

FINDINGS

(As amended by the Central Area Planning Commission on December 8, 2020)

General Plan/Character Findings

1. General Plan.

- a. **General Plan Land Use Designation.** The subject property is located within the area Hollywood Community Plan, adopted by the City Council on December 13, 1988. The plan map designates the subject property as Regional Center Commercial with corresponding zones of C2, C4, RAS3, RAS4, P and PB. The proposed Zone Change to the (Q)C2-2D Zone is consistent with the current Regional Center Commercial land use designation. The Framework Element characterizes Regional Centers as areas that contain a diversity of uses such as corporate and professional offices, retail commercial malls, government buildings, major health facilities, and major entertainment and cultural facilities where the development of sites is encouraged with complementary services and amenities. Therefore, the project is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

- b. **Land Use Element.**

Hollywood Community Plan. The Community Plan text includes the following relevant land use objectives and policies:

Objective 1: To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

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

Policy: The focal point of the Community is the Hollywood Center located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street... This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The C2 Zone allows for the operation of a large parcel of land within Hollywood Center with the proposed residential (a hotel) and commercial (a restaurant) uses and will result in a demand for local workers and local goods and services. The project also promotes economic well-being and public convenience by providing short-term, overnight accommodations within proximity to many of Hollywood's entertainment-based tourist attractions as well as the Metro Red Line with access to North Hollywood, Universal Studios, Downtown Los Angeles and beyond.

- c. The **Framework Element** for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, 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, economic

development, transportation, infrastructure, and public services. The Framework Element includes the following goals, objectives and policies relevant to the instant request:

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

Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram and Table 3-1 (Land Use Standards and Typical Development Characteristics).

Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.

Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.

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 will contribute toward and facilitate the City's long-term fiscal and economic viability by permitting the hotel with outdoor dining areas within Hollywood's commercial and entertainment core for visitors and tourists. The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its location within an existing, high-intensity commercial district and on a Modified Avenue III will enable the city to conserve nearby existing stable residential neighborhoods and lower-intensity commercial districts.

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 (Land Use Standards and Typical Development Characteristics) and 3-6 (Land Use Designation and Corresponding Zones). Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

The project is a hotel and restaurant with outdoor dining that will provide jobs within Hollywood's commercial and entertainment core for visitors and tourists. The project's design, including ground floor treatment will encourage pedestrian activity and its location, toward the southern boundary of the Hollywood Center, will provide an appropriate buffer between the more intense uses within the Hollywood Center and the residential neighborhood south of Sunset Boulevard.

Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods.

The project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale.

- d. The **Mobility Element** of the General Plan (Mobility Plan 2035) is not likely to be affected by the recommended action herein. Wilcox Avenue is a Modified Avenue III in the Mobility Element of the General Plan and dedicated to a variable width of between 60 and 70 feet and improved with asphalt roadway and concrete curb, gutters and a sidewalk.

Wilcox Avenue is not included in any of Mobility Plan 2035's "Enhanced" Networks (i.e. the Bicycle Enhanced Network, the Transit Enhanced Network, the Neighborhood Enhanced Network and the Vehicle Enhanced Network). Nevertheless, the project as designed meets the following goals and objectives of Mobility Plan 2035:

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

Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.

The project's design, including ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project provides a 3-foot sidewalk easement to run with the land in order to achieve the 13-foot standard sidewalk required by the Mobility Plan 2035.

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

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

Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.

Policy 3.5: Support "first-mile, last-mile solutions" such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops) to maximize multi-modal connectivity and access for transit riders.

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

The project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections will reduce vehicular trips to and from the project, vehicle miles traveled, and improve air pollution; and its ground floor treatment will encourage daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design.

In addition, the project will provide Code required bicycle parking supporting "first-mile, last-mile solutions", enabling workers, hotel guests and patrons of the restaurants' improved access to the project.

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

A minimum of twenty percent of the parking spaces will be installed with electronic vehicle-ready conduits.

Lastly, the Department of Transportation submitted a Traffic Impact Assessment, dated May 9, 2014, of the originally approved project, that determined the impact of the trips generated from the project will be less than significant. The project has subsequently been reduced from 200 rooms to 190 rooms.

- e. The **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the proposed project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the project.

Entitlement Findings

2. Pursuant to Section 12.32-C of the Municipal Code, the zone change is in conformance with the public necessity, convenience, general welfare and good zoning practice.

