



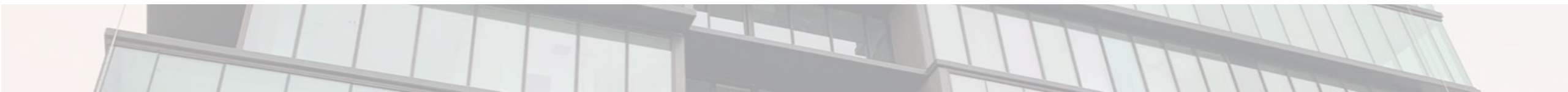
Thompson Hotel Project

1523-1541 North Wilcox Avenue | Hollywood, CA

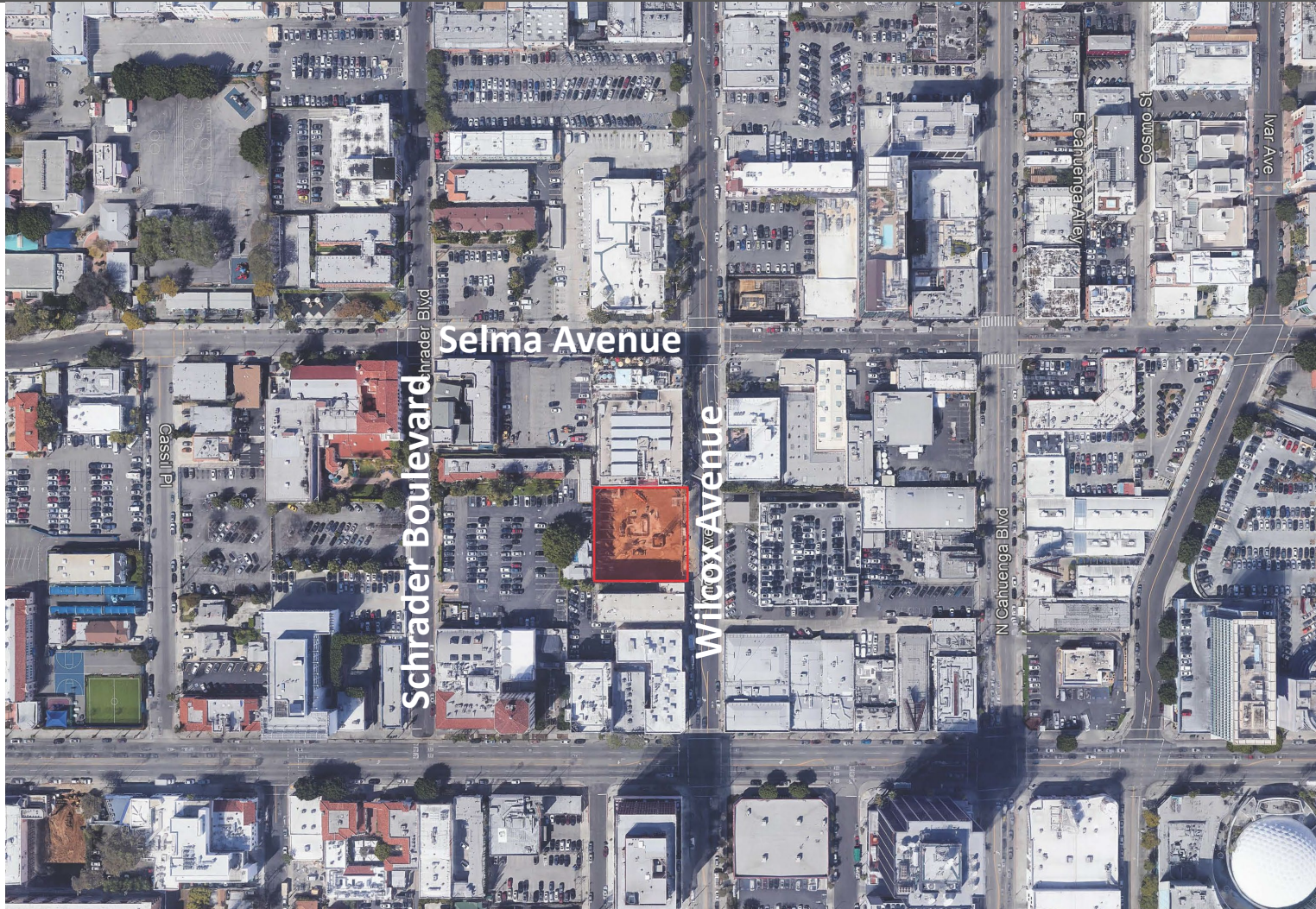
Planning and Land Use Management Committee
April 20, 2021

