include below grade parking for all portions of the Project. The landscape features and open space are also designed to flow continuously between and connect all 29 parcels constituting the Site and create cohesion by repeating common features and themes. The Project Site is composed of multiple parcels that are separated only by McCadden Place, North Las Palmas Avenue and Selma Avenue and is designed to work together as an integrated whole. Because of the functional linkages and comprehensive design and landscape plans, the Project appears to be a consolidated whole when viewed from adjoining streets. Accordingly, the Project is a unified development as defined by LAMC Section 12.24.W.19.

Floor area and density averaging will allow the Project to provide an appropriate mix of uses distributed across the Site, in an effort to maximize the open space, pedestrian walkability and to better unify the public improvements which serve the Project. The Project's proposed uses, including office, residences, hotel, restaurant and retail, promote the jobs and housing balance sought by the Community Plan, while simultaneously providing publically accessible and pedestrian-friendly open space and plazas. FAR and density averaging across the unified development also enables the Project to provide mid-block connections with pedestrian walkways and plazas designed to complement and accentuate views of the iconic Crossroads of the World buildings and the architecturally significant structures which surround the Project. FAR and density averaging will allow full utility and flexibility of the types and intensity of uses across the entire Site. As such, FAR and density averaging will enhance the built environment and perform a function that is beneficial to the community.

B. 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.

FAR and density averaging across the development is compatible with and will not adversely affect or further degrade adjacent uses or property because it facilitates a beneficial mix of uses and a creative project design that preserves the historic Crossroads of the World buildings and maximizes connectivity. FAR and density averaging across the Project allows for the successful integration of the historic Crossroads of the World complex because it permits the development of low rise retail and office buildings nearby the landmarked buildings and high rise buildings on other parcels across from Las Palmas Avenue. Designing the massing in this way better relates the new structures to the historic buildings. The combination of hotel, office, residential, entertainment, restaurant, retail and other proposed commercial uses will meet the demand from local residents and allow project residents and office employees to work, eat, play and shop for goods and services within the property. There will also be design consistency as a unified development including a combination of functional linkages, such as pedestrian passage, vehicular connections and common architectural and landscape features, which constitute distinctive design elements of the development. The Project will be developed into its own district containing a mix of uses across the entire Site that are designed to work together to create a cohesive whole. Both the pedestrian and the vehicular connections are designed to promote walkability through functional linkages (including walkways, open space corridors and wayfinding features) within the Project and to the neighborhood beyond. The new structures to be developed across the entire Site will be designed to complement each other with distinctive design elements, harmonize with the surrounding neighborhood. The landscape features and open space are also designed to flow continuously between and connect the multiple parcels constituting the Site and create cohesion by repeating common features and themes. Accordingly, the averaging of FAR and density across the Project is compatible with and will not adversely affect or further degrade adjacent uses or property.

C. THE PROJECT SUBSTANTIALLY CONFORMS WITH THE PURPOSE, INTENT AND PROVISIONS OF THE GENERAL PLAN, THE APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

The request for floor area averaging as part of the Project substantially conforms with the purpose, intent and provisions of the General Plan and applicable Community Plan. More specifically, the General Plan, which includes the Housing Element and Land Use Element and the Community Plan, encourage mixed-use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mix of uses of the Project reflect City urban planning goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and nearby high-capacity transit. In addition, new developments,

including mixed-use projects, are occurring within the surrounding community, revitalizing the Hollywood core, and showing growing evidence of transforming the area into a lively, pedestrian-oriented district with a variety of residential, entertainment, commercial and professional office uses, among others.

FAR and density averaging across the Project's unified development will permit development of the Project to be more sensitive to the historic resources within the Site and to the surrounding community. The Project respects the mass and scale of the historic Crossroad of the World complex by pushing density, mass, and scale to the West toward McCadden Place and Highland Avenue. Further, the Project is split up into a variety of structures. Structures located on the eastern edge of the Site adjacent to the historic Crossroads of the World are limited to 2-3 stories of office, which is consistent with the general scale of development along the eastern edge of the Site. The resulting varied heights and massing will create a project design that preserves view corridors to and from the Site and facilitates a beneficial and efficient mix of uses. By averaging FAR and density across the Project, the resulting development will simultaneously reduce its impacts on the immediate neighborhood and create beneficial new uses and open spaces that benefit the wider community. In addition, the FAR and density averaging will allow for the mix of uses proposed for the Project which include, hotel, residential, office, retail and restaurant uses which is in keeping with the Community Plan's intent to "further the development of Hollywood as a major center of population, employment, retail service and entertainment." This practice is consistent with the purpose, intent and provisions of the General Plan as further described in Section II.

D. THE DEVELOPMENT, ALTHOUGH LOCATED ON SEPARATE PARCELS OR LOTS OF RECORD, IS A UNIFIED DEVELOPMENT AS DEFINED BY LAMC 12.24.

Los Angeles Municipal Code Section 12.24.W.19 allows averaging of floor area ratio and density when buildings comprise a unified mixed-use development in the C zone citywide. The entirety of the Project Site is located in the C zone, and the Project itself is a unified mixed-use development as defined by LAMC Section 12.24.W.19.c because it includes a number of pedestrian and vehicular connections which serve as functional linkages, provides common architectural and landscape features which will be distinctive design elements, is composed of two or more contiguous parcels separated only by a street or alley, and when viewed from adjoining streets appears to be a consolidated whole.

As described above, the Project includes the creation and construction of a new pedestrian passage or alley that serves to connect multiple streets and blocks. The Project also includes the realignment of Las Palmas Avenue to improve vehicular and pedestrian circulation and safety. Further, the streets fronting the project (Sunset Boulevard, Selma Avenue, Las Palmas Avenue, McCadden Place, and Highland Avenue) will all be improved with new pedestrian friendly landscaping which will serve to link and connect the unified development with a number of distinctive design elements which will unify the 8 proposed structures of the Project. Thus, the Project meets the criteria of unified development.

VI. FINDINGS FOR ZONE VARIANCE TO PERMIT OUTDOOR EATING ABOVE THE GROUND FLOOR

A. THE STRICT APPLICATION OF THE PROVISIONS OF THE ZONING ORDINANCE WOULD RESULT IN PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS INCONSISTENT WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING REGULATIONS.

The strict application of the provisions of the LAMC that prohibit restaurants with outdoor eating areas above the ground-floor level would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the zoning regulations. The zoning regulations allow certain land uses in various zones in order to achieve compatibility between respective uses. Such regulations, however, are written on a City-wide basis and often do not take into account the unique characteristics of a specific site's intended use or the character of a particular community. The intent behind LAMC's regulation is to reduce noise from the above ground outdoor eating areas. In this instance, the above ground-floor outdoor dining establishments will not cause significant noise impacts. The proposed outdoor dining areas are amenities that will serve Project residents, employees and local and regional visitors and will not cause noise impacts on surrounding residential neighbors or other sensitive uses. The area surrounding the Project is largely commercial, meant to engage pedestrian activity and attract tourists, including concert venues, theaters, restaurants with live entertainment, as well as dance clubs, and bars. Any eating areas above the ground floor will be located away from any sensitive uses within the vicinity that could reasonably be impacted by noise emanating from the outdoor eating areas. As such, the general purpose and intent of the zoning regulation, to regulate noise, is still being achieved. The outdoor dining is an amenity consistent with the Community Plan's objectives of providing increased destinations which further the area's identity as an entertainment district and as "a major center of population, employment, retail services, and entertainment." The Project will further this vision and will support this area of Hollywood.

Furthermore, the strict application of the provisions of the LAMC that prohibit restaurants with outdoor eating areas above the ground-floor level would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the zoning regulations since the proposed mix of uses, including the proposed residential, hotel, office, commercial retail, and restaurant uses are substantially in compliance with the Regional Center Commercial land use designation of the Project and the surrounding properties. The provision of an outdoor and above ground eating area is the type of use that would solidify the City's identity, climate, and views, and will reinforce Hollywood's status as a nationally recognized entertainment district and provide safer dining spaces for residents and visitors alike. The construction and design of the Project, which includes above ground-floor restaurants with outdoor dining areas, should not be expected to create any additional impacts above and beyond the allowable uses.

B. THAT THERE ARE SPECIAL CIRCUMSTANCES APPLICABLE TO THE SUBJECT PROPERTY SUCH AS SIZE, TOPOGRAPHY, LOCATION OR SURROUNDINGS THAT DO NOT APPLY GENERALLY TO OTHER PROPERTY IN THE SAME ZONE AND VICINITY.

The Project will transform the property's existing underutilized site into a mixed-use development that will incorporate the existing historic-cultural monument, Crossroads of the World. As the Crossroads of the World was itself originally established as an outdoor shopping center, the Project seeks to incorporate and rejuvenate outdoor features of the Site that bring to life the concepts of an open-air pedestrian district with a mix of shopping, dining, and entertainment uses and represents the historic character of the Site. Outdoor dining facilities above the ground-floor will be designed to take advantage of spectacular views of the surrounding area and the Hollywood skyline. The Project is located within a portion of Hollywood that will continue to generate and promote a nationally-recognized entertainment district. The LAMC's restriction on outdoor dining is not consistent with the Community Plan's vision for this vibrant entertainment zone. The distinction of outdoor dining is a unique and innovative design feature that is appropriate in Hollywood, but which is not currently recognized by the LAMC.

C. THAT SUCH VARIANCE IS NECESSARY FOR THE PRESERVATION AND ENJOYMENT OF A SUBSTANTIAL PROPERTY RIGHT OR USE GENERALLY POSSESSED BY OTHER PROPERTY IN THE SAME ZONE AND VICINITY BUT

WHICH, BECAUSE OF SPECIAL CIRCUMSTANCES AND PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS IS DENIED TO THE PROPERTY IN QUESTION.

Numerous other sites in the surrounding area with similar uses have been granted variances and adjustments to facilitate unique design features, such as the Hollywood & Highland complex, the Music Box, the W Hotel, and the Redbury Hotel. These uses often exist on above-ground terraces, mezzanines and rooftops of buildings, which allow for and take advantage of the visibility of the Hollywood commercial center area as well as the Hollywood Hills. The Project will redevelop a currently underutilized site, into a development that enlivens the commercial center of Hollywood by attracting residents and visitors, both day and night, through a mix of economically viable, commercial, residential, entertainment and community-serving uses that add to those already existing in Hollywood. In order for the Project to provide uses necessary to ensure the viability and competitiveness of the Project, the provision of above ground outdoor eating establishment is necessary design feature. Additionally, the outdoor eating amenity will further complement existing and proposed development in the Hollywood area.

