



Linda Lou <linda.lou@lacity.org>

Fwd: New Hollywood Project

2 messages

Conni Pallini <conni.pallini-tipton@lacity.org>

Mon, Jun 1, 2015 at 12:43 PM

To: Linda Lou <linda.lou@lacity.org>

fyi, I love how your radar is up on these projects!

Conni Pallini-Tipton, AICP
Senior City Planner Policy Planning Division
Department of City Planning | City of Los Angeles
200 N. Spring St. Rm 667
213.978.1179 | 213.978.1477 fax
planning.lacity.org

----- Forwarded message -----

From: **Kyndra Joy Casper** <kcasper@linerlaw.com>

Date: Sun, May 31, 2015 at 7:59 PM

Subject: New Hollywood Project

To: Debbie Lawrence <debbie.lawrence@lacity.org>, "Luciralia Ibarra" <luciralia.ibarra@lacity.org>, Conni Pallini <conni.pallini-tipton@lacity.org>

Hi All,

Hope you are all well and had a great weekend.

On Friday, we filed a new Hollywood project-project address 6701 Sunset. We met with Kevin Keller last week and he recommended that we reach out to all of you to discuss and coordinate. The case number is CPC-2015-2025-ZC-HD-MCUP-CU-ZV-SPR. It was posted on the City website on Saturday. Here is the link <http://planning.lacity.org/caseinfo/casesummary.aspx?case=CPC-2015-2025-ZC-HD-MCUP-CU-ZV-SPR>

I am also attaching the project description that was filed.

Let me know when would be a good time for us to meet.

Best,

Kyndra



Kyndra Joy Casper, Esq.

kcasper@linerlaw.com

633 West 5th Street | Suite 3200

213.694.3141 direct

Los Angeles, CA 90071-2005

213.694.3100 main

download v card

213.694.3101 fax

linerlaw.com

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PLEASE CONSIDER THE ENVIRONMENT BEFORE PRINTING THIS EMAIL



Attachment A_ Project Description.DOCX

51K

Linda Lou <linda.lou@lacity.org>

Mon, Jun 1, 2015 at 5:25 PM

To: Conni Pallini <conni.pallini-tipton@lacity.org>

Conni,

I will look at this more tomorrow as it involves proposed SAs.

We should ask Kyndra to provide a site map in advance of the meeting, not only the project description.

Otherwise, we can't match the text description with the locations referenced.

Linda

[Quoted text hidden]

--

Linda Lou

Planning Assistant

Policy Planning

Department of City Planning | City of Los Angeles

213.978.1473

*Your first stop for most City Planning questions regarding your property will usually begin at the Development Service Center (DSC). Click the following link for DSC contact information: <http://www.planning.lacity.org/PublicCounter.html>

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

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.