PROJECT TEAM

- Applicant: 1541 Wilcox Hotel LLC
- Community Outreach: GO! Goldman Organization
- Legal Counsel: Sheppard Mullin
- Environmental Consultant: CAJA Environmental Services, LLC



PROJECT SITE & HISTORY



- Hotel project approved by City Council in February 2016
- The project was downsized post-approval, removing meeting rooms and reducing the number of guest rooms, height, floor area, and required parking
- Hotel is currently under construction with anticipated completion in July 2021

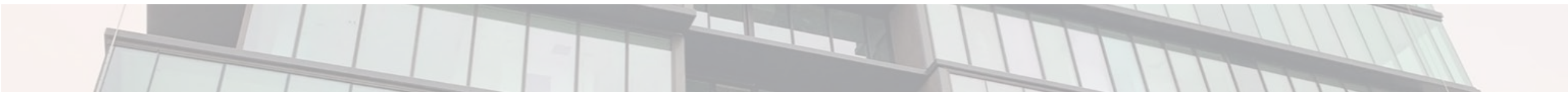
ACTIONS REQUESTED

- CUB to permit:
 - The sale and dispensing of a full line of alcohol beverages for on-site consumption in conjunction with the operation of the hotel
 - Live entertainment and amplified music within the lobby bar; live, non-amplified music with up to three musicians and ambient music within the ground floor restaurant and outdoor dining area
- Zone Change from C4 to C2 to permit food and beverage service outdoors above the ground floor
- **The Central Hollywood Neighborhood Council provided unanimous support for the requested actions on September 29, 2020**
- **The Central Los Angeles Area Planning Commission unanimously approved the requested actions on December 8, 2020**