- a. Public Necessity: In 2013, the Chief Legislative Analyst reported (Council File No. 13-0991) that Hollywood was one of several areas in the City with high demand for hotel rooms, stating that it had approximately 3,000 hotel rooms and that between 2009 and 2014, there was a projected growth in the occupancy rate of over 10% (from 70.1% in 2009 to a projected occupancy rate of 82.9% in 2014). Granting the Zone Change to the (Q)C2-2D Zone would allow the completion of a 190-room hotel with outdoor dining/eating above the ground floor.
- b. Convenience: Hollywood is one of the City's largest tourist attractions where hundreds of thousands of people from around the world visit throughout the year. Hollywood is also one of the most transit-rich areas within the City, serviced by the Los Angeles County Metropolitan Transportation Authority bus system, the Metro Rail Red Line and the City of Los Angeles Department of Transportation DASH service. Two (2) Metro Red Line Rail stations, at Hollywood Boulevard and Highland Avenue and at Hollywood Boulevard and Vine Street, and local and regional bus lines along Sunset Boulevard, Hollywood Boulevard, Vine Street and Highland Avenue are all approximately one-half mile from the project site. Granting the Zone Change to the (Q)C2-2D Zone would allow the employees and patrons of the hotel and restaurant access and convenience to a variety of modes of transportation.
- c. General Welfare: Granting the Zone Change to the (Q)C2-2D Zone would allow the continued development of the site within a Regional Center. The Framework Element defines Regional Centers as areas intended to "provide a significant number of jobs and many non-work destinations" and therefore require access to bus and rail transit and good quality street, area, and pedestrian lighting... to generating feelings of safety, comfort, and well being necessary for ensuring public nighttime use of transit facilities." The proposed 190-room hotel and restaurant will provide a significant number of jobs within approximately one half mile of a variety of modes of public transit. The project will also include a ground floor restaurant with approximately 800 square feet open to the sidewalk which would improve pedestrian safety, comfort, and well-being along the street during evening hours.
- d. Good Zoning Practices: Granting the Zone Change to the (Q)C2-2D Zone with the outdoor dining/eating areas is consistent with the type of development anticipated within a Regional Center. Regional Centers are intended to contain a diversity of uses such as corporate and professional offices, retail commercial malls, government buildings, major health

facilities, major entertainment and cultural facilities and supporting service and the development of sites and structures integrating housing with commercial uses is encouraged. The proposed 190-room hotel will provide short-term, overnight accommodations for visitors and tourists to the entertainment and cultural facilities in the Hollywood area and the proposed restaurant and rooftop dining/bar areas will further support workers, residents and visitors to the Hollywood area with additional dining options.

Conditional Use Findings

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

The applicant is requesting a Conditional Use to permit the sale and dispensing of a full line of alcoholic beverages in conjunction within a 190-room hotel and associated restaurant and amenities within the hotel. The proposed ground floor restaurant/lobby/bar area would have a total 269 seats, the rooftop restaurant would have a total 138 seats and the rooftop pool bar, terrace, and deck would have a total of 83 seats. Alcohol sales and consumption is proposed within the guest rooms with “mini-bars”.

The site is located one (1) block north of Sunset Boulevard and one (1) and half blocks south of Hollywood Boulevard. The hotel is located within a dense, urban environment, and generally within the Hollywood Boulevard Entertainment District. The surrounding areas are developed with residential uses, hotels, restaurants, and various retail and commercial uses. The hotel and restaurants would provide an alternative service amenity in an area which is not only a vibrant international destination, but is developed with a number of businesses and residences. The restaurants are anticipated to operate as a bona-fide restaurant with the sale of alcoholic beverages anticipated to be incidental to food service. The hotel will serve to provide temporary residency for tourist and business travelers within close proximity to commercial and employment centers, as well as regional servicing public transit. The request to sell alcoholic beverages within “mini-bars” is intended to serve as an amenity for hotel guest, accessory to the operations of the hotel. The ground floor restaurant/lobby/bar area, the rooftop restaurant, and the rooftop pool bar, terrace, and deck would serve hotel guests, as well as the general public. The sale and dispensing of alcoholic beverages is anticipated to be an incidental amenity for patrons of the operations. The operations of the ground floor restaurant/lobby/bar area, the rooftop restaurant, the rooftop pool bar, terrace, and deck, and the in-room “mini-bars” will provide an additional amenity for those who are employed or visiting the Hollywood area.

