



Gonzales Law Group, APC

707 Wilshire Boulevard Suite 4350 | Los Angeles, CA 90017
Telephone: 213.279.6965 | Facsimile: 213.402.2638
www.gonzaleslawgroup.com

Michael Gonzales

E-mail: mike@gonzaleslawgroup.com

April 21, 2023

VIA EMAIL ONLY

Planning and Land Use Management Committee
Los Angeles City Council
City Hall, Room 395
Los Angeles, CA 90012

**RE: PROPOSED HOLLYWOOD COMMUNITY PLAN UPDATE (CF 21-0934)
AND ITS IMPACT ON THE HOLLYWOOD MEDIA DISTRICT**

Honorable Council Members:

This firm represents various property owners in the Hollywood Media District, which is generally bounded by Lexington Avenue on the north, Waring Avenue on the south, La Brea Boulevard on the west and Vine Street on the east. The Media District has witnessed a transformation over the last decade. Once a haven for prostitution, drugs, and other nefarious elements, the Media District is now a destination for a growing workforce. The Media District also offers many opportunities for this growing workforce to dine. The Media District, however, does not provide this growing workforce with an opportunity to live near their places of work and play.

The City is poised to adopt the Hollywood Community Plan Update (“HCPU”) after years of hard work by dedicated City Planning Staff. HCPU achieves many goals needed to move the Hollywood Community into the future. However, the express prohibition on residential housing units in the Media District is shortsighted. We agree that the Media District’s focus must remain on producing jobs for the Hollywood Community. HCPU Goal LU10.1 expresses this desire by advocating for “the establishment, retention, and expansion of media, entertainment, and creative office uses in Hollywood.” Similarly, HCPU Goal LU10.3 expresses this desire by advocating for preserving “the core of the Media District south of Santa Monica Boulevard for industrial uses.” HCPU’s desire to preserve industrial land for job creating uses is clearly established. HCPU Goal LU10.3, however, goes too far by enshrining a prohibition on residential uses in industrial areas.

HCPU Goal LU10.3 needlessly states that protecting “the Media District from encroachment by residential uses” is somehow required to preserve the area as job producing. HCPU does not provide much rationale for this conclusory statement. Developers and owners of property are left to wonder if urban industrial land uses are somehow inherently inconsistent with residential uses. Yet, HCPU creates a hybrid industrial land use designation that is designed to encourage a mix of industrial and residential uses. HCPU expresses various goals touting a mixture of industrial and residential uses. HCPU Program 18 advocates for the establishment of “new zoning districts that encourage a mix of industrial uses with commercial or residential uses.” An inherent incompatibility between industrial uses and residential uses, therefore, cannot form the foundation of HCPU Goal 10.3. A policy document like HCPU should not include needless and superfluous language that could lead to confusion for developers and property owners. We would urge you to remove this unnecessary language from HCPU because the goal of ensuring the Media District as job creating is sufficiently expressed by other HCPU goals and policies.

Until recently, the Media District was dominated by low rise, low intensity uses that created very few jobs. This lack of intensity rendered the area prone to crime. The recent development of various media production and other production friendly office buildings has revitalized the area. The Media District has evolved over the past decade from dirtier, more traditional, industrial uses that necessitated spacing from residential uses to modern-day media-related industries that are more compatible with other urban uses. The Media District’s transformation occurred notwithstanding the area’s archaic and difficult to navigate MR1 zoning. For example, the change from MR1 to M1 will allow ground level restaurant and retail uses and provide the growing workforce with dining and retail options while reducing overall Vehicle Miles Traveled (“VMT”). We appreciate the City’s proposal to rezone the Media District from MR1 to M1, which is friendlier to the Media District’s urban reality. Like HCPU’s Goals, the proposed implementing zoning ordinance, however, goes too far by imposing a Qualified Condition (“Q Condition”) that prohibits any form of housing in the Media District.

The proposed M1 zone does not allow residential uses by right. Residential use in the M1 zone must already undergo a zoning administrator’s discretionary review and approval. The Q Condition’s outright prohibition on residential would foreclose using this discretionary process within the Media District. This approach is myopic and is not reflective of the Media District’s revitalization trends. Imposing the Q Condition is too restrictive and rigid. The Media District’s highly urbanized location demands flexibility to respond to market conditions. Again, there is nothing inherently incompatible with the Media District’s production office uses and residential uses.