D. THAT THE GRANTING OF SUCH VARIANCE WILL NOT BE MATERIALLY DETRIMENTAL TO THE PUBLIC WELFARE, OR INJURIOUS TO THE PROPERTY OR IMPROVEMENTS IN THE SAME ZONE OR VICINITY IN WHICH THE PROPERTY IS LOCATED.

Allowing the Project to incorporate outdoor eating areas above the ground-floor will not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the property is located. The use is compatible with the surrounding regional commercial uses and complements the City's vision of Hollywood as a thriving entertainment district. The Project's unique architectural features, including outdoor dining areas with scenic overlooks and landscaped, pedestrian-friendly open space, will benefit the public welfare by creating an interesting mixed-used development that will enhance Hollywood's image as a desirable place to live, work, and play. The LAMC's restriction on above ground outdoor dining is no longer in keeping with the City's vision for Hollywood, nor does the restriction encourage the advancement of Hollywood as a nationally recognized dining and entertainment area. Further, the general intent of the regulation, to regulate noise, would still be accommodated by the Project. The above ground-floor dining establishments will not create significant noise impacts. A variance to allow above-ground dining will advance the City's plan by significantly increasing the Project area's open space, walkability, and unique views of Los Angeles. The Project's facilities, including those above-ground, will attract world-class restaurants and cafes that will benefit project residents, area residents and visitors, and tourists alike.

E. THAT THE GRANTING OF SUCH VARIANCE WILL NOT ADVERSELY AFFECT ANY ELEMENT OF THE GENERAL PLAN.

The granting of this variance will not adversely affect any element of the General Plan. The use of outdoor terraces for dining and entertainment is consistent with the Community Plan goal of being a "major center of population, employment, retail services, and entertainment," as well as other goals and policies in the General Plan. The use of unique and innovative architectural elements will help to transform the area into a thriving district to live, work, and play. Allowing well-designed and effectively-programmed outdoor dining above the ground-floor will not hinder the achievement of community redevelopment goals, nor will it negatively affect the character of development in the immediate neighborhood. Rather, the Project will promote revitalization of an underutilized area by providing a true mixed-use development, a project compatible with surrounding retail, restaurant and other commercial uses, and that will enhance Hollywood.

VII. FINDINGS FOR REDUCED ON-SITE PARKING WITH TRANSPORTATION ALTERNATIVES

A. THE STRICT APPLICATION OF THE PROVISIONS OF THE ZONING ORDINANCE WOULD RESULT IN PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS INCONSISTENT WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING REGULATIONS

Section 12.21 A.4 of the Code establishes parking requirements and standard for the various land uses of the project. Due to the mixed-use nature of the project, the Project will incorporate shared parking procedures by which uses would share parking spaces when the uses have different parking requirements and different demand patterns within a 24-hour cycle or on weekends and weekdays.

The intent and purpose of the parking requirements is to standardize numerical assumptions for general parking requirements for individual uses. These assumptions, however, do not account for mix of uses within a unified development and with generous access to public transit. The strict application of these parking provisions would result in practical difficulties and unnecessary hardships inconsistent with the general purposes and intent of the LAMC as the project has a mix of uses that generate different parking demands based on day and time of day and not as a series of stand-alone uses. The project's close proximity to mass transit and the implementation of a TDM program will further reduce vehicle trips with the provision of pedestrian/bicycle/transit rider friendly amenities, including long and short-term bicycle parking facilities, car share amenities, and improving the pedestrian sidewalk linkage to the Hollywood/Highland Metro Red Line Transit Station to and from the project site.

Provisions of the LAMC allow for reduced parking, including "City Planning Commission Authority for Reduced On-Site Parking with Remote Off-site Parking or Transportation Alternatives" under Section 12.21A.4(y), "Shared Parking" under Section 12.24X.20 (permits two or more uses to share off-street parking spaces with ZA approval), and "Special Permission for Reduction of Off-street Parking Spaces by the Director" under Section 12.24Y (permits a 10% reduction for project located within 500 feet of mass transit). The requested reduction in parking satisfies the intent provided for in the exceptions of the Code which recognizes the need for shared parking in mixed-use developments while acknowledging expanding access to public transit. With the reduced parking/shared parking per City Planning Approval, the project will meet parking demand of on-site facilities consistent with these sections of the LAMC.

B. THAT THERE ARE SPECIAL CIRCUMSTANCES APPLICABLE TO THE SUBJECT PROPERTY SUCH AS SIZE, TOPOGRAPHY, LOCATION OR SURROUNDINGS THAT DO NOT APPLY GENERALLY TO OTHER PROPERTY IN THE SAME ZONE OR VICINITY.

The unique circumstances of locating a single, unified development with a combination of residential dwelling units, hotel, office, retail, and restaurant uses in close proximity to mass transit including the Hollywood/Highland Metro Red Line stop support the request for reduced/shared parking. In addition to this, the Project will incorporate a TDM Program to reduce vehicle trips with the provision of pedestrian/bicycle/transit rider friendly amenities, including long and short-term bicycle parking facilities, car share amenities, and improving the pedestrian sidewalk linkage to the Hollywood/Highland Metro Red Line Transit Station to and from the project site.

The location of the Project across four city blocks significantly enhances the resulting project and the effect of the project on the neighborhood in two significant ways. First, the project will activate sidewalks on five different streets: Sunset Boulevard, Selma Avenue, Highland Avenue, McCadden Place, and Las Palmas Avenue. Second, the Project's open design, incorporating a pedestrian passageway and realignment of Las Palmas Avenue will invite pedestrians into the interior of the Project from areas to the North along Hollywood and to the South along Sunset Boulevard. Further, the Project includes the maintaining the historic Crossroads of the World complex. The unique design element of spanning a pedestrian passageway across multiple city block will be maintained as a central design element of the project.

Moreover, the Project is a transit-oriented development located in a dense urban environment ripe for reduced parking. The Hollywood/Highland Metro Red Line stop is approximately 700 feet from the Selma Avenue / Highland Avenue portion of the Project. The Project also sits along Sunset Boulevard which is a major transit thoroughfare. Accordingly, the location of the project near numerous transit options reduces the need for on-site parking facilities.

C. THAT SUCH VARIANCE IS NECESSARY FOR THE PRESERVATION AND ENJOYMENT OF A SUBSTANTIAL PROPERTY RIGHT OR USE GENERALLY POSSESSED BY OTHER PROPERTY IN THE SAME ZONE AND VICINITY BUT WHICH, BECAUSE OF SPECIAL CIRCUMSTANCES AND PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS IS DENIED TO THE PROPERTY IN QUESTION.

The Project will provide parking in a manner consistent with the various exceptions in the Code which recognize the unique characteristics of mixed-use developments and the need to incentivize projects within close proximity to mass transit. The Applicant is committed to preserving and rehabilitating the historic Crossroads of the World complex while also revitalizing the surrounding underutilized parcels. This not only improves the economic and aesthetic vitality of Hollywood but also satisfied the Hollywood Community Plan's goals of achieving a jobs and housing balance in Regional Center Commercial land use areas. The parking reduction / shared parking provision reflects the project's jobs – housing balance by providing an intense mix of restaurant, retail, office, and fitness club use available to on-site restaurants.

Therefore, the reduced/shared parking will allow the Project to provide adequate parking for the future tenants of the project while also preserving and rehabilitating the historic Crossroads of the World complex in a manner comparable to other development in the same zone and vicinity which have also taken advantage of reduced parking exceptions.

D. THAT THE GRANTING OF SUCH VARIANCE WILL NOT BE MATERIALLY DETRIMENTAL TO THE PUBLIC WELFARE, OR INJURIOUS TO THE PROPERTY OR IMPROVEMENTS IN THE SAME ZONE OR VICINITY IN WHICH THE PROPERTY IS LOCATED.

As previously mentioned, the approval of reduced on-site/shared parking will not be materially detrimental to the public welfare or injurious to the property in the same vicinity because the project will improve the existing conditions and will enhance the economic and pedestrian activity of the surrounding community. The project will create a mixed-use campus that maintains the historic Crossroads of the World complex, that concentrates new development in close proximity to mass transit, and which is consistent with the General Plan, the Hollywood Community Plan, and the Hollywood Redevelopment Plan. Allowing the applicant to utilize shared parking recognizes the parking exceptions in the Code, which seek to encourage mixed use development in proximity to transit. Varying from a rigid application of the technical requirement does not adversely impact surrounding properties of improvements because by virtue of their land use designation, zone, and proximity to public transit, are able to invoke the same parking exceptions provided for in the LAMC.

E. THAT THE GRANTING OF SUCH VARIANCE WILL NOT ADVERSELY AFFECT ANY ELEMENT OF THE GENERAL PLAN.

The property is subject to the requirements of the Hollywood Community Plan, which is parking of Land Use Element of the City's General Plan. The grant of reduced/shared parking would not adversely affect the Hollywood Community Plan or any other element of the General Plan as both encourage the development of mixed use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mix of uses within the project reflect the City's land use goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and adjacent to high-capacity transit.

Attachment B: Actions Requested and Project Findings

1540-1552 Highland Avenue; 6700-6760 Selma Avenue; 6663-6675 Selma Avenue;
1543-1553 McCadden Place; 1542-46 McCadden Place; 1501-1573 Las Palmas Avenue;
1500-1570 Las Palmas Avenue; 1600-1608 Las Palmas Avenue; 6665-6713 ½ Sunset Boulevard

I. ACTIONS REQUESTED

A. ZONE CHANGE/HEIGHT DISTRICT CHANGE

The Site is currently zoned C4-2D and C4-2D-SN. The Project will require a height district change from 2D to 2 pursuant to Los Angeles Municipal Code ("LAMC") Section 12.32 in order to allow development of the Project with a floor area ratio of 4.69 averaged across the Site.

B. SITE PLAN REVIEW

The Project will create, or result in an increase of, 50 or more dwelling units or 50,000 square feet or more of commercial development. As such, it must obtain Site Plan Review before a grading permit, foundation permit, building permit, or use of the land permit is issued pursuant to LAMC Section 16.05.