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

The subject property is located within the Hollywood Community Plan and generally within the Hollywood Entertainment District. The site is currently under construction with a new, 10-story, 190-room hotel with associated restaurant and amenities. The project is required to provide 89 parking spaces, however, as proposed, includes 122 parking spaces within three (3) subterranean parking levels. In addition, as the site is located within close proximity to the Metro Red Line and other forms of public transit, it is anticipated that some patrons and guests of the project would utilize public transit or other forms of ride-share services that would not require the parking of vehicles on site.

The 190-room hotel would include approximately 10,935 square feet of restaurant/lobby/bar at the ground floor, 5,298 square feet of a bona-fide restaurant on the rooftop, and 3,406 square feet of outdoor pool bar, terrace, and deck on the rooftop. As designed and conditioned, a minimum six-foot high glass wall would be installed along the perimeter of the rooftop area. The proposed restaurant and hotel will be located within close proximity to Hollywood and Sunset Boulevards, which are developed with commercial and entertainment uses. However, there are existing multi-family developments within the area as well. The proposed operations of the rooftop and outdoor operations have been conditioned to limit live entertainment and amplified music, as well as the hours of operations of the outdoor areas. The conditions related to live entertainment, amplified and ambient music, and hours of operation are intended to prevent late night noise, ensuring that its operations will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

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

The subject property is located within the Hollywood Community Plan with a land use designation of Regional Center Commercial. The site is currently under construction with a new, 10-story, 190-room hotel with associated restaurant and amenities. The 190-room hotel would include approximately 10,935 square feet of restaurant/lobby/bar at the ground floor, 5,298 square feet of a bona-fide restaurant on the rooftop, and 3,406 square feet of outdoor pool bar, terrace, and deck on the rooftop. As discussed in Finding No. 2, the project would be compatible with the existing development in the surrounding area and would be in conformance with the objectives and policies of the Community Plan. The sale of a full line of alcoholic beverages in conjunction with the operations of the proposed hotel and associated restaurant and amenities, would be an added amenity for guests and patrons of the project.

Additionally, the project will support Hollywood's commercial and entertainment core for residents by providing additional dining opportunities, as well as enhance the urban environment, encouraging daytime and nighttime pedestrian activity within a highly active commercial district through pedestrian-friendly design. Furthermore, the project's proximity to the Metro Red Line, the Metro Rapid 704 Line and other transit connections enable it to function at both the local and region scale. As such, the project is in substantial conformance with the General Plan and the Community Plan.

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

The proposed project is a new, 10-story, 190-room hotel with associated restaurants and amenities. The 190-room hotel would include approximately 10,935 square feet of restaurant/lobby/bar at the ground floor, 5,298 square feet of a bona-fide restaurant on the rooftop, and 3,406 square feet of outdoor pool bar, terrace, and deck on the rooftop. The restaurants are anticipated to operate as bona-fide restaurants and the sale and dispensing of alcoholic beverages incidental to food service is a common amenity found with the operations of a restaurant. The proposed hotel would include rooftop amenities including a bar and lounge area. The request to serve alcoholic beverages within the guest rooms and as an incidental service within the lobby bar and rooftop bar and lounge is a common amenity that is found with the operations of a hotel. The subject property is located within close proximity of Sunset and Hollywood Boulevards, which are commercially developed entertainment districts. The restaurants and hotel will be compatible with the range of commercial uses such as restaurants, nightclubs, theaters, retail, and other hotels. As conditioned, the hotel with associated restaurant and amenities as it relates to the sale and dispensing of alcoholic beverages have been conditioned as to not adversely affect the welfare of the pertinent community.

7. **The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.**

According to the California State Department of Alcoholic Beverage Control licensing criteria, there are three (3) on-site and two (2) off-site licenses allocated to the subject Census Tract Number 1907.00. Within the census tract, there are currently 92 on-site and two (2) off-site licenses.