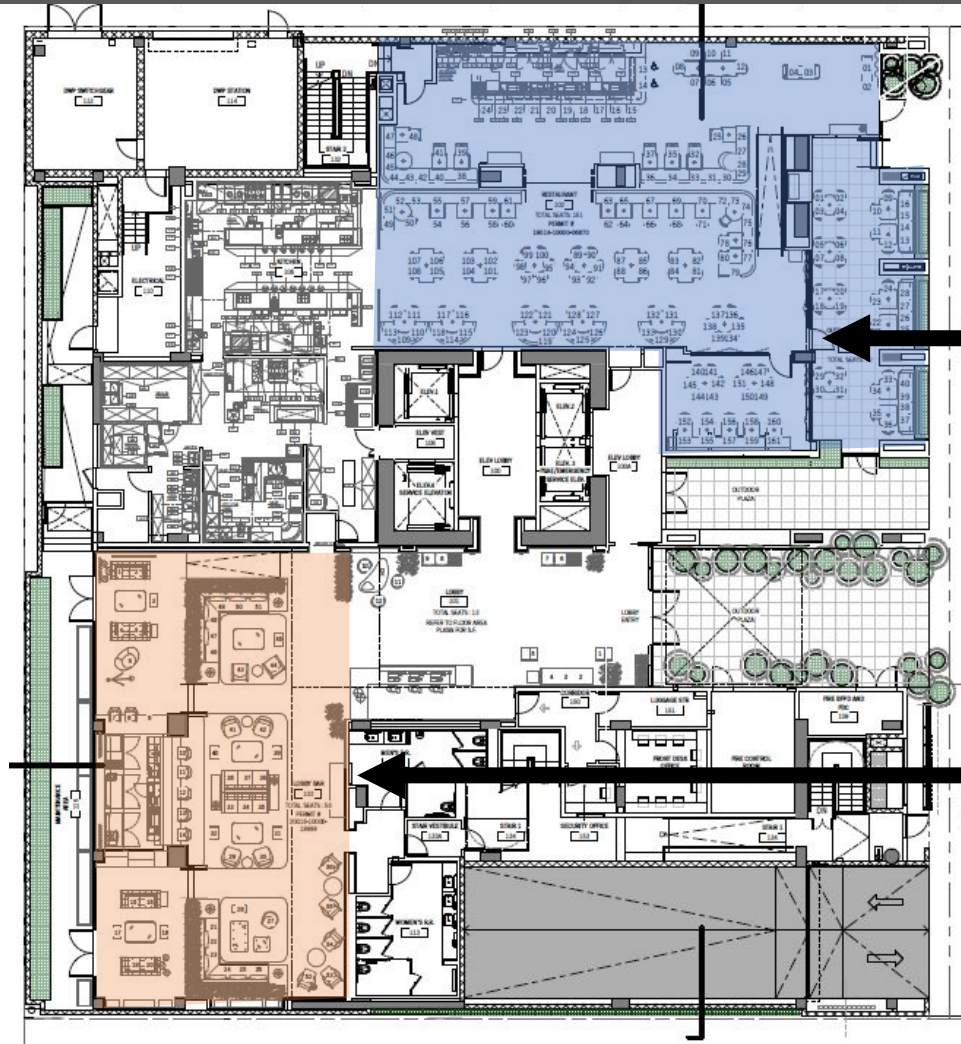
REQUESTED ENTITLEMENT: CUB

- A CUB is sought to permit the sale and dispensing of a full line of alcohol beverages for on-site consumption in conjunction with the operation of the hotel
- The CUB will also permit live entertainment on the ground floor



CUB-GROUND FLOOR

- Alcohol service for sale and dispensing of alcohol beverages for on-site consumption in the restaurant, lobby, and lobby bar
- Alcohol service will also be available within controlled access cabinets in the 190 guest rooms
- *Music and Entertainment:*
 - Restaurant & Outdoor Dining Area – live, non-amplified music (acoustic, up to three musicians) and ambient music
 - Lobby Bar – live and amplified music; non-amplified music; and ambient music
- *Operating Hours:*
 - Restaurant – 6:00 AM to 2:00 AM
 - Lobby Bar – 6:00 AM to 2:00 AM



Restaurant (5,125 SF) & Outdoor Dining Area (840 SF)