C. MASTER CONDITIONAL USE PERMIT FOR THE SALE OF ALCOHOL AND FOR LIVE ENTERTAINMENT

The Project proposes the sale of alcoholic for a full-line of alcoholic beverages at the following locations:

- Two (2) portable units that may serve alcohol for on-site consumption anywhere within the hotel use, including the meeting room and conference facilities;
- Mini-bars within each hotel room;
- On-site consumption for up to three (3) restaurants, bars or clubs located anywhere within the hotel use, including but limited to the lobby area, outdoor roof levels, and conference/assembly rooms;
- On-site consumption for up to fifteen (15) restaurants, bars or clubs located anywhere within the residential or commercial area of the Project, including but not limited to outside areas and/or sidewalk areas; and
- Off-site consumption at up to two (2) retail uses anywhere in the Project.

The Project will also include public dancing and live entertainment within any restaurant or bar within the hotel, or within up to eight (8) restaurants or bar/nightclubs anywhere in the Project. As such, the Applicant requests a Master Conditional Use Permit for the sale of alcohol and live entertainment in connection with a total of 22 alcohol-related uses pursuant to LAMC Section 12.24.W.1 and 12.24.W.18a.

D. VESTING CONDITIONAL USE PERMIT TO PERMIT FLOOR AREA AND DENSITY AVERAGING IN A UNIFIED DEVELOPMENT

The Project Site consists of 29 total parcels, including the existing Crossroads of the World complex, that will be unified through a series of pedestrian walkways and thoroughfares. The Project also includes the preservation and rehabilitation of the historic Crossroads of the World complex and the addition of new floor area on other portions of the Project Site. As such, the Applicant requests floor area and density averaging in this unified development pursuant to LAMC Section 12.24.T.3 and 12.24.W.19.

E. ZONE VARIANCE TO PERMIT OUTDOOR EATING AREAS ABOVE THE GROUND FLOOR

REVISED

Submitted on 11/24/2015
Authorized by: Wendy L. Barr

The Applicant proposes to develop a dynamic mixed-use project that includes commercial and retail spaces throughout a total of 8 newly constructed buildings. Eating establishments will be located throughout the Project, and the Applicant requests a zone variance to permit outdoor eating areas above the ground floor pursuant to 12.27.

F. REDUCED ON-SITE PARKING WITH TRANSPORTATION ALTERNATIVES

Section 12.21 A4(y) permits the City Planning Commission to reduce the amount of on-site parking required in connection with other discretionary actions in the Commission's jurisdiction, such as a zone change/height district change or conditional use permit request. As such, the Applicant requests reduction of on-site parking in connection with the Project as it will incorporate transportation alternatives.

G. REDEVELOPMENT PLAN FINDINGS

Findings of consistency with the Hollywood Community Plan, and objectives in the Hollywood Redevelopment Plan Section 506.2.3, related to an increase in the floor area ratio.

II. FINDINGS REQUIRED FOR ZONE CHANGE/HEIGHT DISTRICT CHANGE

A. ADOPTION OF THE PROPOSED HEIGHT DISTRICT CHANGE IS CONSISTENT WITH THE GENERAL PLAN AND IS IN CONFORMITY WITH PUBLIC NECESSITY, CONVENIENCE, GENERAL WELFARE AND GOOD ZONING PRACTICE.

The height district change allows for a Project that is consistent with the General Plan as well as public necessity, convenience, general welfare and good zoning practice. The Site consists of parcels zoned C4-2D and C4-2D-SN. The Community Plan designates the Site as having a Regional Center Commercial land use designation with corresponding zone of C4. The C4 zone allows for commercial uses including hotels, office, retail, restaurants, and high-density multifamily residential use. Development of the Project would include multi-family residential, office, commercial, retail, restaurant, and hotel uses. These new uses would be in addition to the existing historic Crossroads of the World complex, which would be retained as part of the Project.

The Site is currently improved with multiple structures containing a variety of uses, including retail and office uses in the historic Crossroads of the World complex, two story multifamily apartment buildings, one and two story structures used for commercial office and retail uses, and surface parking lots. Surrounding uses include religious institutions such as Blessed Sacrament Catholic Church and First Baptist Church, Hollywood High School, a plant nursery, commercial strip malls, a Rite-Aid pharmacy, Panavision, LA Recording School, a multi-story office building, and surface parking lots. Generally, both the Project Site and the surrounding area can be characterized by a mix of uses without a consistent development pattern. Located on the Project Site, the Crossroads of the World complex (Parcels 22 through 25 and Parcels 28 and 29) is a designated City Cultural-Historic Monument and also appears on the National Register of Historic Places and the California Register of Historic Resources.

The Project is located in the Hollywood Community Plan (the "Community Plan") area and the Hollywood Redevelopment Plan ("Redevelopment Plan") project area of the City. Parcels 1 through 3 are currently zoned C4-2D-SN and are located within the Hollywood Signage Supplemental Use District, while the remainder of the Site is zoned C4-2D. The D limitation on the Site limits floor area ratio ("FAR") to 2:1 and 3:1, though the underlying Height District of 2 allows an FAR up to 6:1.

The Applicant is requesting a height district change from 2D to 2 pursuant to LAMC Section 12.32. The requested removal of the "D" limitation, which is imposed on the Site per Ordinance No. 165,662, is consistent with requirements under the General Plan and Community Plan. The height district change will allow for construction of the Project that will include up to approximately 950 new residential units, a 308-room hotel, 95,000 square feet of

office, and 185,000 square feet of commercial uses. This would enable the Project to bring critical investment to an underutilized site in the Hollywood area, eliminating associated blight and negligible activity and improving the aesthetic and economic environment that fosters entertainment-related uses, increased pedestrian activity, home ownership opportunities, and jobs. Further, it will allow the Applicant to develop a Project that works to preserve and revitalize a registered historic cultural monument. The Project's mix of land uses will support the existing office, entertainment, and residential uses which immediately surround the Project Site in this prominent yet underserved section of Hollywood. Since the proposed height district change is consistent with the requirements for the Regional Center Commercial land use designation, the Project is in conformity with the General Plan.

The General Plan, including the Framework and Housing Element, encourages mixed-use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mixed uses of the Project reflect current urban planning goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and adjacent to high-capacity transit.

The Height District Change is in conformity with public necessity, convenience, general welfare and good zoning practice because it allows for development of a Project that supports and rehabilitates a historic use, and respects and is compatible with, the surrounding neighborhood. As part of the Project, the Applicant proposes to retain and rehabilitate the existing Crossroads of the World complex. Over the years, the property has been adaptively reused and is currently used primarily as a creative office complex for entertainment industry companies. The Project will provide the mixture of uses necessary to ensure the new development, including the historic Crossroads of the World, can be sustained economically while supporting the long term preservation of historic structures. The vision for the Project includes new construction which will complement the historic complex, enhance ability to attract new jobs to the area, and will generate new sales tax revenue through retail sales. Further, ground floor retail space has been designed into all 8 proposed new buildings, and parking will be located below-grade. This, together, with the investment in pedestrian walkways and landscaped streetscapes will engage pedestrians. This approach to the Project is compatible with the surrounding neighborhood while enhancing the Project Site with complementary uses.

Further, the Project is in conformity with public necessity, convenience, general welfare and good zoning practice because it includes substantial infrastructure improvements and public and common open space. For example, the Project includes a new pedestrian passage crossing two city blocks. This new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. It will also improve connectivity to the vibrant mix of uses on Hollywood Boulevard which lies one block to the north, and on Highland Avenue which lies to the west. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares. These investments in the ground floor experience will promote pedestrian and bicycle linkages between the Project, the regional transit system, and the greater Hollywood community.

The proposed Project is in compliance with the land-use designation, goals and policies of the Community Plan and the Framework Element of the General Plan, including the Land Use Element, Economic Development Element, Housing Element and the Transportation Element and therefore, is in conformance with the General Plan and Hollywood Community Plan. The Site is not located within a Specific Plan.

1. **Community Plan Policies. The Community Plan includes the following relevant land use objectives, policies and programs:**

The development of the Project in the Community Plan area represents the opportunity to achieve the following General Plan Goals and Policies:

Objective 1: To “further the development of Hollywood as a major center population, employment, retail service and entertainment”.

Objective 3: To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing individual choice.

Objective 4a: To promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office space in quantities and patterns based on accepted planning principles and standards.

Development of the Project would support continued development of Hollywood as a major population center by providing a combination of up to 950 new multi-family residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. The hotel and commercial uses will also further the development of Hollywood through the creation of new jobs in the area while all components of the Project will work together to enhance Hollywood’s position as a entertainment district. In addition, the development of the Project in connection with the preservation and rehabilitation of the Crossroads of the World complex will ensure the long term economic viability of Crossroads of the World as it returns to its retail heritage.

The Project will provide needed housing units and employment to the Hollywood Community Plan area, fostering the jobs-housing balance objectives of the Community Plan. The mix of residential buildings in the Project includes for-sale and for-rent units, including 70 units of affordable housing. The proposed Project will create a high quality residential development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows and), better utilizes the Site by improving the land use and character of the existing neighborhood, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity and bicycle connectivity, improving urban life, and creating strong interaction and vitality to the existing neighborhood.

2. **Framework Element**

The Citywide General Framework provides guidance regarding policy issues for the entire City, including the Project Site. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form/neighborhood design, open space/conservation, economic development, transportation, and infrastructure public services. By enabling the construction of a supply of housing together with jobs and services, the proposed Project will be in conformance with several goals of the Framework as described below.

a. **Distribution of Land Use**

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

The Project Site is located in a Regional Center which is designated for new mixed-use projects. Further, consistent with the above, the Site is located along Sunset Boulevard, a major transit boulevard and just blocks from the Metro station at Hollywood and Highland. The Project will include the construction of up to approximately 950 residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. The Project is designed to ensure harmony with the existing neighborhood and minimize impacts on neighboring properties by retaining that portion of the site known as the historic Crossroads of the World. The Project will also promote a pedestrian-friendly environment with active commercial uses at street level along all street frontages as well as within the project along the proposed pedestrian passage or alley that will connect Sunset Boulevard, Las Palmas Avenue, and McCadden Place. This diagonal pedestrian passage or alley is designed to ensure that ground floor commercial uses will benefit from additional connectivity between the Project and the neighboring areas and that neighborhood-serving retail will bring convenience to Project residents and the community. The character of the area includes other mixed-use projects, commercial and retail uses, and high density residential. Therefore, the Project's density and height will be compatible with the existing development and will not create negative impacts to the adjacent commercial or residential areas.

