

**ATTACHMENT A**  
**REQUEST FOR CONDITIONAL USE PERMIT FOR ALCOHOL**  
**6931-6935 HOLLYWOOD BOULEVARD**  
**MADAME TUSSAUDS HOLLYWOOD**

Madame Tussauds Hollywood LLC (“MTH”), the Applicant, is seeking the following discretionary approvals:

- **Pursuant to LAMC Section 12.24 W.1**, the Applicant requests a Conditional Use Permit for Alcohol; Categorical Exemption Class 1(A) for the sales and/or dispensing of a full line of alcoholic beverages for one (1) on-site full line permit within 10,250 square feet of total alcohol sales area of the existing building (4,630 square feet indoor dining area and 5,620 square feet outdoor dining area) including 267 patron seats (40 indoor seats and 227 outdoor seats) per the following areas:
  - the rooftop restaurant interior (3,657 square feet) and the outdoor dining area (5,620 square feet) including 227 patron seats (0 indoor seats and 227 outdoor seats);
  - the 2<sup>nd</sup> floor interior bar (495 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats);
  - the 3<sup>rd</sup> floor interior bar (478 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats).
- Pursuant to various sections of Los Angeles Municipal Code, the Applicant will also request approvals and permits from the Building and Safety Department (and other municipal agencies) for project construction activities including, but not limited to the following: building and tenant improvements.

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**ABOUT THE APPLICANT – MADAME TUSSAUDS HOLLYWOOD**

Madame Tussauds was established in London in 1871 and features a “portrait gallery” of realistic wax images of famous people. Madame Tussauds delivers the ultimate fame experience. With more than 24 unique locations around the globe and a 250+ year history, Madame Tussauds has brought to life thousands of celebrities, stars and heroes - in mind-blowingly accurate detail – giving visitors the chance to interact with their favorite stars creating an otherwise impossible moment. Located next to the TCL Chinese Theater in the Hollywood Orange Building, Madame Tussauds Hollywood is the only place you can rub shoulders with more than 125 stars from the celebrity worlds of film and television without velvet ropes or barriers. Jump right on set with all your favorite A-listers including new fan favorites, Lil Nas X, Angela Bassett and Danny Trejo. Madame Tussauds Hollywood Wax Museum is a long- standing member of the Hollywood Blvd community and has spent the past 13 years offering international and domestic tourists, as well as California locals, a chance to get “up close and personal” with their favorite celebrities in a fun, family environment.

**PROJECT DESCRIPTION**

The Applicant now proposes to expand their offering beyond the main museum attraction to include a unique dining experience to museum guests and to anyone who would like to experience a quick meal and drinks with some of the famous wax figures. The new rooftop restaurant and bar will promote economic growth, world-class design, and a strong sense of place and community in the historic core of Hollywood, particularly Hollywood Blvd and the Walk of Fame. In addition to the new rooftop restaurant and bar, the Applicant also proposes to add two interior bars to the Madame Tussauds Hollywood attraction on the 2nd and 3rd floor. These two interior bars will be activated at a future date after the buildout of the rooftop restaurant and bar. Overall, the Applicant proposes a change of use to a 9,277 square foot rooftop restaurant and bar, a 495 square foot 2nd floor interior bar and a 478 square foot 3rd floor interior bar for a total alcohol sales area of 10,250 square feet and 267 seats (“Proposed Project”).

The existing building at the project site is three stories. The rooftop area is located on the same level as the 3<sup>rd</sup> floor and is an exterior open space between two interior portions of the 3<sup>rd</sup> floor. Patrons will access the rooftop restaurant and bar’s main entrance via a staircase at the street level on the right side of the courtyard at the front of the existing building. The staircase leads to the rooftop restaurant and bar main entrance where guests will be greeted and seated by a host. A second accessible entrance to the rooftop restaurant and bar will be available via the interior elevators to the 3<sup>rd</sup> level. The rooftop restaurant and bar will be open to the public and will be available to visit without purchasing a ticket to the MTH attraction. The restaurant and bar will be open from Sunday-Thursday 8:00 a.m. and 11:00 p.m. and Friday-Saturday 8:00 a.m. and 12:00 a.m. The rooftop restaurant and bar includes 3,657 square feet of indoor area and 5,620 square feet of outdoor dining area and 227 outdoor seats. No interior seats are proposed on the rooftop. The Proposed Project will add 1,862 square feet of floor area to the roof for the new kitchen and bar area and shaded dining areas. The new kitchen and bar area includes 1,262

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square feet of floor area that will be enclosed on three sides with an open bar area on one side. The new shaded dining area includes 600 square feet of floor area and will not be enclosed.

The Applicant proposes interior amplified music as well as low level, ambient amplified music within the outdoor space at the rooftop restaurant and bar during daily operations. DJs and live bands are not proposed for daily operations. The rooftop restaurant and bar will be a bonafide eating establishment and will offer a full menu of casual food options accompanied by a full line of alcoholic beverages. Patrons will not be allowed to take drinks out of the rooftop restaurant and bar to consume in other areas of the project site. Construction and operation of the rooftop restaurant and bar will commence upon receiving the requisite approvals from the City of Los Angeles (“City”).

The 2<sup>nd</sup> and 3<sup>rd</sup> floor interior bars are proposed to be added to the MTH attraction later after the rooftop restaurant and bar is operational. The intention for these two interior bars is that they will be available and open to patrons of the MTH attraction who have purchased a ticket to the wax museum. Guests to the wax museum would be able to enjoy an alcoholic beverage during their visit. Guests would only be able to consume alcohol in the designated bar area and would not be able to bring drinks outside of the bar area to walk around with an alcoholic beverage. The 2nd floor interior bar comprises 495 square feet of indoor dining area and the 3rd floor interior bar comprises 478 square feet of indoor dining area. The 2nd floor interior bar will have 20 seats and the 3rd floor interior bar will also have 20 seats. No exterior seats are proposed for these two bars. The 2nd and 3rd floor interior bars will not offer the full food menu available at the rooftop restaurant and bar; however, snack items will be available for purchase with alcohol.