The Q Condition needlessly ties the City’s hands in the future. Over the next decade, the Media District’s evolution will continue with more production and media friendly office uses. Dirty industrial or industrial inhospitable to residential uses is not likely to occur within the Media District. Urban land is simply too scarce and expensive. The City, or a property owner,

must undergo a future zone change to remove the Q Condition to even allow discretionary review of residential uses in the Media District. Our review of City Planning case filings shows that the discretionary process to allow residential uses in the M1 zone is seldom used. Considering this fact, the Q Condition is even more superfluous and regulatorily burdensome. The City already has effective safeguards to restrict residential uses in the M1 zone. Adding the Q Condition is just another layer of regulation that serves no purpose and only creates unnecessary future processes. Both the HCPU and the implementing ordinance must look to tomorrow when determining development regulations and procedure. With respect to the Media District, both HCPU and the implementing ordinance are looking backward and have failed to recognize recent growth trends in the Media District.

For the above reasons, I respectfully request that the Los Angeles City Council's Planning and Land Use Management Committee reconsider imposing the Q Condition on the Media District. Should you have any questions, please feel free to reach out to me at your earliest convenience.

Very truly yours,



Michael Gonzales
Gonzales Law Group APC

Cc: Emma Howard, Community Development & Planning Director
Council District 13
(emma.howard@lacity.org)



April 21, 2023

Los Angeles City Council
Planning and Land Use Management Committee
200 N. Spring St.
Los Angeles, CA 90012

RE: Proposed Hollywood Community Plan
CPC-2016-1450-CPU
ENV-2016-1451-EIR
SCH No. 2016041093
CF 21-0934

Dear Honorable Members:

I am writing on behalf of the Hollywood Media Business Improvement District (the "BID") regarding the above referenced Hollywood Community Plan Update ("HCPU2"). The BID submitted comment letters on January 31, 2019 ("First Comment Letter") and December 16, 2019 ("Second Comment Letter") in response to the HCPU2 and associated Draft Environmental Impact Report ("DEIR"). Both comment letters provided critical information about the uses of properties and businesses in the BID that shaped the HCPU2 for the BID area. See letters attached as Exhibits A and B. There have been no public objections to the changes proposed by the BID and incorporated into the HCPU2.

The BID wishes to express its support for the adoption of the HCPU2 with a critical modification to remove the proposed Q condition that will prohibit residential development, including hotel uses and joint living / work quarters, within targeted areas proposed for industrial and commercial uses. As currently proposed in the plan, subareas with a land use designation of Limited Industrial (including 39:4, 40, 40:1B, 40:2) would change to [Q] M1-2D and [Q] M1-2D-SN. Without the Q condition, the proposed M1 zone would still require developers to obtain entitlements such as a zone change in order to develop mixed-use buildings with a residential component. However, including the Q condition would restrict any kind of future residential development throughout the Hollywood Media District, even through an entitlement procedure. The BID previously advocated in the above referenced comment letters and maintains that the flexibility to permit future residential development is vital because:

1. More housing is critically needed in Hollywood in response to the City's extreme housing crisis and rising unhoused population.

2. The Hollywood Media District is located in a key transit corridor served by the Metro Rapid Bus with three stops on Santa Monica Boulevard at Vine Street, Highland Avenue, and La Brea Avenue.
3. The Hollywood Media District is a well-known jobs center for studio and media-related uses and emerging creative office space. Logical urban planning should allow the development of multi-family residential uses in areas with substantial jobs and transit opportunities to shorten vehicle miles traveled, encourage walking, and improve the jobs-to-housing balance.

Preserving a significant portion of Hollywood for industrial uses only is an antiquated urban planning practice. The city should allow the district to maintain and even strengthen its legacy as a jobs center for media related industries while also allowing flexibility for future development of residential uses in order to satisfy an unprecedented demand, easing the housing crisis and supporting the business uses of properties in the BID. The result will undoubtedly be a healthier community where people can live close to where they work, walk to neighborhood serving retail and restaurants, and access public transit options. In the upcoming PLUM committee meeting to review adoption of the HCPU2, we strongly encourage you to remove the Q condition that prohibits residential development in the Hollywood Media District (subareas 39:4, 40, 40:1B, 40:2).

Sincerely,



Miguel Padilla
President, Board of Directors
Hollywood Media District BID



Sheppard Mullin Richter & Hampton LLP
333 South Hope Street, 43rd Floor
Los Angeles, CA 90071-1422
213.620.1780 main
213.620.1398 main fax
www.sheppardmullin.com

Alfred Fraijo Jr.
213.617.5567 direct
afraijo@sheppardmullin.com

January 31, 2019

File Number: 56FW-270531

VIA HAND DELIVERY AND E-MAIL

Ms. Linda Lou
City Planner
City of Los Angeles
Department of City Planning
200 N. Spring Street
Room 667, Mail Stop 395
Los Angeles, CA 90012
E-Mail: linda.lou@lacity.org

Re: Comments on the Hollywood Community Plan Update (CPC-2016-1450-CPU) and the Draft Environmental Impact Report (ENV-2016-1451-EIR, SCH No. 2016041093)

Dear Ms. Lou:

We represent the Hollywood Media District Business Improvement District ("HMD BID"). As a key stakeholder in Hollywood, the HMD BID provides the following comments on the draft Hollywood Community Plan Update ("HCPU2") and the associated Draft Environmental Impact Report ("DEIR"), released by the City of Los Angeles ("City") for public review in November 2018.