The Project will provide much needed new housing options for area residents. The location provides for a transit-friendly development, as the Site is adjacent to a range of public transit options. The Hollywood DASH operates bus stops on the northwest and southeast corner of Sunset Boulevard and Highland Avenue; Metro Bus No. 2 runs along Sunset Boulevard; and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue. Bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consistent with the Los Angeles Municipal Code and California Green Building Code. The Project thereby enables a more self-sufficient, pedestrian-oriented lifestyle that will reduce unnecessary vehicle trips in the vicinity and thereby enhance public convenience and general welfare.

Therefore, the Project encourages growth and increased land use intensity in a regional center and near transit nodes, to create a pedestrian-oriented environment while promoting an enhanced urban experience and provide for places of employment.

b. Economic Development

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

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

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

The Project proposes the construction of up to approximately 950 residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. This balance of uses is designed to meet the needs of local residents and sustain the economic growth of Hollywood. Specifically, the Project advances the above objectives by concentrating a mixed-use development in an existing commercial corridor and in an area that is able to support such development which is in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses in the area, by increasing pedestrian activity in the vicinity and activating the Site to provide retail uses and services, which will support community needs. Further, the Project includes the

preservation and rehabilitation of the Crossroads of the World, complex which was intended to be a retail, dining, and shopping center. The development of the Project will enhance the retail and shopping base for Crossroads of the World and ensure its long term economic viability. Finally, in addition to the inherent environmental advantages of locating new pedestrian oriented development near transit, the Project will incorporate sustainable development design principles consistent with the above objectives.

c. **Housing Element**

Objective 2.1: Promote housing strategies which enhance neighborhood safety and sustainability, and provide for adequate population, development, and infrastructure and service capacities within the City and each community plan area, or other pertinent service area:

Policy 2.1.3: Encourage mixed-use development which provides for activity and natural surveillance after commercial business hours.

Policy 2.1.4: Enhance livability of neighborhoods by upgrading the quality of development and improving the quality of the public realm, including streets, streetscape and landscaping to provide shade and scale.

The project includes a diverse mix of uses including retail, residential, hotel, office, and uses that promote activities and natural surveillance that would occur during and after commercial business hours. Being located within the Hollywood area, the residents of the Project will be able to take advantage of the extended hours of operation and entertainment activities that will characterize the district.

The Project will promote a range of rental housing opportunities for the community, offering a range of units priced to meet persons of varying income levels, providing both market rate units and affordable units. The Project will create a high-quality mixed use development that offers much-needed housing to the neighborhood, promotes safety by deterring crime through architectural features (i.e., windows, balconies and porches), better utilizes the Site by improving the land use and character of the existing neighborhood with a well-designed mixed used development with ground floor commercial space and hotel uses, provides a more vibrant 24-hour livelihood for the area, ultimately, reinvigorating the area with pedestrian activity, improving urban life, and creating strong interaction and vitality to the existing neighborhood. This mixed use Project will encourage pedestrian activity during and after normal commercial business hours by establishing much needed daytime and nighttime activities in the area.

The Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to enhance livability, upgrade the quality of development, and improve the public realm.

In addition, the Project will include landscaped open space and common space in accordance with Los Angeles Municipal Code requirements. Provided in a variety of way such as including courtyards, gardens, recreation rooms, and active and passive areas, the open space will also enhance livability and quality of development.

Objective 2.3: Encourage the location of housing, jobs, and services in mutual proximity. Accommodate a diversity of uses that support the needs of the City's existing and future residents.

Policy 2.3.1: Encourage and plan for high-intensity residential and commercial development in centers, districts, and along transit corridors, as designated in the Community Plans and the Transportation Element of the General Plan, and provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled in order to mitigate traffic congestion, air pollution, and urban sprawl.

Policy 2.3.3: Encourage the development of new projects that are accessible to public transportation and services consistent with the community plans. Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.

The Project will include the construction of 8 new mixed-use buildings with hotel, office, commercial and residential uses. The Project location is well served by a large variety of transit options. The Site is located nearby a major transit corridor, Sunset Boulevard, and in proximity to the Hollywood Freeway (101). The Hollywood DASH operates bus stops on the northwest and southeast corner of Sunset Boulevard and Highland Avenue; Metro Bus No. 2 runs along Sunset Boulevard; and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue. Thus, the location is appropriate for the nature of the Project.

The Project emphasizes pedestrian and bicycle access, by adding new ground floor commercial uses oriented to pedestrians along all street frontages and internal paseos, which will provide neighborhood-serving amenities to the community as well as Project residents. The presence of these new commercial retail amenities will encourage residents and neighbors to walk the amenities on the Site. In addition, bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consistent with the Los Angeles Municipal Code and the California Green Building Code.

d. **Transportation Element**

Objective 3.13: Enhance pedestrian circulation in neighborhood districts, community centers, and appropriate locations in regional centers and along mixed-use boulevards; promote direct pedestrian linkages between transit portals/platforms and adjacent commercial development through facilities orientation and design.

The Project will include the construction of 8 new mixed-use buildings with hotel, office, commercial and residential uses. The Project will provide commercial options at the ground floor and hotel, office, and residential units above. The Project location is well served by a large variety of transit options. The Project will promote a pedestrian-friendly environment with active retail uses at street level along all street frontages and internal paseos. Ground floor commercial uses will provide neighborhood-serving retail to bring convenience to Project residents and the community, thereby encouraging the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians. Moreover, the presence of retail amenities will encourage residents and neighbors to walk the amenities on the Site.

In addition, the Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street

segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to enhance pedestrian circulation not only within the Project but also as it connects to the surrounding area.

3. Consistency with the Redevelopment Plan

As required by the Hollywood Redevelopment Plan, the proposed mixed-use development conforms to the applicable "provisions and goals of the Redevelopment Plan." In particular, the Project supports and is consistent with the following objectives identified in subsection 506.2.3 of the Redevelopment Plan:

Objective a) The proposed project concentrates a high intensity/density development in an area with direct access to high-capacity transportation facilities.

The Project proposes a mix of uses at an intensity and density appropriate for its location in Hollywood's Regional Center. The Project is served directly by major bus lines on Sunset Boulevard and Highland Avenue. In addition, the Metro's rail station at Hollywood and Highland just one block away is served by the Red Line which connects to other rail lines that serve other areas of Los Angeles and connect to a larger regional system at Union Station. Thus, the area has direct access to a variety of high-capacity transportation facilities.

Objective b) The new construction portion of the proposed development complements the existing architecturally and/or historically significant structures/buildings onsite and in the surrounding area;

The Project includes the preservation, rehabilitation, and revitalization of the historic Crossroads of the World complex. The new construction portion of the Project will complement the existing Crossroads complex by ensuring its long term economic viability and returning the complex to its retail heritage. The added investment to the Site and to the area will reinvigorate the local economy through job creation and increased daytime and nighttime activity which not only support the Project but will also support businesses and other retail establishments in other historically significant buildings

Objective c) The Project provides a focal point of entertainment, tourist and pedestrian oriented uses, and creates a quality urban environment.

The Project includes a 308 room hotel, 950 residential units, 95,000 square feet of office, and 185,000 square feet of commercial uses including retail and restaurant establishments. This mix of uses, located in Hollywood's Regional Center, nearby the Hollywood Boulevard entertainment and tourist district will enhance Hollywood's position as a major employment, entertainment, tourist, and pedestrian hub. In addition to enhancing the area, the Project itself provides a new focal point by incorporating a mix of uses organized around a multi-block pedestrian passage or alley that improves the connectivity between the tourist district on Hollywood Boulevard and the residential community to the south of Sunset Boulevard. By increasing these pedestrian connections and investment in landscaped private and public realms, the Project will create a quality urban environment for tourists, workers, residents, and visitors to the area.

Objective d) The proposed project provides appropriately designed housing.

The Project includes up to 950 residential units, including for-sale and for-rent housing and 70 affordable units. These residential units will be located in various mixed-use buildings on the Site, which will include a number of

residential amenities such as neighborhood-serving retail, landscaped common open space, long term and short term bicycle parking, subterranean vehicular parking, and more. All the features of the residential building have been thoughtfully considered so that residential uses fit seamlessly within a larger Project having commercial, retail, restaurant, and hotel uses as well.

Objective e) The proposed project provides substantial and well-designed public open space.

The Project will establish a new pedestrian passage or alley extending diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. The pedestrian passage will serve to improve the availability of public open space and will be designed and programmed to enhance livability, upgrade the quality of development, and improve the public realm.

III. FINDINGS REQUIRED FOR SITE PLAN REVIEW

A. THAT THE PROJECT IS IN SUBSTANTIAL CONFORMANCE WITH THE PURPOSES, INTENT AND PROVISIONS OF THE GENERAL PLAN, APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

Please see Section II for findings demonstrating that the Project is in conformance with the General Plan.

B. THAT THE PROJECT CONSISTS OF AN ARRANGEMENT OF BUILDINGS AND STRUCTURES (INCLUDING HEIGHT, BULK AND SETBACKS), OFF-STREET PARKING FACILITIES, LOADING AREAS, LIGHTING, LANDSCAPING, TRASH COLLECTIONS, AND OTHER SUCH PERTINENT IMPROVEMENTS, WHICH IS OR WILL BE COMPATIBLE WITH EXISTING AND FUTURE DEVELOPMENTS ON THE NEIGHBORING PROPERTIES.

The Project employs an attractive building design that has an active street presence and promotes pedestrian activity with ground floor commercial uses that have a high degree of transparency and create visual connections to the street. It also ensures that sidewalk widths are adequate for pedestrian flow, and utilizes pedestrian lighting to encourage and extend safe pedestrian activities into the evening. The Project will also provide street trees per the requirements of the Division of Urban Forestry.

The new mixed-use buildings proposed for the Project will have ground floor entrances to the residential, office, and hotel components. All pedestrian entrances will be located at the ground level along the street frontage, or along a pedestrian passage designed to promote walkability along and connecting to the existing historic Crossroad of the World complex.