The Applicant will maintain the alternative use of the rooftop restaurant and bar as a special events space and to be able to continue to provide up to 200 private special events per year allowed under the existing approvals. Alcohol would be available for consumption in connection with private special events, however these events are not open to the public. Currently, dancing and entertainment is permitted in the rooftop event space in association with private special events which the Applicant proposes to maintain also. Additionally, amplified sound on the interior of the building is allowed, as well as amplified sound on the rooftop event space except between the hours of 2:00am and 7:00am. The Applicant proposes maintain dancing associated with special events and to maintain amplified sound on the interior of the building and on the rooftop. For special events, the Proposed Project proposes DJs, live bands, and ambient amplified music within the outdoor rooftop restaurant and event space between 8:00am and 10:00pm and between 8:00am and 2:00am within the interior of the building. No amplified sound is proposed between 2:00am to 7:00am.

**PROPOSED CONDITIONAL USE PERMIT REQUEST:**

- One (1) on-site full line permit within 10,250 square feet of total alcohol sales area of the existing building (4,630 square feet indoor dining area and 5,620 square feet outdoor dining area) including 267 patron seats (40 indoor seats and 227 outdoor seats) per the following areas:

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- the rooftop restaurant interior (3,657 square feet) and the outdoor dining area (5,620 square feet) including 227 patron seats (0 indoor seats and 227 outdoor seats);
  - the 2<sup>nd</sup> floor interior bar (495 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats);
- the 3<sup>rd</sup> floor interior bar (478 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats).

**Table 1. Alcohol Sales Area**

	Indoor SF	Indoor Seats	Outdoor SF	Outdoor Seats	Permit Type
<b>Rooftop Restaurant and Bar</b>	3,657 SF	0 seats	5,620 SF	227 seats	Full Line On-site Sale
<b>2<sup>nd</sup> Floor Interior Bar</b>	495 SF	20 seats	0 SF	0 seats	Full Line On-site Sale
<b>3<sup>rd</sup> Floor Interior Bar</b>	478 SF	20 seats	0 SF	0 seats	Full Line On-site Sale
<b>Total Indoor and Outdoor SF</b>	10,250 SF				
<b>Total Indoor and Outdoor Seats</b>	267 seats				

**Project Site**

The project site is located at 6931-6935 Hollywood Boulevard, at the northeast corner of Hollywood Boulevard and Orange Drive in the heart of Hollywood. The project site is approximately 26,355 square feet in size (approximately 188 feet deep and 140 feet wide) and has street frontages along Hollywood Boulevard and Orange Drive. The site is currently developed with the 46,136 square foot Hollywood Orange building housing the Madame Tussauds Hollywood attraction and ancillary retail space. The site is immediately adjacent to the TCL Chinese Theater, which is a popular tourist destination that includes a forecourt with hand and footprints of famous movie stars. The TCL Chinese Theater is listed on the National Register of Historic Places as a contributing building in the Hollywood Boulevard Historic District and is also designated a Los Angeles Historic-

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Cultural Monument Number 55. In addition, the Hollywood Walk of Fame extends along the front of the project site and is designated as Los Angeles Historic-Cultural Monument Number 195. The project site is also located immediately to the south of a tourist bus drop-off and turnaround site, which is linked to the Hollywood/Highland retail/entertainment project (now known as the Ovation Hollywood).

**Zoning of the Project Site**

The project site is in the C4-2D-SN Zone and in the Regional Center Commercial land use designation in the Hollywood Community Plan. The “D” Limitation on the project site (established by Ordinance Number 165,669, effective March 21, 1990) limits projects to a permitted Floor Area Ratio of 4.5:1. The Hollywood Community Plan is currently being updated, although the updated Hollywood Community Plan has not yet been adopted. The project site is also in the Hollywood Redevelopment Project Area, with a land use designation of Regional Commercial.

**SURROUNDING PROPERTIES AND STREETS**

**Surrounding Properties and Zones**

Direction	Zone	Existing Improvements
West (across Orange Drive)	C2-4D-SN	Retail shops, mainly tourist-oriented
East	C2-4D-SN R4-2D-SN	TCL Chinese Theater and Ovation Hollywood Center
South (Across Hollywood Boulevard)	C2-4D-SN	Roosevelt Hotel, mixed-use commercial/retail and office building
North	C2-4D-SN R4-2D-SN	Parking structure entrance for Hollywood/Highland and tourist bus drop-off and loading area

**PREVIOUS CASES**

**Department of City Planning**

***ZA-2003-3183-ZV-SPR-PA2***

On January 9, 2013, the Zoning Administrator approved plans and Site Plan Review and determined the attraction known as Madame Tussauds Hollywood located at 6931-6935 Hollywood Boulevard has operated in substantial compliance with the terms and conditions of the existing determinations and amended certain conditions.

***ZA-2003-3183-ZV-SPR-PA1***

On March 9, 2007, the Zoning Administrator approved plans and Site Plan Review to permit a 20 percent increase to 44,274 square feet in conjunction with the construction of the Madame Tussauds Hollywood.

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***ZA-2003-3183-ZV-SPR***

On December 5, 2003, the Zoning Administrator denied a Variance from LAMC Section 12.21.A.7(l) to permit off-site commercial signs and approved Variances for the following

- From Section 12.16.A to permit
  - games of skill and science;
  - the sale of secondhand merchandise;
  - to permit deviations in connection with a mini-shopping center:
    - hours of operation between 11 PM and 7 AM,
    - an amusement enterprise,
    - window transparency,
    - required landscaping setbacks,
    - tandem parking, and
  - to permit the hours of delivery to occur after 6 AM;
- From Section 12.21.A.5(h) to permit three-deep tandem parking in a public garage;
- From Sections 12.21.A.10 and 12.16.A to permit the sale (for on-site consumption) of alcoholic beverages and the operation of a dance hall in the C4 Zone;

And approved a Zoning Administrator's Determination for Site Plan Review.

***ZA-2003-3183-ZV-SPR-1A***

The Applicant appealed certain conditions of approval to the Central Area Planning Commission (CAPC).