The area of the HMD BID is bounded by Fountain Avenue to the North, Vine Street to the East, Melrose Avenue to the South, and La Brea Avenue to the West (See Attachment A, Map of HMD BID Boundary). The HMD BID has a robust organizational structure with a diverse group of stakeholders, multiple committees and board members who are actively engaged in matters related to the HMD BID area including land use, marketing, safety, arts, and environmental sustainability. The HMD BID is currently led by David M. Bass, President; Laurie Goldman, Immediate Past President; and Alfredo A. Hernandez, Executive Director.

The HCPU2 repeatedly refers to the HMD BID as an "industrial area" that is at the center of media and entertainment-related uses and limits its potential to a "Industry Retention Area." (See HCPU2, p. 2-2, 2-8, also see Figure 3-3). However, this does not accurately capture the current reality nor the enormous potential of the HMD BID to positively contribute to the future of Hollywood. In fact, the HMD BID is developing into the epicenter of innovation for media and tech. Creative offices are being created and designed to inspire and support the creative talents of tomorrow. The HMD BID is at the heart of an important synergy taking place between the next generation workplace – workplaces that delight, inspire, refresh and advance the creativity of those who work there – and the HMD BID's principles of imagination, community, and expansiveness. Thus, we propose a revised definition of the HMD BID as discussed further to

acknowledge the new types of uses in the area (e.g., “new media”, art and interior galleries) and seamlessly integrate the preservation of industrial uses for job creation with complementary residential and commercial uses.

Based on the land use and zoning proposed in the HCPU2, the HMD BID recommends the City increase the by-right FAR and allow residential uses (including hotel) in the HMD BID area. This letter provides specific recommendations for individual subareas within the HMD BID. The proposed changes will not only allow the HMD BID to act as the center for industrial uses and jobs but also promote the HCPU2’s vision to enable residents and visitors to live, work, play and shop in Hollywood. (HCPU2, p. 3-2). We thank the City for this opportunity to comment.

I. Overview of HMD BID Area

The HMD BID brings together approximately **350** unique property owners and over **400** businesses to enhance the security, cleanliness, beautification and commercial desirability of the area. The area consists of a diverse range of uses including theatres/entertainment, media-related studio uses, creative office space, live/work and residential units, as well as restaurant and retail uses. The periphery of the HMD BID includes commercially-zoned properties with an array of mixed-use developments.

More recently, the HMD BID has seen a growing interest in developing complementary commercial and residential uses to enhance the traditional entertainment and studio uses. As such, this letter proposes changes to the draft HCPU2 for the HMD BID to accommodate these complementary uses and increase FAR for the HMD BID to contribute to the overall goals and projected growth of the HCPU2.

II. HCPU2 Vision for HMD BID Area

a. Proposed Uses

The HCPU2 refers to the HMD BID as one of the key clusters of “low-intensity industrial uses” and as “the center of pre- and post- production, such as set construction, still photography, film and tape editing, film archiving and storage, studio equipment manufacture, rental and storage, sound recording, film projection and screening, prop houses, lumber yards, rehearsal and broadcast studios and production offices.” (HCPU2, p. 2-8). The HCPU2 seeks to “preserve” the industrial uses of the Media District and the theatres of Theatre Row, while allowing a mixture of uses along the edges of the District on La Brea Avenue and Santa Monica Boulevard. (HCPU2, p. 2-2). The HMD BID Area is proposed to include the following twenty-three subareas: 16, 17:1, 17:2, 17:3, 17:4, 19, 19:1, 39:1, 39:3, 39:4, 40, 40:1, 40:1A, 40:1B, 40:1C, 40:2, 40:2B, 40:2C, 40:3, 40:4, 40:4A, 40:5, and 40:6. (See Attachment B, Map of Proposed Subareas for HMD BID).

b. Suggested Revisions

While the HMD BID does include traditional entertainment-related studio and industrial uses, the HCPU2 does not accurately capture the existing uses or the potential of this area to become a

vibrant destination for the City of Los Angeles. Rather, the City's approach will likely stunt the growth in this area. The HMD BID has been working with stakeholders over the last year to develop a vision for the future development of the area. Stakeholders have considered how to thoughtfully incorporate the emergence of new media, commercial and residential uses while balancing the need to sustain this area as a hub for jobs in the entertainment business. For example, the HMD BID developed the Hollywood Media District Presents Hollywood Greens. (See [Attachment D](#)). This booklet provides a snapshot of the HMD BID's vision for the area as a walkable, safe, comfortable, sustainable, green, connected and open space.