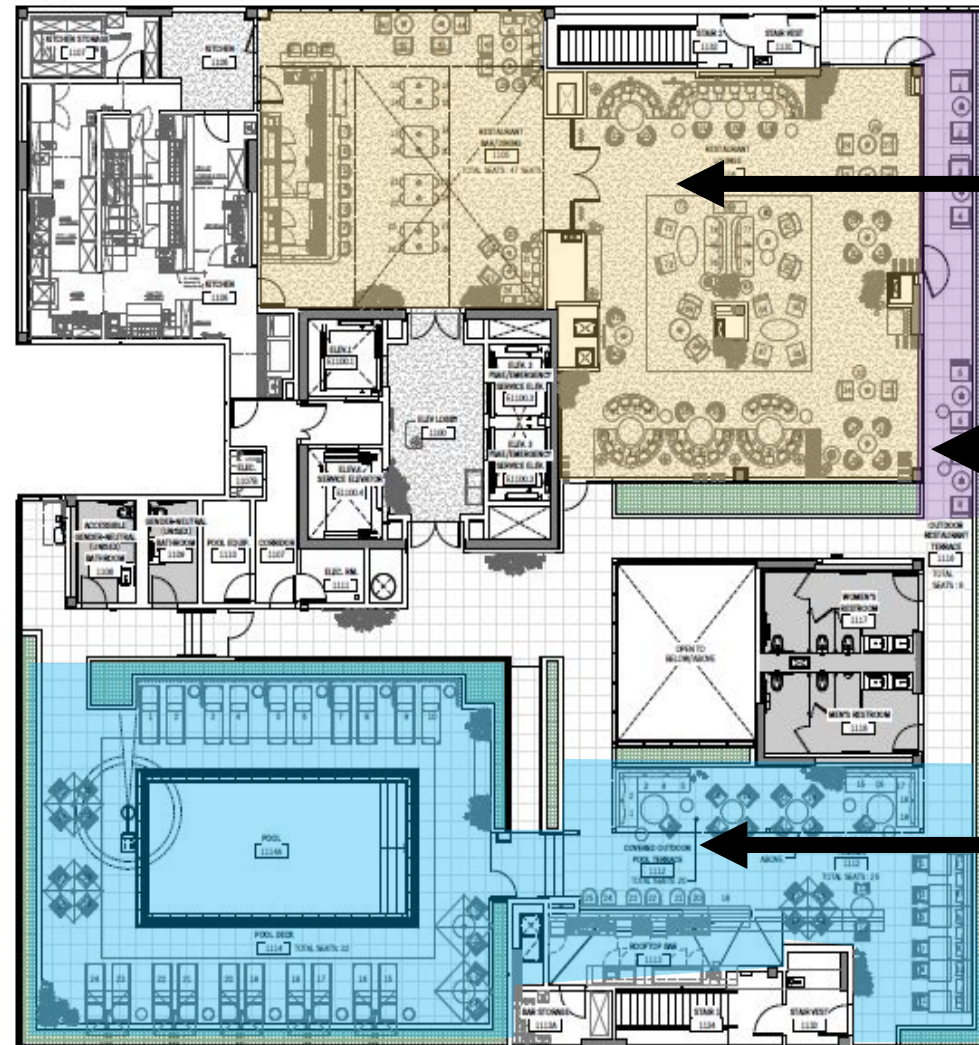
*Live, non-amplified music and ambient music

Lobby Bar (2,687 SF)

*Live and amplified, non-amplified, and ambient music

CUB-ROOFTOP

- Alcohol service for sale and dispensing of alcohol beverages for on-site consumption in the Restaurant, Bar, & Lounge; Outdoor Dining Terrace; and Pool Bar, Pool Bar Lounge & Pool Deck
- No live entertainment or amplified music requested. The only music will be ambient background music.
- Operating Hours:
 - Restaurant, Bar & Lounge – 7:00 AM to 1:00 AM daily
 - Pool Bar, Pool Bar Lounge & Pool Deck and Outdoor Dining Terrace – 7:00 AM to 12:00 AM daily