On March 9, 2004, the CAPC sustained the actions of the Zoning Administrator and modified several conditions of approval.

The Determination was originally effective for two years (until May 19, 2006), with the option of requesting an Extension of Time to have an additional one year to use the authorization.

***ZA-2003-3183-ZV-SPR-A1-EXT***

An Extension of Time was granted on May 5, 2006, that extends the time in which to utilize the approvals until May 21, 2007.

***ZA-2000-2967-ZV-SPR***

Application for 36,895 square foot, 3-story commercial building with a restaurant (with on-site consumption of alcohol), dancing, and games of skill and science, located at 6931-6935 Hollywood Boulevard. This application was voluntarily withdrawn on November 15, 2000.

***ZA-1997-644-CUB-CUZ-ZV-YV-SPR***

Application for the "Hollywood Spectacular" development, IMAX-type theater, restaurant (with on-site consumption of alcohol), exceed height restrictions, and allow games of skill and science, approved effective January 15, 1998.

***ZAI-1965-2325***

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Not Available.

***DIR-2007-3098-SPP***

On September 6, 2007, the Director of Planning approved one electronic message display measuring 9 feet by 33.3 feet and two 1,204 square-foot supergraphic signs.

***CPC-4052***

Not Available.

***CPC-2018-6005-CA***

On December 20, 2018, the City Planning Commission approved actions related to the transfer of land use authority from the Community Redevelopment Agency, Designated Local Authority to the City Planning Department, including a Resolution to transfer the land use authority and an Ordinance establishing procedures implementing the Redevelopment Plans and other amendments to the LAMC to facilitate the transfer of land use authority.

***CPC-2016-1450-CPU***

On August 18, 2021, the City Planning Commission approved the Hollywood Community Plan Update. This Update was later rescinded and is not effective currently.

***CPC-2013-3169***

On May 8, 2014, the City Planning Commission approved the Transfer of Land Use Authority from the CRA/LA to the City Planning Department.

***CPC-2007-5866-SN***

On August 26, 2010, the City Planning Commission approved the amended Hollywood Signage Supplemental Use District Ordinance.

***CPC-2003-2115-CRA***

Approved effective July 12, 2003: First Amendment to the Hollywood Redevelopment Plan, which included the following relevant provisions:

- Extension of the CRA's authority to acquire property via eminent domain (except if there are people living on the property), and
- Revised the Redevelopment Plan to be in conformance with the Hollywood General Plan

***CPC-2002-4173***

On April 10, 2002, the City Planning Commission approved the proposed First Amendment to the Hollywood Redevelopment Plan.

***CPC-2002-1128-CA***

On July 16, 2002, the City Planning Commission approved an ordinance amending the LAMC concerning adaptive reuse projects and joint living and work quarters, and to apply the provisions of the downtown adaptive reuse ordinance to Chinatown, Lincoln Heights, the Hollywood community redevelopment project area, certain portions of the Wilshire

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Center/Koreatown community redevelopment project area, and Central Avenue south of Freeway Number 10 and north of Vernon Avenue.

***CPC-1999-324-ICO***

Not Available.

***CPC-1999-2293-ICO***

Not Available.

***CPC-1983-232-ZBD***

Determination that the Zoning Boundary between the R5-4 and the C4-4 Zones is located 150 feet north of Hollywood Boulevard, east of Orange Avenue, August 21, 1952.

**Ordinances**

**181,340**

Amended the Hollywood Signage Supplemental Use District Ordinance No. 176172, effective November 17, 2010.

**176,172**

Established the Hollywood Signage Supplemental Use District, effective October 4, 2004 (CPC 2002-4173-SUD/ENV 2003-1377-MND).

**175,038**

Established the Specific Plan known as the Adaptive Reuse Incentive Areas Specific Plan for the areas of Chinatown, Lincoln Heights, the Hollywood Community Redevelopment Project Area, effective February 9, 2003.

**173,562**

Established the Interim Control Ordinance (CPC 1999-0324-ICO), effective November 20, 2000.

**165,669**

Established the D Limitations, effective March 21, 1990.

**129,944**

Established the Fire District No.1 Boundaries, approved April 29, 1965.

**129,279**

Established an ordinance amending the definition of "Hillside Areas" to read:  
Hillside Areas. Those areas of land which are so designated in the map entitled "Hillside Areas" which is attached hereto and made a part hereof the same as if fully set forth herein.  
Approved January 15, 1965.



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**Covenants and Affidavits**

**PKG-55**

Parking Covenant between property owners providing space for the use of three automobiles of hotel guests of the Nirvana Hotel Apartments, 1775 North Orange Drive as is required by Los Angeles zoning laws, dated August 12, 1948.

**Affidavit No. 8157**

Affidavit to establish nonconforming use and certify that the automobile parking lots on the described property have been in existence prior to June 1, 1946, dated February 5, 1947.

**Affidavit No. 04-0472610**

First Amendment to the Parking and Easement Agreement permitting loading access to the proposed project from the bus drop-off/turnaround, located immediately to the north of the subject property, recorded on March 1, 2004.

**Affidavit No. 98-1830630**

Covenant and Agreement that the Hollywood & Highland Center located at 6801 Hollywood Boulevard will provide and maintain 136 usable and accessible automobile parking spaces which comply with Section 12.21.A.5 of the Los Angeles Municipal Code for use of the building to be located at 6931-6935 Hollywood Boulevard, recorded on October 7, 1998.

**Covenant**

Covenant and Agreement regarding maintenance of building support for 6931-6935 Hollywood Blvd., Los Angeles, CA 90028, recorded September 18, 2007.

**Covenant**

Covenant and Agreement to provide a parking attendant for 6931-6935 Hollywood Blvd., Los Angeles, CA 90028, recorded September 18, 2007.

**Covenant**

Covenant and Agreement for the use of the pedestrian access easement for 6931-6935 Hollywood Blvd., Los Angeles, CA 90028, recorded March 25, 2008.

**Covenant**

Covenant and Agreement regarding the drainage easement, recorded April 29, 2008.