The Project respects the historic Crossroad of the World complex by pushing density, mass, and scale to the other portions of the Site. Further, the Project consists of several structures. Structures located on the eastern edge of the Site adjacent to the historic Crossroads of the World are limited to 2-3 stories of office and commercial uses, which is consistent with the general scale of development along the eastern edge of the Site. The Project employs a distinguishable and attractive building design by utilizing modulated facades and distinctive architectural features to add visual interest and to convey both the residential and commercial uses of the buildings. The Project also treats all facades with detail and articulation to enhance the design and built environment. Open space and landscaping opportunities are utilized on the Site. Common amenities such as a landscaped podium decks, fire pit lounges, game

tables, and pool areas are provided on podium levels and rooftops rather than smaller less usable areas around the site. Landscaping is utilized in open areas not used for building, driveways, and parking. Lighting fixtures will complement the architectural details, will be glare free, and will not spill over.

C. THAT THE PROJECT PROVIDES RECREATIONAL AND SERVICE AMENITIES TO IMPROVE HABITABILITY FOR ITS RESIDENTS AND MINIMIZE IMPACTS ON NEIGHBORING PROPERTIES.

The Project will provide a range of recreational facilities and service amenities that will improve habitability for the residents and provide a pedestrian-friendly experience along Highland Avenue, McCadden Place, Las Palmas Avenue, Sunset Boulevard, and Selma Avenue. A total of approximately 107,975 square feet of open space is required, and the Project will provide private, common, and landscape open spaces consistent with LAMC requirements for the Project.

The Project includes a new pedestrian passage crossing two city blocks. This new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, McCadden Place, and Highland Avenue. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares. These investments in the ground floor experience will improve habitability for new residents, tourists and local residents in the greater Hollywood community.

Further, the inclusion of substantial public and common open space to activate the ground levels and sidewalks will enhance the neighborhood by creating public gathering area and increasing the walkability of the area. Common amenities such as a landscaped podium decks, fire pit lounges, game tables, and pool areas are provided on podium levels and rooftops. The project design will also enable pedestrians to pass through the project from Sunset to Selma and also from Las Palmas to McCadden, mostly along open-air pathways and plazas. As such, the project incorporates many features in open and green space to promote pedestrian and bicycle linkages between the Project, the regional transit system, and the greater Hollywood community. Accordingly, the Project is providing ample facilities and amenities that will provide for a healthy living environment for residents and will encourage pedestrian activity and use of open space.

IV. FINDINGS REQUIRED MASTER CONDITIONAL USE PERMIT FOR THE SALE OF ALCOHOL AND FOR LIVE ENTERTAINMENT

A. 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.

Alcohol Sales

The subject Site is irregular-shaped, consisting of multiple parcels located across four city blocks and generally bounded by Sunset Boulevard, Highland Avenue, Selma Avenue and the lot currently occupied by Blessed Sacramento Church. The Site is located on the border of, and within, the Hollywood Entertainment District, a regional destination for tourists and visitors. Sunset Boulevard is designated a Major Highway Class II and the Site is designated for Regional Commercial Uses by the Community Plan. The Site is zoned C4-2D and C42D-SN.

The Project proposes to bring a new vibrancy to the area, by preserving and enhancing the Crossroads the World complex and replacing the existing underutilized uses onsite with a transit-oriented, pedestrian friendly mixed-use development consisting of housing, office, hotel, restaurant, retail and other commercial uses. The scale of the Project will result in the creation of a new district for the area, with a unique identity that celebrates the architecture and atmosphere of the Crossroads of the World complex and which gives homage to the past, present and future of Hollywood. This type of Project necessitates the establishment of a Master Conditional Use Permit for the sale of alcohol onsite.

More specifically, the Project proposes the sale of alcoholic for a full-line of alcoholic beverages at 22 locations on the Site:

- Two (2) portable units that may serve alcohol for on-site consumption anywhere within the hotel use, including the meeting room and conference facilities;
- Mini-bars within each hotel room;
- On-site consumption for up to three (3) restaurants, bars or clubs located anywhere within the hotel use, including but limited to the lobby area, outdoor roof levels, and conference/assembly rooms;
- On-site consumption for up to fifteen (15) restaurants, bars or clubs located anywhere within the residential or commercial area of the Project, including but not limited to outside areas and/or sidewalk areas; and
- Off-site consumption at up to two (2) retail uses anywhere in the Project.

The Project will also include public dancing and live entertainment within any restaurant or bar within the hotel, or within up to eight (8) restaurants or bar/nightclubs in the Project.

Depending on market conditions, some or all of the 22 spaces may be utilized for retail space or as restaurants and/or bar spaces. In order to provide flexibility and to address the needs of the area, the applicant needs flexibility on the range of potential uses and contemplates a maximum of 18 restaurants, bars or clubs and live entertainment and public dancing within up to 8 restaurants or bars/clubs on the premises. Any restaurant tenant utilizing one of the spaces allotted to alcohol sale will be full service and will contain a kitchen and may have ambient background music or live entertainment.

The intensity of the mix and types of uses within the development will complement the existing character of development within the immediate community, which caters to daytime residents and employees and also serves as a destination for entertainment, restaurant, and retail options for area residents and visitors. The Project's location along Selma Avenue, which is designated for Regional Commercial Uses by the Community Plan, is an appropriate location for alcohol service in combination with sit-down dining and/or a bar or club that will serve tourists, visitors, hotel guests and local employees and residents as well as new residents and employees of the Project. The development of this underutilized site will enhance the types of venues and destinations amenable to the character of development consistent with the Community Plan's vision of Hollywood as "a major center of population, employment, retail services, and entertainment," and which will further the area's 24-hour environment with an assemblage of uses meant to enhance the visitor experience that can be accessed by residents, employees, and tourists." These uses promote dining and entertainment and many include on-site alcohol sales as an integral part of operations. Also, because the Project is well served by public transit, including the Metro Red Line and various bus lines, residents, employees and patrons would take advantage of a readily available transit system.

Live Entertainment

A conditional use permit to allow live entertainment and dancing within the Project will be beneficial to the community because it will complement the already existing theaters, restaurants, bars, night clubs and lounges in the area. The provision of live entertainment and/or dancing amenities would be provided in connection with the restaurants and other bars and clubs onsite. Special events with live performances and dancing are proposed at various locations throughout the Project Site to accommodate corporate-sponsored events, the promotion of local business, social and fundraising events, and other programs meant to advertise the cultural and entertainment venues in Hollywood.

The approval for live entertainment will require that individual operator(s) apply for a plan approval from the Zoning Administrator in connection with its request for a conditional use for the service of alcoholic beverages under the master conditional use permit that is requested herein before the operator is authorized to allow public dancing or dance hall uses at an establishment within the Project. Such discretionary approval will allow the Zoning Administrator to provide oversight to ensure that each operator proposes a use that is compatible with the master conditional use permit and that each individual establishment is vetted for security and safety concerns.

The Project's dancing and live entertainment uses will be consistent with the types of uses prevalent in Hollywood and which support other live entertainment and dancing venues in the community. Moreover, the Project will provide a mix of residential and commercial uses primarily designed to accommodate residents, tourists and community members interested in living, working and playing in an urban setting. In order to be economically viable and revitalize the surrounding area, the Project must provide a full range of commercial, dining and entertainment options that are attractive to both local residents and visitors. Live entertainment, including dancing, is a basic component of the proposed high-end restaurants, bars, nightclub lounges and special events uses and will satisfy consumer demand in Hollywood. Accordingly, the provision of live entertainment and dancing will enhance the pattern of uses which define Hollywood.

B. THAT THE PROJECT'S LOCATION, SIZE, HEIGHT, OPERATIONS AND OTHER SIGNIFICANT FEATURES WILL BE COMPATIBLE WITH AND WILL NOT ADVERSELY AFFECT OR FURTHER DEGRADE ADJACENT PROPERTIES, THE SURROUNDING NEIGHBORHOOD OR THE PUBLIC HEALTH, WELFARE, AND SAFETY.

Alcohol Sales

The Project Site encompasses approximately 303,443.5 square feet of land in a highly urbanized setting located along Selma Avenue between Highland Avenue to the west and North Cherokee Avenue to the east. Fronting Sunset Boulevard, Highland Avenue and walking distance of Hollywood Boulevard, which are some of the most lively streets in Los Angeles, the Project Site is also surrounded by a diversity of entertainment-related venues, including the Egyptian Theater, Boulevard 3, the Playhouse, Sound Nightclub, Boardners and other play house, theater, club and lounge venues. There are many restaurants, cafes, and bars which cater to these entertainment establishments as well as their employees and patrons that immediately surround the Project Site. The intensity and scale of the mixed-use Project is consistent with the provisions of the Regional Center Commercial land use designation and corresponding zones. As such, the sale of alcohol in conjunction with the maintenance and operation of a hotel along with restaurant, office, and potential patrons within the residential apartment and condominium uses will augment economic investment in the community and the sale of alcohol is inherent in the service of these businesses and venues. The Project's mix of uses is compatible with, and compliments, the character of development and the land uses prevalent within the community and will improve the visual and economic integrity of the community by replacing the surface parking and underutilized buildings that are currently located on the Site with a Project providing increased housing, employment, and economic activity. In addition, the Applicant is committed to working with the Office of Zoning Administration and the Los Angeles Police Department to develop a security plan for the Property and identify appropriate conditions to mitigate foreseeable impacts of the proposed operation. Such conditions of approval will ensure that the proposed uses are conducted with due regard with the adjacent owners

and operators. In view of the foregoing, the location is proper in relation to the adjacent uses and development of the community

Live Entertainment

The live entertainment component of the Project is compatible with and will not adversely affect or further degrade adjacent uses or property because it is representative of the other live entertainment venues and theaters in the area and also furthers the Community Plan's objective of extending nightlife activity, including restaurants, nightclubs, and cafes, along commercial corridors while simultaneously increasing pedestrian activity and enhancing Hollywood as an entertainment destination for both residents and visitors alike. The area surrounding the Project is predominately zoned for commercial uses and is largely developed for these purposes. The surrounding area along Sunset Boulevard and North Las Palmas is designated as a major entertainment area in both the Hollywood Redevelopment Plan as well as the Community Plan. The Project and its dancing and live entertainment venues will not be detrimental to the character of the immediate area, but will instead have a positive impact on the economic welfare of the community.

The Project will encompass a variety of high-end uses to serve both residents and visitors. A key element of upscale special event spaces, assembly rooms, nightclub lounges and certain restaurant uses is the ability to provide a venue for dancing and live music. The plan approval process previously addressed herein will allow the Zoning Administrator authority to carefully screen the live entertainment uses and to condition them appropriately to ensure that they positively complement the nature of the Project and the character of the surrounding community. This process will allow for the careful consideration of the location of these venues in relation to the Project's other uses and the surrounding area's uses.