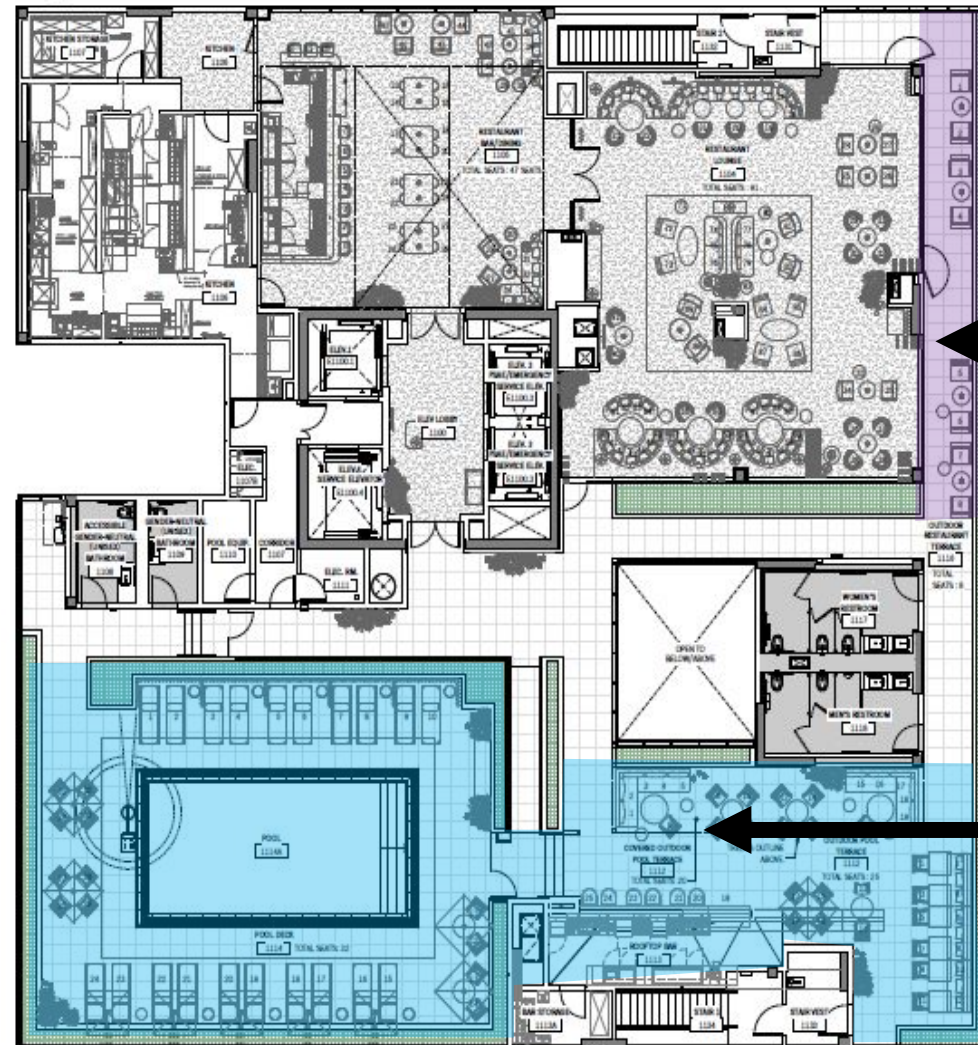
Restaurant, Bar & Lounge (4,105 SF)
*Ambient music only

Outdoor Dining Terrace (1,193 SF)
*Ambient music only

Pool Bar, Pool Bar Lounge & Pool Deck (3,406 SF)
*Ambient music only

REQUESTED ENTITLEMENT: ZONE CHANGE

- Zone Change from C4 to C2 to permit food and beverage service outdoors above the ground floor in highlighted areas:
 - Outdoor Dining Terrace
 - Pool Bar, Pool Bar Lounge, & Pool Deck
- Zone Change will support outdoor dining on the rooftop during COVID-related restrictions on indoor dining



Outdoor
Dining
Terrace
(1,193 SF)

Pool Bar, Pool
Bar Lounge, &
Pool Deck
(3,406 SF)

ENVIRONMENTAL REVIEW: ADDENDUM

- The Approved Project's Mitigated Negative Declaration (MND) was adopted by the City on September 10, 2015
- An Addendum to the previously adopted MND has been prepared to identify any impacts associated with the current entitlement requests
- The anticipated environmental impacts are consistent with the analysis contained in the adopted MND
- The entitlement requests would neither generate significant impacts not previously analyzed nor require additional mitigation measures



CONDITIONS OF APPROVAL

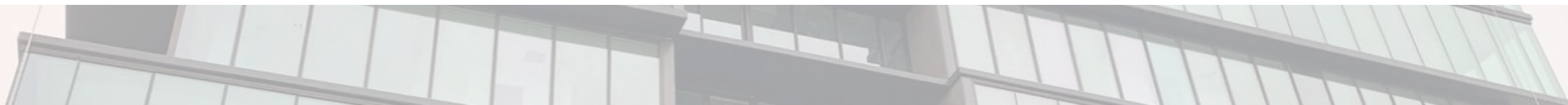
- LAPD reviewed the conditions and has no opposition to the conditions
- The hotel will comply with the conditions of approval reviewed and supported by LAPD
- The Applicant has collaborated and worked with LAPD on projects for several years



COMMUNITY OUTREACH & SUPPORT



**CAHUENGA
CORRIDOR
COALITION**



THANK YOU