**Building and Safety Documents**

**Permit No. 13219**

Application for the Erection of Building. 1-story garage Use. Issued September 30, 1915.

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**Permit No. 4992**

Application for the Erection of Frame Buildings. 1-story service station. Issued February 9, 1925.

**Permit No. 4993**

Application for the Erection of Frame Buildings. 1-story restroom. Issued on February 9, 1925.

**Permit No. LA607**

Application to Erect a New Building. Parking lot and office. Issued on January 11, 1949.

**Permit No. LA16885**

Application for Relocation of Building. Office use. Issued on September 20, 1951.

**Permit No. LA18163**

Application to Erect a New Building. Parking lot.

**Permit No. LA90423**

Application to Construct a New Building. Shelter and roof sign. Issued on January 9, 1958.

**Permit No. LA92079**

Application to Alter, Repair, or Demo. Shelter and roof sign. Issued on January 29, 1958.

**Permit No. 59896**

Application to Construct New Building. Office use. Issued on April 15, 1960.

**Permit No. LA22085/6**

Application for Inspection of New Building. Car reservation and office. Issued on April 30, 1969.

**Permit No. 07019-10000-01881**

Application for Inspection to Demolish Building or Structure. Demolish existing 1-story building. Issued on August 13, 2007.

**Permit No. 07010-10000-01994**

Application for Building Permit and Certificate of Occupancy. 2-level underground garage and 3-story retail/entertainment building with roof deck for special events. Issued on April 29, 2008.

**Permit No. 07010-10002-01994**

Application for Building Permit and Certificate of Occupancy. Proposed deferred submittal for a new curtain wall on a building under construction. Issued on November 6, 2008.

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**Permit No. 07010-10003-01994**

Application for Building Permit and Certificate of Occupancy. Construct stairs #2 and 4 for retail/parking under construction per 07010-10000-01994. Issued on March 31, 2009.

**Permit No. 07010-10004-01994**

Application for Building Permit and Certificate of Occupancy. Construct stairs #3 for retail/parking under construction per 07010-10000-01994. Issued on April 15, 2009.

**Permit No. 07010-10005-01994**

Application for Building Permit and Certificate of Occupancy. Construction of stair #1 for retail/parking under construction per 07010-10000-01994. Issued on April 15, 2009.

**Permit No. 07010-10006-01994**

Application for Building Permit and Certificate of Occupancy. Supplemental to Permit 07010-10000-01994 to add structural components for future signs. Issued on July 13, 2009.

**Permit No. 07010-10007-01994**

Application for Building Permit and Certificate of Occupancy. Supplemental to 07010-10000-01994 to check the differed guardrails and handrails for stair #5 and #6. Issued on July 16, 2009.

**Permit No. 08010-10001-00063**

Application for Building Permit and Certificate of Occupancy. To revise permit 07010-10000-01994 for shell and core to accommodate TI design and changes. Issued on December 19, 2008.

**Permit No. 10016-10000-19943**

Application for Building Permit and Certificate of Occupancy. Tenant improvement for new Starbucks coffee shop. Change of use from retail to restaurant. Issued on January 7, 2011.

**Permit No. 10014-10000-01638**

Application for Building Permit and Certificate of Occupancy. Retail tenant improvements: partitions, ceilings, finishes; new mezzanine floor and stairs; add floor within 2-story to create a three-story building. Issued on September 2, 2010.

**Permit No. 14016-10000-03072**

Application for Building Permit and Certificate of Occupancy. Change of use from portion of storage area to motion picture theater at museum, add 2 mezzanines in storage area, interior alteration on 1<sup>st</sup> floor. Issued on May 2, 2014.

**Permit No. 15016-20000-04531**

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Application for Building Permit and Certificate of Occupancy. Demo mezzanine and infill floor per engineer details. Issued on April 30, 2015.

**Permit No. 22016-10000-08705**

Application for Building Permit and Certificate of Occupancy. Proposed change of use from retail to take-out restaurant. Issued on October 11, 2022.

**1949LA00607**

Certificate of Occupancy issued February 1, 1949 for a small, 1-story building (Provisional Structure).

**1951LA18163**

Certificate of Occupancy issued October 16, 1951 for a parking lot.

**1951LA16885**

Certificate of Occupancy issued June 23, 1952 for a 1-story office building (Provisional Structure).

**1958LA90423**

Certificate of Occupancy issued January 13, 1959 for a 1-story roof sign and shelter.

**1960LA59896**

Certificate of Occupancy issued September 7, 1960 for a 1-story office building.

**1969LA87156**

Certificate of Occupancy issued February 25, 1970 for a 1-story car reservation and office building.

**Certificate No. 64441**

Certificate of Occupancy issued August 11, 2010 for a new 3-story retail/entertainment building with roof deck over 2-level underground parking garage.

**Certificate No. 91122**

Certificate of Occupancy issued March 24, 2011 for a change of use from retail to restaurant. 1,040 sf. Hours of operation from 7 am to 11 pm.

**Certificate No. 135251**

Certificate of Occupancy issued November 12, 2015 for demo mezzanine and infill floor per engineer details.

**Certificate No. 123556**

Certificate of Occupancy issued January 12, 2018 for change of use portion of storage area to motion picture theater at museum, add two mezzanines in storage areas, interior alteration on first floor of 3 story w/ 2 level basement parking.

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**CONDITIONAL USE PERMIT FINDINGS FOR ALCOHOL  
PURSUANT TO LAMC SECTION 12.24 W.1**

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

The Proposed Project will enhance the built environment in the surrounding neighborhood and will provide a service that is beneficial to the community, city and region. MTH has served as a focal point for the tourist industry in Hollywood. Madame Tussauds has brought to life thousands of celebrities, stars and heroes - in mind-blowingly accurate detail – giving visitors the chance to interact with their favorite stars creating an otherwise impossible moment. Located next to the TCL Chinese Theater in the Hollywood Orange Building, Madame Tussauds Hollywood is the only place you can rub shoulders with more than 125 stars from the celebrity worlds of film and television without velvet ropes or barriers. As part of the area’s commercial and tourism fabric on the historic Walk of Fame, the Proposed Project will add a new dining amenity that is compatible with existing and future development on neighboring properties.