The emergence of new media, interior design and art galleries are some of the uses within the HMD BID area that call into question the definition and description of the HMD BID within the HCPU 2. The HMD BID is referred to repeatedly as an industrial area that is at the center of media and entertainment-related uses along with the "flourishing equity-waiver theater district, known as Theatre Row." The HCPU2 also refers to a large portion of the HMD BID as a "Industry Retention Area." (HCPU2, p. 2-2, 2-8, also see [Figure 3-3](#)).

Examples of these new media uses within the HMD BID include SiriusXM (953 Sycamore) and BuzzFeed (1135 N Highland). Tenants of these new media uses look for modernized campuses with commercial and residential uses to complement job creation. Put differently, new media businesses want a placemaking site for their employees to live, work, and play. Thus, the proposed Industrial designation and prohibition on residential uses for the HMD BID area are not aligned with the emerging model for new media uses. Providing opportunity for residential uses, additional density and FAR in the HMD BID can add more value to the HCPU2's primary objectives to (1) encourage a better balance of jobs and housing with mixed-use development; and (2) accommodate commercial uses for future employment opportunities. (DEIR, p. 3-13).

In addition to these new media uses, the HMD BID has significantly changed in the last ten years, with the conversion of underutilized and vacant industrial uses into new mixed-use development. Examples include 6677 West Santa Monica Boulevard (Case No. CPC-2006-9797-GPA-VZC-HD-CU-SPR-DB) and 1625 N. Schrader Boulevard (Case No. CPC-2016-1083-GPA-VZC-HD-DB-SPR). The City approved these projects with land use and zone changes from manufacturing use to commercial. The HCPU2 acknowledges these types of new developments and continued increase in employment opportunities. (HCPU2, p. 2-11). Similar mixed-use developments have emerged in nearby West Hollywood, which borders the HMD BID and include both residential and ground-floor commercial to support the surrounding employees and visitors.

The HMD BID has also seen the introduction and expansion of art gallery and interior design uses. Some examples include the Kohn Gallery (1227 N. Highland), Gavlak (1034 N. Highland), JF Chen (1000 N. Highland), Regen Projects (6750 Santa Monica Boulevard), and LAXART (7000 Santa Monica Boulevard). These uses continue to enhance the vibrancy of the HMD BID as a prime location for entrepreneurs and a diverse range of artists to work, create and share their ideas. The combination of new media and art gallery spaces further establish the need for the presence of residential uses and hotels. These new uses stimulate a market of local and international travelers who will arrive and stay in the area. Thus, hotel and related

commercial and retail uses are necessary to meet the needs of the growing uses and influx of visitors and possible future residents into the HMD BID.

We propose the City modify the existing description of the HMD BID to reflect the incoming new media uses, art gallery and interior design spaces, and a desire to seamlessly integrate the preservation of industrial uses for job creation with complementary residential and commercial uses. This modification will serve to enhance the vitality of the HMD BID area and promote the HCPU2's overall goal to develop the Hollywood Community Plan Area as a live, work, play destination. Further, we propose the modification of Goal LU8.4 and Program Number 17 to align with this proposed revision to the definition. (HCPU2, p. 3-20, p. 7-6).

These projects represent the desired uses of the HMD BID and demonstrate how services such as hotels, residences, shops and restaurants can complement the studio uses to increase overall vitality and growth for the Hollywood Community Plan Area. As discussed in greater detail below, the HMD BID seeks zoning that permits greater FAR and allows residential uses (including hotels). (See Attachment C, Map of Proposed FAR in HMD BID).

III. Land Use

A. Subarea 40:1B

Proposed Zoning: [Q] M1-1-SN

- No residential development permitted, including artist-in-residence or live-work.
- MR-1 uses only along Santa Monica Boulevard between McCadden Place and Lillian Way.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Allow for M1 uses along Santa Monica Boulevard, between McCadden Place and Lillian Way.
- Increase FAR to 4.5:1.