C. THAT THE PROJECT SUBSTANTIALLY CONFORMS WITH THE PURPOSE, INTENT AND PROVISIONS OF THE GENERAL PLAN, THE APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

Alcohol Sales and Live Entertainment

The Site is designated for Regional Center Commercial land uses. The proposed restaurant, bar, club, retail and hotel uses that will be granted the ability to serve alcohol are consistent with the planned land use and are permitted by the C4-2D and C4-2D-SN zones established for the subject Site. The Community Plan does not contain policies that specifically address requests for the sale of alcoholic beverages; however, the sale of alcohol is inherent in the operation of a hotel along with entertainment-related venues, restaurants, bars and clubs that are characteristic of Hollywood, especially within Regional Center Commercial land use designation. Authorization for the on-site sale of alcoholic beverages is allowed through the approval of the Zoning Administrator subject to certain findings. However, see Section II above for the Project's conformance with the General Plan. Likewise, dancing and live entertainment in connection with the proposal bar, club, retail, restaurant and hotel uses is consistent with the planned land use and are permitted in the C4 zone. Dancing and live entertainment is also inherent in the operation of a hotel along with the entertainment-related venues characteristic of Hollywood.

As such, approval of the request will be a necessary component of the development as alcohol sales are a key component of live entertainment venues, as well as to the operation of hotels, clubs and restaurants, thereby accomplishing the intent of the policies of the Community Plan.

The overall mix of uses proposed for the Project, including the hotel, retail, restaurant, club, and bar uses, is consistent with the General Plan as described in Section II above.

D. THE PROPOSED USE WILL NOT ADVERSELY AFFECT THE WELFARE OF THE PERTINENT COMMUNITY.

The proposed sale of alcohol will be in conjunction with the operation of a major mixed-use development that will include hotel, retail commercial, office, restaurant, and residential uses. The pertinent community in this instance consists of several entertainment-related venues and businesses serving area residents, employees, and tourists. The addition of alcohol sales within the development would be an enhancement of the types of amenities currently available in the community. The Regional Center Commercial land use designation within the Community Plan calls for active commercial uses with extended hours of operation to promote pedestrian activity and which supports Hollywood as a destination for business, conventions, trade shows, entertainment and tourism. Certain conditions of approval can be imposed by the Zoning Administrator in granting the applicant's request that would ensure the use would not have a detrimental impact to the community and the applicant is committed to maintaining the complex in a manner so that it does not become a nuisance or require additional resources of LAPD to monitor and enforce.

The authorization for the on-site sale of a full line of alcoholic beverages will be incidental to the sale of food on [a majority of the establishments offering alcohol service on the Site. The Site/s location has a regional scope and serves as an employment center and a shopping and entertainment district. The proposed use is consistent with the regional character of the area which consists of retail and office uses, hotels, restaurants and entertainment venues.

The Site will be operated to ensure the establishments selling alcohol and the sale of alcoholic beverages are conducted with due regard for the surrounding area. As configured, the use should not generate any adverse impacts on any adjacent uses. As such, the proposed use at this location will not adversely affect the welfare of the pertinent community.

E. THE GRANTING OF THE APPLICATION WILL NOT RESULT IN AN UNDUE CONCENTRATION OF PREMISES FOR THE SALE OR DISPENSING FOR CONSIDERATION OF ALCOHOLIC BEVERAGES, INCLUDING BEER AND WINE, IN THE AREA OF THE CITY INVOLVED, GIVING CONSIDERATION TO APPLICABLE STATE LAWS AND TO THE CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL'S GUIDELINES FOR UNDUE CONCENTRATION; AND ALSO GIVING CONSIDERATION TO THE NUMBER AND PROXIMITY OF THESE ESTABLISHMENTS WITHIN A ONE THOUSAND FOOT RADIUS OF THE SITE, THE CRIME RATE IN THE AREA (ESPECIALLY THOSE CRIMES INVOLVING PUBLIC DRUNKENNESS, THE ILLEGAL SALE OR USE OF NARCOTICS, DRUGS OR ALCOHOL, DISTURBING THE PEACE AND DISORDERLY CONDUCT), AND WHETHER REVOCATION OR NUISANCE PROCEEDINGS HAVE BEEN INITIATED FOR ANY USE IN THE AREA.

The property is located within Census Tract 1907, where the State's Department of Alcoholic Beverages Control (ABC) has allocated 53 onsite and 3 offsite licenses. Based on state licensing criteria, there is an overconcentration of licenses in the census tracts, however, allocation of licenses does not take into consideration the types land uses or the pattern and intensity of development of the area in which the census tracts are located.

Overconcentration is determined by a census tract's existing population compared to the total number of alcohol licenses within the same census tract. Overconcentration can be undue when the addition of a license will negatively impact a neighborhood. Overconcentration is not undue, however, when approval of a license does not negatively impact the area, and such license benefits the public welfare and convenience. Here, the alcohol licenses are centered on the Hollywood Boulevard corridor, a commercial and entertainment center in the heart of Hollywood's historic downtown. Although the Census Tracts are numerically over-concentrated, the Project will not adversely

affect community welfare because it is a desirable mixed use development appropriately situated in a portion of the City designated for entertainment uses. The growth of the community and increasing demand for a mix of uses and services also creates the demand for additional onsite and offsite sales of alcoholic beverages and live entertainment. While licensing criteria may see this as overconcentration, it is in fact a reflection of demand by the community for greater options with regard to dining and lodging. The Project is not unlike other regional venues that draw from populations throughout the City. Warner Center, Century City and downtown Los Angeles have a similarly high number of existing licenses compared to the allocation by Alcoholic Beverage Control. The Hollywood area is an entertainment center and a major tourist destination and is an appropriate location to offer alcohol and entertainment establishments. Thus, taking into account the influx of workers, visitors, and tourists to the area, as well as the addition need created by the development of the Project itself, the granting of the application will not result in an overconcentration.

The following sensitive uses are within 1,000 feet of the subject property:

- De Longpre Park: 1350 N Cherokee Avenue
- The Doctor's: 1439 N Highland Avenue
- Hollywood High School: 1521 N Highland Avenue
- Church of Scientology: 6724 Hollywood Boulevard
- Hollywood Wilshire YMCA: 1553 Schrader Avenue
- Selma Avenue School: 6611 Selma Avenue
- Selma Park: 6567 Selma Avenue
- First Baptist Church of Hollywood: 6682 Selma Avenue
- Blessed Sacrament Church & School: 6657 Sunset Boulevard

A finding of public convenience and welfare will be required from the City Council pursuant to AB 2897, Caldera Legislation. A significant concentration of restaurants and nightclubs offering a full range of alcoholic beverages is not undue for an entertainment destination serving both City residents and visitors. Since many of the proposed uses will be full-service restaurants and the on-site consumption of alcoholic beverages will only be incidental to the sale of food they should therefore not be anticipated to significantly contribute to or result in criminal activity. In addition, the subsequent Zoning Administrator plan approval process will ensure that each of the Project's venues will operate in a safe and secure manner. Therefore, the approval of the conditional use will not contribute to an undue overconcentration of premises for the onsite sale and consumption and offsite sale of alcoholic beverages.

F. THE PROPOSED USE WILL NOT DETRIMENTALLY AFFECT NEARBY RESIDENTIALLY ZONED COMMUNITIES IN THE AREA OF THE CITY INVOLVED, AFTER GIVING CONSIDERATION TO THE DISTANCE OF THE PROPOSED USE FROM RESIDENTIAL BUILDINGS, CHURCHES, SCHOOLS, HOSPITALS, PUBLIC PLAYGROUNDS AND OTHER SIMILAR USES, AND OTHER ESTABLISHMENTS DISPENSING, FOR SALE OR OTHER CONSIDERATION, ALCOHOLIC BEVERAGES, INCLUDING BEER AND WINE.

The Project Site is located in a highly urbanized area within Hollywood. The Site is planned for Regional Commercial Uses and is zoned C4-2D and C4-2D-SN. Surrounding uses in the vicinity of the Project area have a broad range of uses, including commercial, office, retail and entertainment uses.

The following sensitive uses were observed within a 1,000-foot radius of the subject property:

- De Longpre Park: 1350 N Cherokee Avenue
- The Doctor's: 1439 N Highland Avenue
- Hollywood High School: 1521 N Highland Avenue
- Church of Scientology: 6724 Hollywood Boulevard
- Hollywood Wilshire YMCA: 1553 Schrader Avenue

- Selma Avenue School: 6611 Selma Avenue
- Selma Park: 6567 Selma Avenue
- First Baptist Church of Hollywood: 6682 Selma Avenue
- Blessed Sacrament Church & School: 6657 Sunset Boulevard

All alcohol serving establishments will be located a reasonable distance from these sensitive uses so as not to be directly impacted by the request. The immediate vicinity of the Site is surrounded by retail, together with restaurant, office, entertainment, bar and hotel uses, some of which currently serve alcohol as an integral part of daily operations. The intensity of commercially improved and entertainment-related uses serving alcohol is a staple of this area of Hollywood and would increase the availability of such amenities to both residents and visitors alike. As such, the sale of alcoholic beverages will enhance rather than detrimentally affect nearby sensitive uses.

V. FINDINGS FOR VESTING CONDITIONAL USE PERMIT TO PERMIT FOR FLOOR AREA AND DENSITY AVERAGING IN A UNIFIED DEVELOPMENT

A. THE PROJECT WILL ENHANCE THE BUILT ENVIRONMENT IN THE SURROUNDING NEIGHBORHOOD OR WILL PERFORM A FUNCTION OR PROVIDE A SERVICE THAT IS ESSENTIAL OR BENEFICIAL TO THE COMMUNITY, CITY OR REGION.

The Project is a unified development as defined by LAMC Section 12.24.W.19 because: it is a combination of functional linkages, such as pedestrian or vehicular connections; is characterized by common architectural and landscape features, which constitute distinctive design elements of the development; is composed of two or more contiguous parcels or lots of record separated only by a street or alley; and when viewed from adjoining streets appears to be a consolidated whole.