Therefore, the Applicant is applying for a Conditional Use Permit for the on-site full line of alcohol within 10,250 square feet of total alcohol sales area of the existing building (4,630 square feet indoor dining area and 5,620 square feet outdoor dining area) including 267 patron seats (40 indoor seats and 227 outdoor seats) per the following areas: the rooftop restaurant interior (3,657 square feet) and the outdoor dining area (5,620 square feet) including 227 patron seats (0 indoor seats and 227 outdoor seats); the 2nd floor interior bar (495 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats); and the 3rd floor interior bar (478 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats).

The objective of the Proposed Project is to create an inviting, pedestrian-friendly development, consistent with the goals of the Community Plan. Activities such as dining with the availability of alcoholic beverages, is an essential part of a quality sit-down restaurant experience. As the growing population and tourism industry of the Hollywood area expands, so does the need for certain goods and services. Providing full line of alcoholic beverages for on-site consumption allows the neighborhood residents and visitors to obtain such beverages on-site in a dining experience avoid driving to other more distant locations.

Such activities are a natural and vital extension of restaurant uses and sales through neighborhood restaurants as a function of a pedestrian-friendly commercial environment. The overall vitality of the Hollywood area as contemplated by the applicable Hollywood Community Plan depends on the success of Regional Center commercial retail and restaurants, and the Proposed Project represents such a needed establishment. Therefore, the Proposed Project will enhance the built environment in the surrounding neighborhood by being a complementary service to the MTH attraction and will provide a needed neighborhood amenity.

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Securing a Conditional Use Permit for on-site sales at the Proposed Project is an appropriate way to help further the goals of development in the area. This request is associated with the upgrading of the MTH attraction, seeks to provide more dining and retail choices for employees, visitors and residents. The Proposed Project is located within a regional center in proximity to a variety of other tourist, commercial, entertainment, and residential uses. Additionally, the request for this Conditional Use Permit for on-site sales of alcohol amenity is consistent with the effort to create a variety of visitor experiences, which will further revitalize the area and encourage redevelopment initiatives effort in the area, especially after the economic decline during the COVID-19 pandemic.

Furthermore, the Proposed Project goals will provide improved access to quality food, beverages and provide a neighborhood- and tourist-serving restaurant and bars with indoor and outdoor dining. The future restaurant and interior bars will also help boost Los Angeles' economy by creating jobs and contributing sales and business tax revenues. Therefore, the proposed on-site Conditional Use Permit will provide an additional service that is beneficial to the community.

For the reasons stated above, the proposed on-site Conditional Use Permit will provide a convenience factor that is beneficial to the MTH attraction and to the local community.

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

The Project site is located at the corner of Hollywood Boulevard and Orange Drive along the Walk of Fame in the Hollywood community of the City of Los Angeles. The Proposed Project will not only complement the surrounding community but enhance it as well. The surrounding commercial and tourist uses along the adjacent streets include various retail/commercial and tourist attraction establishments.

Madame Tussauds has brought to life thousands of celebrities, stars and heroes - in mind-blowingly accurate detail – giving visitors the chance to interact with their favorite stars creating an otherwise impossible moment. Located next to the TCL Chinese Theater in the Hollywood Orange Building, MTH is the only place you can rub shoulders with more than 125 stars from the celebrity worlds of film and television without velvet ropes or barriers and has been an important part of the Hollywood Boulevard tourist destination. The Proposed Project will not add height or significantly increase the existing building's floor area or intensity of use. Therefore, 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. Approval of the Conditional Use Permit for on-site sales will also be consistent with this finding for the following reasons:

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1. The proposed Conditional Use Permit for on-site consumption will be conducted solely within the Proposed Project's commercial floor area and outdoor dining area.
2. The Proposed Project's attractive design contributes significantly to its relationship to adjacent uses, especially its rooftop location.
3. The Proposed Project's design compliments the pedestrian oriented aspects encouraged for the Hollywood area. Outdoor dining with a pedestrian entrance at the street level will also attract visitors that are passing on the public streets and using transit.
4. Successful restaurants and bars help to encourage economic development, especially coming out of the economic decline of the COVID-19 pandemic.
5. The mixed-use entertainment/retail/restaurant components of the Hollywood Orange Building are in proper relationship and consistent with the existing development and zoning pattern within Hollywood.
6. The Proposed Project will likely create synergy with nearby uses. Those that work and live in the area, as well as the anticipated tourists and visitors brought to the area by the numerous other transit options as noted above may also take advantage of the proximity of new dining options.

Additionally, the sale of alcohol on-site for restaurants has become necessary in order to compete with other restaurants for patrons who prefer an alcoholic beverage with their meal. The sale of alcohol contributes to the overall financial success of restaurants and tourist attractions. Successful restaurants in the area are increasingly contributing to the overall success of the Walk of Fame and Hollywood Boulevard, which also positively impacts the property values of all properties.

The Applicant is requesting a Conditional Use Permit in order to sell a full line of alcoholic beverages for on-site consumption within 10,250 square feet of total alcohol sales area of the existing building (4,630 square feet indoor dining area and 5,620 square feet outdoor dining area) including 267 patron seats (40 indoor seats and 227 outdoor seats) per the following areas: the rooftop restaurant interior (3,657 square feet) and the outdoor dining area (5,620 square feet) including 227 patron seats (0 indoor seats and 227 outdoor seats); the 2nd floor interior bar (495 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats); and the 3rd floor interior bar (478 square feet) including 20 patron seats (20 indoor seats and 0 outdoor seats). Lastly, to guarantee that there will not be any deleterious impact to the immediate neighborhood, the City of Los Angeles and the ABC independently retain the authority to revoke permits and/or licenses which allow the sale of alcoholic beverages at the Project site should there be circumstances that rise to the level of non-compliance of the approval conditions of the CUB, state ABC laws and local LAMC standards.