The number of existing on-site licenses within the census tract where the subject site is located exceeds ABC guidelines. Concentration can be undue when the addition of a license will negatively impact a neighborhood. Concentration is not undue when the approval of a license does not negatively impact an area, but rather such a license benefits the public welfare and convenience. The site is located within the Hollywood Community Plan and is located generally within the Hollywood Entertainment District. The area is developed with a diverse range of commercial uses, which include restaurants, theaters, and retail uses. In active commercial areas where there is a demand for licenses beyond the allocated number, the Department of Alcoholic Beverage Control (ABC) has recognized that high activity retail and commercial centers are supported by a significant and growing employee, visitor, and resident population in the area. The ABC has discretion to approve an application if there is evidence that normal operations will not be contrary to the public welfare and will not interfere with the quiet enjoyment of property by residents in the area. Negative impacts commonly associated with the sale of alcoholic beverages, such as criminal activity, public drunkenness, and loitering are reduced by the imposition of conditions requiring responsible management and deterrents against loitering. As proposed by the submitted application and conditioned herein by the City, the requested application will be implemented with conditions intended to prevent public drinking, driving under the influence, and public drunkenness. These conditions will safeguard the welfare of the community. As conditioned, allowing the sale of a full line of alcoholic beverages in conjunction with the hotel and associated restaurants and amenities for on-site consumption is not undue or anticipated to create a law enforcement issue. Consequently, this approval will not result in an undue concentration of premises selling and dispensing of a full line of alcoholic beverages.

According to statistics provided by the Los Angeles Police Department's Hollywood Vice Unit, within Crime Reporting District No. 646 which has jurisdiction over the subject property, a total of 1,388 crimes were reported in 2017 (636 Part I and 752 Part II crimes), compared to the Citywide Average of 170 crimes for the and the High Crime Reporting District Average of 204 crimes. Alcohol related Part II Crimes reported include Narcotics (72), Liquor Laws (43), Public Drunkenness (14), Disturbing the Peace (1), Disorderly Conduct (10), and DUI related (31). These numbers do not reflect the total number of arrests in the subject reporting district over the accountable year. Arrests for this calendar year may reflect crimes reported in previous years.

Although the site is located within a crime reporting district where the crime rate is higher than the area wide average, no evidence or communications, including from the Los Angeles Police Department, were received indicating that the location of the proposed the hotel and associated restaurants and amenities has been the subject of criminal or nuisance activity.

With the operating conditions included herein, the approval of the request is not anticipated to result in late night nuisance activity or contribute to the area's crime rate.

The subject grant has been conditioned to require a Plan Approval not less 18 months and not later than 24 months after the operation begins as well as anytime throughout the operation to allow the Zoning Administrator to evaluate the operations of the project if documentation is submitted showing that the project is not in compliance with the approved conditions. A record of poor compliance and/or nuisance complaints would allow the City the discretion to not grant a conditional use and thus avoid the need to proceed with prolonged nuisance abatement proceedings. The project has been conditioned to prevent negative impacts and integrate the use into the community as well as protect community members from adverse potential impacts. As such, the proposed the hotel and associated restaurants and amenities with the sale of a full line of alcoholic beverages will be compatible with the surrounding development and will not adversely affect the welfare of the surrounding community.

8. **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 following sensitive uses are located within 1000 feet of the project site:

- Selma Park (6561 West Selma Avenue)
- Selma Avenue Elementary School (6611 West Selma Avenue)
- Y.M.C.A. (6560 West Selma Avenue)
- Blessed Sacrament Church (6660 West Selma Avenue)
- King's Education (1555 Cassil Place)
- First Baptist Church (6682 Selma Avenue)

The proposed hotel and associated restaurants and amenities are located within the proximity of sensitive uses, including residential development. While the proposed restaurant and hotel proposes the sale of alcoholic beverages for on-site consumption, it is anticipated that the sale and consumption will be ancillary to the primary operations of the hotel and associated restaurants and amenities. The site is located within a developing commercial corridor along Wilcox Avenue and in the Regional Center Commercial, which has long been a center of entertainment in the City. With the conditions referenced herein, the impacts of the on-site consumption and dispensing of a full line of alcoholic beverages would be reduced and will not detrimentally affect nearby residentially zoned or developed communities and other sensitive uses within the area.

Environmental Findings

9. Based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in Mitigated Negative Declaration, No. ENV-2014-3707-MND-REC1, adopted on February 3, 2016; and pursuant to CEQA Guidelines 15162 and 15164, as supported by the Addendum dated October 2020 (ENV-2014-3707-MND-REC2), no major revisions are required to the Mitigated Declaration; and no subsequent EIR or negative declaration is required for approval of the project.
10. **Flood Insurance.** The National Flood Insurance Program rate maps, which are a part of the Flood Hazard Management Specific Plan adopted by the City Council by Ordinance No.

172,081, have been reviewed and it has been determined that this project is located in Zone C, areas outside of a flood zone.