Extending the original intent of Crossroads of the World as an outdoor pedestrian mall, the Project will establish a new pedestrian passage or alley lined with commercial uses which extends diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and McCadden Place. Crossing two city blocks, this new pedestrian passage will become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district will be connected thus promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes to realign the street so that Las Palmas would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration will improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right of way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares

The Project, by establishing this new exciting district, will transform the Site from its existing condition to a vibrant, pedestrian-oriented mixed-use development that promotes the historic vision of Crossroads of the World into a contemporary hub of activity and vibrancy implementing the unique vision contemplated for Hollywood in the Community Plan and the Redevelopment Plan. The Project contains a mix of uses across the entire Site that are designed to work together to create a cohesive whole. Both the pedestrian and the vehicular connections are designed to promote connectivity across the entire Site and functionally link uses with an emphasis on walkability. The new structures to be developed onsite are designed to complement each other with distinctive design elements, and to harmonize with the surrounding neighborhood. To serve the needs of the Project, the applicant proposes to include below grade parking for all portions of the Project. The landscape features and open space are also designed to flow continuously between and connect all 29 parcels constituting the Site and create cohesion by repeating common features and themes. The Project Site is composed of multiple parcels that are separated only by

McCadden Place, North Las Palmas Avenue and Selma Avenue and is designed to work together as an integrated whole. Because of the functional linkages and comprehensive design and landscape plans, the Project appears to be a consolidated whole when viewed from adjoining streets. Accordingly, the Project is a unified development as defined by LAMC Section 12.24.W.19.

Floor area and density averaging will allow the Project to provide an appropriate mix of uses distributed across the Site, in an effort to maximize the open space, pedestrian walkability and to better unify the public improvements which serve the Project. The Project's proposed uses, including office, residences, hotel, restaurant and retail, promote the jobs and housing balance sought by the Community Plan, while simultaneously providing publically accessible and pedestrian-friendly open space and plazas. FAR and density averaging across the unified development also enables the Project to provide mid-block connections with pedestrian walkways and plazas designed to complement and accentuate views of the iconic Crossroads of the World buildings and the architecturally significant structures which surround the Project. FAR and density averaging will allow full utility and flexibility of the types and intensity of uses across the entire Site. As such, FAR and density averaging will enhance the built environment and perform a function that is beneficial to the community.

B. 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.

FAR and density averaging across the development is compatible with and will not adversely affect or further degrade adjacent uses or property because it facilitates a beneficial mix of uses and a creative project design that preserves the historic Crossroads of the World buildings and maximizes connectivity. FAR and density averaging across the Project allows for the successful integration of the historic Crossroads of the World complex because it permits the development of low rise retail and office buildings nearby the landmarked buildings and high rise buildings on other parcels across from Las Palmas Avenue. Designing the massing in this way better relates the new structures to the historic buildings. The combination of hotel, office, residential, entertainment, restaurant, retail and other proposed commercial uses will meet the demand from local residents and allow project residents and office employees to work, eat, play and shop for goods and services within the property. There will also be design consistency as a unified development including a combination of functional linkages, such as pedestrian passage, vehicular connections and common architectural and landscape features, which constitute distinctive design elements of the development. The Project will be developed into its own district containing a mix of uses across the entire Site that are designed to work together to create a cohesive whole. Both the pedestrian and the vehicular connections are designed to promote walkability through functional linkages (including walkways, open space corridors and wayfinding features) within the Project and to the neighborhood beyond. The new structures to be developed across the entire Site will be designed to complement each other with distinctive design elements, harmonize with the surrounding neighborhood. The landscape features and open space are also designed to flow continuously between and connect the multiple parcels constituting the Site and create cohesion by repeating common features and themes. Accordingly, the averaging of FAR and density across the Project is compatible with and will not adversely affect or further degrade adjacent uses or property.

C. THE PROJECT SUBSTANTIALLY CONFORMS WITH THE PURPOSE, INTENT AND PROVISIONS OF THE GENERAL PLAN, THE APPLICABLE COMMUNITY PLAN, AND ANY APPLICABLE SPECIFIC PLAN.

The request for floor area averaging as part of the Project substantially conforms with the purpose, intent and provisions of the General Plan and applicable Community Plan. More specifically, the General Plan, which includes

the Housing Element and Land Use Element and the Community Plan, encourage mixed-use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mix of uses of the Project reflect City urban planning goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and nearby high-capacity transit. In addition, new developments, including mixed-use projects, are occurring within the surrounding community, revitalizing the Hollywood core, and showing growing evidence of transforming the area into a lively, pedestrian-oriented district with a variety of residential, entertainment, commercial and professional office uses, among others.

FAR and density averaging across the Project's unified development will permit development of the Project to be more sensitive to the historic resources within the Site and to the surrounding community. The Project respects the mass and scale of the historic Crossroad of the World complex by pushing density, mass, and scale to the West toward McCadden Place and Highland Avenue. Further, the Project is split up into a variety of structures. Structures located on the eastern edge of the Site adjacent to the historic Crossroads of the World are limited to 2-3 stories of office, which is consistent with the general scale of development along the eastern edge of the Site. The resulting varied heights and massing will create a project design that preserves view corridors to and from the Site and facilitates a beneficial and efficient mix of uses. By averaging FAR and density across the Project, the resulting development will simultaneously reduce its impacts on the immediate neighborhood and create beneficial new uses and open spaces that benefit the wider community. In addition, the FAR and density averaging will allow for the mix of uses proposed for the Project which include, hotel, residential, office, retail and restaurant uses which is in keeping with the Community Plan's intent to "further the development of Hollywood as a major center of population, employment, retail service and entertainment." This practice is consistent with the purpose, intent and provisions of the General Plan as further described in Section II.

D. THE DEVELOPMENT, ALTHOUGH LOCATED ON SEPARATE PARCELS OR LOTS OF RECORD, IS A UNIFIED DEVELOPMENT AS DEFINED BY LAMC 12.24.

Los Angeles Municipal Code Section 12.24.W.19 allows averaging of floor area ratio and density when buildings comprise a unified mixed-use development in the C zone citywide. The entirety of the Project Site is located in the C zone, and the Project itself is a unified mixed-use development as defined by LAMC Section 12.24.W.19.c because it includes a number of pedestrian and vehicular connections which serve as functional linkages, provides common architectural and landscape features which will be distinctive design elements, is composed of two or more contiguous parcels separated only by a street or alley, and when viewed from adjoining streets appears to be a consolidated whole.

As described above, the Project includes the creation and construction of a new pedestrian passage or alley that serves to connect multiple streets and blocks. The Project also includes the realignment of Las Palmas Avenue to improve vehicular and pedestrian circulation and safety. Further, the streets fronting the project (Sunset Boulevard, Selma Avenue, Las Palmas Avenue, McCadden Place, and Highland Avenue) will all be improved with new pedestrian friendly landscaping which will serve to link and connect the unified development with a number of distinctive design elements which will unify the 8 proposed structures of the Project. Thus, the Project meets the criteria of unified development.

VI. FINDINGS FOR ZONE VARIANCE TO PERMIT OUTDOOR EATING ABOVE THE GROUND FLOOR

A. THE STRICT APPLICATION OF THE PROVISIONS OF THE ZONING ORDINANCE WOULD RESULT IN PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS

INCONSISTENT WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING REGULATIONS.

The strict application of the provisions of the LAMC that prohibit restaurants with outdoor eating areas above the ground-floor level would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the zoning regulations. The zoning regulations allow certain land uses in various zones in order to achieve compatibility between respective uses. Such regulations, however, are written on a City-wide basis and often do not take into account the unique characteristics of a specific site's intended use or the character of a particular community. The intent behind LAMC's regulation is to reduce noise from the above ground outdoor eating areas. In this instance, the above ground-floor outdoor dining establishments will not cause significant noise impacts. The proposed outdoor dining areas are amenities that will serve Project residents, employees and local and regional visitors and will not cause noise impacts on surrounding residential neighbors or other sensitive uses. The area surrounding the Project is largely commercial, meant to engage pedestrian activity and attract tourists, including concert venues, theaters, restaurants with live entertainment, as well as dance clubs, and bars. Any eating areas above the ground floor will be located away from any sensitive uses within the vicinity that could reasonably be impacted by noise emanating from the outdoor eating areas. As such, the general purpose and intent of the zoning regulation, to regulate noise, is still being achieved. The outdoor dining is an amenity consistent with the Community Plan's objectives of providing increased destinations which further the area's identity as an entertainment district and as "a major center of population, employment, retail services, and entertainment." The Project will further this vision and will support this area of Hollywood.

Furthermore, the strict application of the provisions of the LAMC that prohibit restaurants with outdoor eating areas above the ground-floor level would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the zoning regulations since the proposed mix of uses, including the proposed residential, hotel, office, commercial retail, and restaurant uses are substantially in compliance with the Regional Center Commercial land use designation of the Project and the surrounding properties. The provision of an outdoor and above ground eating area is the type of use that would solidify the City's identity, climate, and views, and will reinforce Hollywood's status as a nationally recognized entertainment district and provide safer dining spaces for residents and visitors alike. The construction and design of the Project, which includes above ground-floor restaurants with outdoor dining areas, should not be expected to create any additional impacts above and beyond the allowable uses.

B. THAT THERE ARE SPECIAL CIRCUMSTANCES APPLICABLE TO THE SUBJECT PROPERTY SUCH AS SIZE, TOPOGRAPHY, LOCATION OR SURROUNDINGS THAT DO NOT APPLY GENERALLY TO OTHER PROPERTY IN THE SAME ZONE AND VICINITY.

The Project will transform the property's existing underutilized site into a mixed-use development that will incorporate the existing historic-cultural monument, Crossroads of the World. As the Crossroads of the World was itself originally established as an outdoor shopping center, the Project seeks to incorporate and rejuvenate outdoor features of the Site that bring to life the concepts of an open-air pedestrian district with a mix of shopping, dining, and entertainment uses and represents the historic character of the Site. Outdoor dining facilities above the ground-floor will be designed to take advantage of spectacular views of the surrounding area and the Hollywood skyline. The Project is located within a portion of Hollywood that will continue to generate and promote a nationally-recognized entertainment district. The LAMC's restriction on outdoor dining is not consistent with the Community Plan's vision for this vibrant entertainment zone. The distinction of outdoor dining is a unique and innovative design feature that is appropriate in Hollywood, but which is not currently recognized by the LAMC.