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

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The Proposed Project substantially conforms with the purpose, intent and provisions of the General Plan, Hollywood Community Plan and Hollywood Redevelopment Plan. The project site is in the C4-2D Zone and is located within the Hollywood Community Plan Area of the City of Los Angeles. The Hollywood Community Plan designates the project site as “Regional Center Commercial,” corresponding to the C2, C4, P, and PB Zones and Height District 2D.

The proposed uses in the Proposed Project including the addition of the rooftop restaurant and bar and interior bars are all permitted by right in the C4 Zone and, by extension, in the Regional Center Commercial land use designation. The Proposed Project will not change the existing zoning or land use designation of the site. The Hollywood Community Plan is currently undergoing an update process, and, thus far, there have been no proposed changes for the project site.

The Proposed Project is also located within the Hollywood Redevelopment Plan Area (CRA). The Redevelopment Plan’s land use designation for the project site is Regional Commercial, and the project site is located within the Hollywood Boulevard District. The Proposed Project meets several of the goals for development for land designated as Regional Commercial within the Hollywood Boulevard District, such as the following (from pages 32-33 of the Hollywood Redevelopment Plan):

*Assure that new development is sympathetic to and complements the existing scale of development.*

The project site is located immediately to the west of the TCL Chinese Theater and, as such, has taken that building’s bulk and massing into consideration in terms of project design and proposed uses. The building is shorter than the TCL Chinese Theater and similar in bulk and massing. The rooftop restaurant and bar will not add additional height to the existing building. Both buildings have a set-back forecourt between the sidewalk and building that invite pedestrians into the space. The rooftop restaurant and bar’s main entrance will be located at the bottom of the staircase of this pedestrian forecourt, further encouraging a pedestrian environment and synergy between surrounding sites.

The proposed tourist- and pedestrian-oriented uses respond well to the existing heavy pedestrian and tourist traffic that visits the TCL Chinese Theater and Walk of Fame every day. In addition, the Proposed Project will be a complementary tourist use by providing a unique dining experience in conjunction with displaying wax figures, interactive exhibits, and recreating famous movie scenes. Thus, the Proposed Project is sympathetic to and complements the existing development.

*Provide pedestrian-oriented retail uses along the street level.*

The Proposed Project incorporates pedestrian-oriented uses including the street level entrance to the rooftop restaurant and bar located on Hollywood



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Boulevard adjacent to the TCL Chinese Theater. The rooftop restaurant and bar will serve the thousands of people who visit Hollywood Boulevard and the Madame Tussauds Hollywood attraction. Additionally, there is the jewel box retail space and additional ancillary retail space along the interior forecourt. These commercial uses will be intended for tourists and residents alike.

*Encourage entertainment, theater, and tourist-related uses.*

In addition to tourist-oriented retail uses (that will also serve Los Angeles residents), the Proposed Project will house a new rooftop restaurant and bar and interior bars within the MTH attraction. Madame Tussauds is the top tourist attraction in London and serves many tourists in Hollywood as well. The restaurant and bar uses will be complementary to the TCL Chinese Theater and Ovation Hollywood development adjacent to the project site to east. The Proposed Project will offer a unique dining experience in the immediate area and will extend the stay of typical tourist visitors to Hollywood.

*Provide adequate parking for new and existing uses.*

The Proposed Project is providing a minimum of 230 parking spaces, broken down as follows:

- a total of 136 parking spaces provided off-site, and
- a minimum of 94 parking spaces provided on-site.

The Proposed Project is providing more than the 93 parking spaces required by the LAMC. Therefore, there will be adequate parking for new and existing uses.

*Reinforce and enhance the existing pedestrian environment.*

The Proposed Project responds to the high level of pedestrian foot traffic that this area of Hollywood Boulevard experiences. The Proposed Project has a forecourt design with a main entrance to the rooftop restaurant and bar that will draw pedestrians in off of the street and onto the project site. Thus, the Proposed Project reinforces and enhances the existing pedestrian environment.

For these reasons, the Proposed Project is consistent with the stated goals and objectives for the Hollywood Boulevard District in the Redevelopment Plan. Overall, the Proposed Project substantially conforms with the purpose, intent and provisions of the General Plan, Hollywood Community Plan and Hollywood Redevelopment Plan.

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**B. ADDITIONAL FINDINGS**

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

Approval of an on-site Conditional Use Permit for the Project will not adversely affect the welfare of the community. The restaurant and bars serving alcoholic beverages for on-site including all alcohol sales areas will be carefully controlled. Security plans, floor plans, seating numbers are all included as part of this application, and the mode and character of the operation of the Project, will be considered, addressed and enforced through the imposition of specific conditions set forth in this Conditional Use Permit. This allows for further evaluation and continuous monitoring, ensuring that the Project will not adversely affect the welfare of the community.

The project site is located within a highly urbanized setting situated in the Walk of Fame in the Hollywood area. The area surrounding the Project site is a mix of office buildings, tourist attractions, retail, restaurants, bars, other entertainment uses and residential uses. The request for on-site sales will be compatible with the surrounding uses as an amenity that accompanies restaurants and entertainment uses.

Approval of the on-site Conditional Use Permit will contribute to the success and vitality of the neighborhood and help make MTH a unique place to visit and dine in high quality restaurants and entertainment establishments.

The Proposed Project is ideally located in Hollywood with multiple transit routes connecting the area to the transit network throughout the City and greater County of Los Angeles. Additionally, the Project will also positively benefit the City through generation of additional sales tax revenue, business licenses and other fees, and by providing additional short-term and long-term employment opportunities to area residents. The close proximity to transit and easy walking distance to employment centers, and other residential development in the local neighborhood allows for alternatives to driving for those consuming alcoholic beverages.

**2. Explain how the approval of the application will not result in or contribute to an undue concentration of such establishments.**

The Project site is situated in an area primarily developed with office, commercial, retail and entertainment uses, with a large working population and expanding tourist population, both of which demand shopping and dining services. As a result, there is a high concentration of alcohol uses in the immediate area (as measured by census tract data). However, it is not uncommon to have clusters of this nature in urbanized and pedestrian-oriented sections of the City.

According to the ABC online database, in Census Tract No. 1901.01, within which the Proposed Project is located, there are 35 licenses permitted for on-site sales and 3 licenses permitted for off-site sales. Thus, the proposed on-site license could result in an undue concentration of alcohol establishments in the area. However, considering the restaurant-rich nature of the area, the proposed permit is not egregious. The on-site sales will be an amenity to commercial uses by providing sales for consumption in a dining and entertainment establishment.

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It is important to note that the majority of activities at the project site will not involve the sale of alcoholic beverages. Since the sales of alcohol uses will be part of a carefully controlled mixed use complex, the on-site sales of alcoholic beverages will be incidental to the primary uses of the MTH attraction.

**3. Explain how the approval of the application will not detrimentally affect nearby residential zones or uses.**

The proposed on-site Conditional Use Permit will not detrimentally affect nearby residentially zoned properties. The nearest multi-family residential uses are across a service driveway to the north at the Madison Apartments. Since the Project is within a mixed-use neighborhood, any detrimental impacts that result from alcohol sales at the site directly impact the profitability and operation of the Project, detrimental impacts on neighboring residential uses will not be tolerated. In addition, the on-site sales of alcoholic beverages are minor in regard to the overall sales of the retail and entertainment establishment and scope of uses at MTH.

The Proposed Project is part of a high quality development and all alcohol service and sales will take place within a carefully controlled environment operated by the responsible Applicant. The on-site Conditional Use Permit would be a minor addition to and convenience for those patrons visiting MTH and the Hollywood Walk of Fame. Therefore, this use will not result in detrimental impacts to nearby residentially-zoned properties.

**4. QUESTIONS REGARDING THE PHYSICAL DEVELOPMENT OF THE SITE**

**A. What is the total square footage of the building or center the establishment is located in?**

The Proposed Project is located within the Hollywood Orange Building housing the Madame Tussauds Hollywood attraction and ancillary retail space comprising 44,274 square feet of floor area. The Project will add 1,862 square feet of floor area to the roof for the new enclosed kitchen and bar area (1,262 square feet) and shaded dining areas (600 square feet) bringing the building's total floor area to 46,136 square feet.

**B. What is the square footage of the space the establishment will occupy?**

The Proposed Project contains a total of 10,250 square feet of alcohol sales area including 4,630 square feet indoor dining area and 5,620 square feet of outdoor dining area. The rooftop restaurant and bar includes 3,657 square feet of indoor area and 5,620 square feet of outdoor dining area. The 2<sup>nd</sup> floor interior bar comprises 495 square feet of indoor dining area and the 3<sup>rd</sup> floor interior bar comprises 478 square feet of indoor dining area.

**C. What is the total occupancy load of the space as determined by the Fire Department?**

The total occupancy load of the rooftop restaurant and bar is 351 occupants. The total occupancy load for the 2<sup>nd</sup> floor interior bar is 33 seated occupants or 99

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standing occupants. The total occupancy load for the 3<sup>rd</sup> floor interior bar is 32 seated occupants or 95 standing occupants.

**D. What is the total number of seats that will be provided indoors? Outdoors?**

The Proposed Project includes 40 indoor seats and 227 outdoor seats for a total of 267 seats. The rooftop restaurant and bar contains 227 outdoor seats. No interior seats are proposed on the rooftop. The 2<sup>nd</sup> floor interior bar will have 20 seats and the 3<sup>rd</sup> floor interior bar will also have 20 seats.

**E. If there is an outdoor area, will there be an option to consume alcohol outdoors?**

Yes, approximately 5,620 square feet of outdoor rooftop area is proposed for the sale and consumption of the alcohol on-site.

**F. If there is an outdoor area, is it on private property or the public right-of-way or both?**

The outdoor area is located on the rooftop of the existing building, which is private property. There is no outdoor area proposed on the public right-of-way

**If an outdoor area is on the public right-of-way, has a revocable permit been obtained?**

Not applicable.

**G. Are you adding floor area? If yes, how much is enclosed? Outdoors?**

The Proposed Project will add 1,862 square feet of floor area to the roof for the new kitchen and bar area and shaded dining areas. The new kitchen and bar area includes 1,262 square feet of floor area that will be enclosed on three sides with an open bar area on one side. The new shaded dining area includes 600 square feet of floor area and will not be enclosed.

**H. Parking**

**I. How many parking spaces are available on the site?**

94 parking spaces are provided in a subterranean garage at the Project Site. An additional 136 parking spaces provided off-site described below. A total of 230 parking spaces are provided for the Project.

**II. Are they shared or designated for the subject use?**

All parking on-site is designated for the subject use.

**III. If you are adding floor area, what is the parking requirement as determined by the Department of Building & Safety?**

The 1,862 square foot addition to the roof to accommodate the Proposed Project will require 4 new parking spaces.

**IV. Have any arrangements been made to provide parking off-site?**

Yes, 136 parking spaces are provided off-site at the Hollywood/Highland Center adjacent to the Project Site.

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- 1. If yes, is the parking secured via a private lease or a covenant/affidavit approved by the Department of Building & Safety?**  
The Proposed Project has an existing Covenant and Agreement with the adjacent development (Ovation Hollywood Center) stating that 136 parking spaces will be provided for the Project Site in the Ovation Hollywood Center parking structure (Affidavit No. 1830630, recorded on October 7, 1998).
- 2. Please provide a map showing the location of the off-site parking and the distance, in feet, for pedestrian travel between the parking area and the use it is to serve.**

Attached.

**Will valet service be available? Will the service be for a charge?**

Valet service will not be available.

**I. Is the site within 1,000 feet of any schools (public, private or nursery schools), churches or parks?**

Yes, the Project Site is located within 600 feet of Hollywood High School at 1521 N. Highland Ave.

**J. For massage parlors and sexual encounter establishments, is the site within 1,000 feet of any other Adult Entertainment Business as defined by LAMC 12.70 B17?**

Not applicable.