C. THAT SUCH VARIANCE IS NECESSARY FOR THE PRESERVATION AND ENJOYMENT OF A SUBSTANTIAL PROPERTY RIGHT OR USE GENERALLY POSSESSED BY OTHER PROPERTY IN THE SAME ZONE AND VICINITY BUT WHICH, BECAUSE OF SPECIAL CIRCUMSTANCES AND PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS IS DENIED TO THE PROPERTY IN QUESTION.

Numerous other sites in the surrounding area with similar uses have been granted variances and adjustments to facilitate unique design features, such as the Hollywood & Highland complex, the Music Box, the W Hotel, and the Redbury Hotel. These uses often exist on above-ground terraces, mezzanines and rooftops of buildings, which allow for and take advantage of the visibility of the Hollywood commercial center area as well as the Hollywood Hills. The Project will redevelop a currently underutilized site, into a development that enlivens the commercial center of Hollywood by attracting residents and visitors, both day and night, through a mix of economically viable, commercial, residential, entertainment and community-serving uses that add to those already existing in Hollywood. In order for the Project to provide uses necessary to ensure the viability and competitiveness of the Project, the provision of above ground outdoor eating establishment is necessary design feature. Additionally, the outdoor eating amenity will further complement existing and proposed development in the Hollywood area.

D. THAT THE GRANTING OF SUCH VARIANCE WILL NOT BE MATERIALLY DETRIMENTAL TO THE PUBLIC WELFARE, OR INJURIOUS TO THE PROPERTY OR IMPROVEMENTS IN THE SAME ZONE OR VICINITY IN WHICH THE PROPERTY IS LOCATED.

Allowing the Project to incorporate outdoor eating areas above the ground-floor will not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the property is located. The use is compatible with the surrounding regional commercial uses and complements the City's vision of Hollywood as a thriving entertainment district. The Project's unique architectural features, including outdoor dining areas with scenic overlooks and landscaped, pedestrian-friendly open space, will benefit the public welfare by creating an interesting mixed-used development that will enhance Hollywood's image as a desirable place to live, work, and play. The LAMC's restriction on above ground outdoor dining is no longer in keeping with the City's vision for Hollywood, nor does the restriction encourage the advancement of Hollywood as a nationally recognized dining and entertainment area. Further, the general intent of the regulation, to regulate noise, would still be accommodated by the Project. The above ground-floor dining establishments will not create significant noise impacts. A variance to allow above-ground dining will advance the City's plan by significantly increasing the Project area's open space, walkability, and unique views of Los Angeles. The Project's facilities, including those above-ground, will attract world-class restaurants and cafes that will benefit project residents, area residents and visitors, and tourists alike.

E. THAT THE GRANTING OF SUCH VARIANCE WILL NOT ADVERSELY AFFECT ANY ELEMENT OF THE GENERAL PLAN.

The granting of this variance will not adversely affect any element of the General Plan. The use of outdoor terraces for dining and entertainment is consistent with the Community Plan goal of being a "major center of population, employment, retail services, and entertainment," as well as other goals and policies in the General Plan. The use of unique and innovative architectural elements will help to transform the area into a thriving district to live, work, and play. Allowing well-designed and effectively-programmed outdoor dining above the ground-floor will not hinder the achievement of community redevelopment goals, nor will it negatively affect the character of development in the immediate neighborhood. Rather, the Project will promote revitalization of an underutilized area by providing a true mixed-use development, a project compatible with surrounding retail, restaurant and other commercial uses, and that will enhance Hollywood.

VII. FINDINGS FOR REDUCED ON-SITE PARKING WITH TRANSPORTATION ALTERNATIVES

A. THE STRICT APPLICATION OF THE PROVISIONS OF THE ZONING ORDINANCE WOULD RESULT IN PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS INCONSISTENT WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING REGULATIONS

Section 12.21 A.4 of the Code establishes parking requirements and standard for the various land uses of the project. Due to the mixed-use nature of the project, the Project will incorporate shared parking procedures by which uses would share parking spaces when the uses have different parking requirements and different demand patterns within a 24-hour cycle or on weekends and weekdays.

The intent and purpose of the parking requirements is to standardize numerical assumptions for general parking requirements for individual uses. These assumptions, however, do not account for mix of uses within a unified development and with generous access to public transit. The strict application of these parking provisions would result in practical difficulties and unnecessary hardships inconsistent with the general purposes and intent of the LAMC as the project has a mix of uses that generate different parking demands based on day and time of day and not as a series of stand-alone uses. The project's close proximity to mass transit and the implementation of a TDM program will further reduce vehicle trips with the provision of pedestrian/bicycle/transit rider friendly amenities, including long and short-term bicycle parking facilities, car share amenities, and improving the pedestrian sidewalk linkage to the Hollywood/Highland Metro Red Line Transit Station to and from the project site.

Provisions of the LAMC allow for reduced parking, including "City Planning Commission Authority for Reduced On-Site Parking with Remote Off-site Parking or Transportation Alternatives" under Section 12.21A.4(y), "Shared Parking" under Section 12.24X.20 (permits two or more uses to share off-street parking spaces with ZA approval), and "Special Permission for Reduction of Off-street Parking Spaces by the Director" under Section 12.24Y (permits a 10% reduction for project located within 500 feet of mass transit). The requested reduction in parking satisfies the intent provided for in the exceptions of the Code which recognizes the need for shared parking in mixed-use developments while acknowledging expanding access to public transit. With the reduced parking/shared parking per City Planning Approval, the project will meet parking demand of on-site facilities consistent with these sections of the LAMC.

B. THAT THERE ARE SPECIAL CIRCUMSTANCES APPLICABLE TO THE SUBJECT PROPERTY SUCH AS SIZE, TOPOGRAPHY, LOCATION OR SURROUNDINGS THAT DO NOT APPLY GENERALLY TO OTHER PROPERTY IN THE SAME ZONE OR VICINITY.

The unique circumstances of locating a single, unified development with a combination of residential dwelling units, hotel, office, retail, and restaurant uses in close proximity to mass transit including the Hollywood/Highland Metro Red Line stop support the request for reduced/shared parking. In addition to this, the Project will incorporate a TDM Program to reduce vehicle trips with the provision of pedestrian/bicycle/transit rider friendly amenities, including long and short-term bicycle parking facilities, car share amenities, and improving the pedestrian sidewalk linkage to the Hollywood/Highland Metro Red Line Transit Station to and from the project site.

The location of the Project across four city blocks significantly enhances the resulting project and the effect of the project on the neighborhood in two significant ways. First, the project will activate sidewalks on five different streets: Sunset Boulevard, Selma Avenue, Highland Avenue, McCadden Place, and Las Palmas Avenue. Second, the Project's open design, incorporating a pedestrian passageway and realignment of Las Palmas Avenue will invite pedestrians into the interior of the Project from areas to the North along Hollywood and to the South along Sunset

Boulevard. Further, the Project includes the maintaining the historic Crossroads of the World complex. The unique design element of spanning a pedestrian passageway across multiple city block will be maintained as a central design element of the project.

Moreover, the Project is a transit-oriented development located in a dense urban environment ripe for reduced parking. The Hollywood/Highland Metro Red Line stop is approximately 700 feet from the Selma Avenue / Highland Avenue portion of the Project. The Project also sits along Sunset Boulevard which is a major transit thoroughfare. Accordingly, the location of the project near numerous transit options reduces the need for on-site parking facilities.

C. THAT SUCH VARIANCE IS NECESSARY FOR THE PRESERVATION AND ENJOYMENT OF A SUBSTANTIAL PROPERTY RIGHT OR USE GENERALLY POSSESSED BY OTHER PROPERTY IN THE SAME ZONE AND VICINITY BUT WHICH, BECAUSE OF SPECIAL CIRCUMSTANCES AND PRACTICAL DIFFICULTIES OR UNNECESSARY HARDSHIPS IS DENIED TO THE PROPERTY IN QUESTION.

The Project will provide parking in a manner consistent with the various exceptions in the Code which recognize the unique characteristics of mixed-use developments and the need to incentivize projects within close proximity to mass transit. The Applicant is committed to preserving and rehabilitating the historic Crossroads of the World complex while also revitalizing the surrounding underutilized parcels. This not only improves the economic and aesthetic vitality of Hollywood but also satisfied the Hollywood Community Plan's goals of achieving a jobs and housing balance in Regional Center Commercial land use areas. The parking reduction / shared parking provision reflects the project's jobs – housing balance by providing an intense mix of restaurant, retail, office, and fitness club use available to on-site restaurants.

Therefore, the reduced/shared parking will allow the Project to provide adequate parking for the future tenants of the project while also preserving and rehabilitating the historic Crossroads of the World complex in a manner comparable to other development in the same zone and vicinity which have also taken advantage of reduced parking exceptions.

D. THAT THE GRANTING OF SUCH VARIANCE WILL NOT BE MATERIALLY DETRIMENTAL TO THE PUBLIC WELFARE, OR INJURIOUS TO THE PROPERTY OR IMPROVEMENTS IN THE SAME ZONE OR VICINITY IN WHICH THE PROPERTY IS LOCATED.

As previously mentioned, the approval of reduced on-site/shared parking will not be materially detrimental to the public welfare or injurious to the property in the same vicinity because the project will improve the existing conditions and will enhance the economic and pedestrian activity of the surrounding community. The project will create a mixed-use campus that maintains the historic Crossroads of the World complex, that concentrates new development in close proximity to mass transit, and which is consistent with the General Plan, the Hollywood Community Plan, and the Hollywood Redevelopment Plan. Allowing the applicant to utilize shared parking recognizes the parking exceptions in the Code, which seek to encourage mixed use development in proximity to transit. Varying from a rigid application of the technical requirement does not adversely impact surrounding properties of improvements because by virtue of their land use designation, zone, and proximity to public transit, are able to invoke the same parking exceptions provided for in the LAMC.

E. THAT THE GRANTING OF SUCH VARIANCE WILL NOT ADVERSELY AFFECT ANY ELEMENT OF THE GENERAL PLAN.

The property is subject to the requirements of the Hollywood Community Plan, which is parking of Land Use Element of the City's General Plan. The grant of reduced/shared parking would not adversely affect the Hollywood Community Plan or any other element of the General Plan as both encourage the development of mixed use projects with

housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the mix of uses within the project reflect the City's land use goals because they provide compatible uses to an underutilized, commercially zoned property located along a major transit corridor and adjacent to high-capacity transit.