**5. QUESTIONS REGARDING THE OPERATION OF THE ESTABLISHMENT**

- a. What are the proposed hours of operation and which days of the week will the establishments be open? What are the proposed hours of alcohol sales?**

The Project proposes the following hours of operation:

- Attraction Use: 8:00 am - 11:00 pm, 7 days per week
- Retail Use: 8:00 am - 2:00 am, 7 days per week
- 2<sup>nd</sup> & 3<sup>rd</sup> Floor Interior Bars: 8:00 am - 11:00 pm, 7 days per week
- Rooftop Restaurant & Bar: 8:00 a.m. and 11:00 p.m. Sunday-Thursday; 8:00 a.m. and 12:00 a.m. Friday-Saturday
- Special Events: 8:00 am - 2:00 am, 7 days per week
  - 8:00 am – 11:00 pm interior and rooftop
  - 11:00 pm – 2:00 am interior only

- b. Will there be entertainment such as a piano bar, dancing, live entertainment, movies, karaoke, video game machines, etc.? Please specify.**  
*(An establishment that allows for dancing needs a conditional use pursuant to 12.24 W. 18.)*

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Per the approved project under Case No. ZA 2003-3183(ZV)(SPR)(PA2), dancing and entertainment is permitted in the rooftop event space in association with private special events. Additionally, amplified sound on the interior of the building is allowed, as well as amplified sound on the rooftop event space except between the hours of 2:00am and 7:00am. The Applicant proposes maintain dancing associated with special events and to maintain amplified sound on the interior of the building and on the rooftop.

The Proposed Project proposes interior amplified music as well as low level, ambient amplified music within the outdoor space at the rooftop restaurant and bar during daily operations. DJs and live bands are not proposed for daily operations.

For special events, the Proposed Project proposes DJs, live bands, and ambient amplified music within the outdoor rooftop restaurant and event space between 8:00am and 10:00pm and between 8:00am and 2:00am within the interior of the building. No amplified sound is proposed between 2:00am to 7:00am.

**c. Will there be a minimum age requirement for entry? If yes, what is the minimum age requirement and how will it be enforced?**

Operations of the Proposed Project will be in accordance with the rules and regulations of the ABC. The Proposed Project will be open to all ages, however the Applicant will be required to verify the age and identity of patrons when necessary, such as when a patron orders an alcoholic beverage with a meal.

**d. Will there be any accessory retail uses on the site? What will be sold?**

Accessory retail sales are on the site, including a gift shop within the MTH attraction. Additionally, there are two subtenants of MTH on the site that include retail sales including a 2,175 square foot souvenir shop and a 1,040 takeaway restaurant that is currently unoccupied (formerly Starbucks Coffee).

**e. Security**

**I. How many employees will you have on site at any given time?**

There will be minimum 14 employees for the Proposed Project at any given time.

**II. Will security guards be provided on-site?**

Yes. Security guards will be provided on-site.

**1. If yes, how many and when?**

Two security guards will be on-site including one security guard for the overall MTH attraction and a second security guard for the rooftop restaurant and bar only.

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**III. Has LAPD issued any citations or violations?**

No citations or violations have been issued by LAPD.

**f. Alcohol**

**I. Will there be beer & wine only, or a full-line of alcoholic beverages?**

The Applicant is requesting to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption.

**II. Will “fortified” wine (greater than 16% alcohol) be sold?**

Yes, fortified alcoholic drinks greater than 16% alcohol will be sold. The Applicant is requesting to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption.

**III. Will alcohol be allowed to be consumed on any adjacent property under the control of the applicant?**

No alcohol will be consumed on any adjacent property under the control of the Applicant.

**IV. Will there be signs visible from the exterior that advertise the availability of alcohol?**

Signage for the Proposed Project is in the design development process and will generally consist of business identification signs that will include language referring to the sale of alcohol (e.g. “Rooftop Restaurant and Bar”).

**V. Food**

**i. Will there be a kitchen on the site?**

Yes, there will be a new kitchen added on the rooftop as part of the Proposed Project.

**ii. Will alcohol be sold without a food order?**

It is anticipated that the Proposed Project may offer the sale of alcoholic beverages without a food order. However, the rooftop restaurant and bar will be a bone-fide restaurant with kitchen facilities that intends to generate substantive revenue from food sales. The 2nd and 3rd floor interior bars will not offer the full food menu; however snack items will be available for purchase with alcohol.

**iii. Will the sale of alcohol exceed the sale of food items on a quarterly basis?**

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It is anticipated that gross sales of food items at the Proposed Project will exceed the gross sale of alcohol on a quarterly basis.

**iv. Provide a copy of the menu if food is to be served.**

A copy of the menu is attached to this application.

**K. On-Site**

**i. Will a bar or cocktail lounge be maintained incidental to a restaurant?**

The Proposed Project includes the 2nd and 3rd floor interior bars comprising a total area of 973 square feet of alcohol sales area which will be physically separate from the rooftop restaurant and bar.

**If yes, the floor plans must show the details of the cocktail lounge and the separation between the dining and lounge facilities.**

The separation is shown in the attached plans.

**ii. Will off-site sales of alcohol be provided accessory to on-site sales (“Take-Out”)?**

Off-site sales of alcohol are not proposed as part of the Proposed Project.

**iii. Will discounted alcoholic drinks (“Happy Hour”) be offered at any time?**

Yes, the Applicant intends to offer Happy Hour in the late afternoon/early evening at the Proposed Project as permitted by the ABC.

**L. Off-Site**

**I. Will cups, glasses or other containers be sold which might be used for the consumption of alcohol on the premises?**

Cups, glasses and other containers are sold in the gift shop and souvenir shop within the project site, however it is not intended that these drinking vessels will be used for the consumption of alcohol on the premises.

**II. Will beer or wine coolers be sold in single cans, or will wine be sold in containers less than one liter?**

Yes, single can and bottle beverages less than one liter will be sold for on-site consumption.

**5. CALDERA BILL**

**a. Is this application a request for on-site or off-site sales of alcoholic beverages?**

The application includes a request for on-site sales of alcoholic beverages.



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- 1. If yes, is the establishment a bona-fide eating place (restaurant) or hotel/motel?**

The Project is a bone-fide eating place and restaurant type establishment.