Assessment/Rationale:

The City proposes Subarea 40:1B to be designated "Limited Industrial" to "retain/preserve industrial land for jobs." Subarea 40:1B consists of a large portion of parcels from Lillian Way to the East, Citrus Avenue to the West, Santa Monica Boulevard to the North and Warring Avenue the South. Like other subareas in the HMD BID, this Subarea **has** traditionally been a focal point for a variety of media-related and industrial uses intended for job creation.

This Subarea includes studio and media-related uses such as the Hollywood Production Center, Sunset Las Palmas Studios, Siren Studios, Red Studios, and Eastman Kodak Company. However, these uses are physically enclosed with no street-facing openings for pedestrian access, not built out to maximum intensities, and do little to contribute to what could otherwise be a vibrant pedestrian district.

The Subarea also includes Theatre Row with renowned theatres such as Harris and Rubble, Blank Theatre Company, and Hudson Theatres. While it is important to preserve the architecture and theatres, the uses are similarly enclosed, underutilized, and do not promote active street frontages and a lively pedestrian experience. Thus, while the media and theatre uses provide jobs and serve as an economic driver for the larger Hollywood Community Plan Area, they do not promote employees or visitors to live and/or engage in other activities within the HMD BID.

In addition, the introduction of new media businesses into the HMD BID (e.g., Buzz Feed and Sirius XM) displays a shift in the desired mix of uses necessary to stimulate productivity and growth. For instance, the recent entitlement request for Sirius XM's new proposed office space (Case No. ZA-2017-2814-CU-CUB) includes a request for a restaurant use. The design features also provide a stark contrast to the surrounding studio spaces and consist of an open floor plan, long glass windows for natural light, and an aesthetically pleasing façade to activate the street below.

This is how the HMD BID envisions the future design and surrounding context of the area. These desires and possibilities for open streets that are pedestrian-oriented and activate the corridors throughout the HMD BID are further illustrated in Hollywood Media District Presents Hollywood Greens ([Attachment D](#)). This vision discusses the potential to attract more visitors and create pockets of welcoming, pedestrian-friendly areas that include green landscapes with plenty of trees, street furniture, and walkable sidewalks. The building design that Sirius XM brings to the HMD BID is a step in this direction and if combined with the additional proposals discussed below can enhance the vibrancy and maximize the potential of this area.

However, simply changing the surrounding zones from MR-1 to M-1 and allowing commercial uses (e.g., restaurant and retail) by-right is not enough to encourage more of these new media uses to come to the HMD BID. Rather, complementary residential uses such as joint-live work and multi-family development will create a built-in network of residents to support the growth of jobs and commercial uses of the HMD BID. Per the Projected Conditions of 2040 Plan, the "Industrial/Mix Subregion" which largely encompasses the HMD BID is expected to absorb the largest employment growth rate of all the other regions at 11% (DEIR, Appendix J, Hollywood Community Plan Model Development Report p. 14). This Subregion is also anticipated to have the second largest population growth percentage after the Regional and Corridor Subregion (directly to the North of the HMD BID) at 36% (DEIR, Appendix J, Hollywood Community Plan Model Development Report p. 14). This will not be feasible with the proposed Q Conditions for this Subarea.

The DEIR states: "The Proposed Plan does not propose any changes to land use designation, zoning, or policies that would promote or support the construction of any barriers that would

physically divide or separate any neighborhood from another in the Project Area.” (DEIR, p. 4.10-16). However, the Industrial designation and M-1 zoning of this particular Subarea isolate it from the commercial corridors proposed at the periphery of the BID (i.e., north of Santa Monica Boulevard, east of Vine Street). The proposed land use along these peripheries is General Commercial and Community Commercial. The permitted uses along these major arterials include residential and commercial uses, isolating the parcels directly across the street that are a part of the HMD BID. In order to create a vibrant district with complementary uses on both sides of the street, the proposed Q Conditions for this Subarea will need to be changed as requested.

Additionally, to support and maximize the desired new uses for the HMD BID and increase the proposed job and household growth, an increase in FAR is greatly needed. At present, the City is proposing no change to the current permissible FAR of 1.5:1. However, this limited FAR is insufficient to promote growth as the existing industrial uses are largely underdeveloped and underutilized. If the current FAR is not increased to complement the commercial uses north of Santa Monica Boulevard in Subarea 40:1B, it will fall behind and be unable to achieve the HCPU2's vision for job growth in the area.

B. Subarea 40

Proposed Zoning: [Q] M1-1

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.

Assessment/Rationale:

Like Subarea 40:1B, the HCPU2 proposes the “Limited Industrial” designation for Subarea 40 to “retain/preserve industrial land for jobs.” Subarea 40 consists of a large portion of parcels within the HMD BID between Santa Monica Boulevard to the North, Highland Avenue to the East, La Brea Avenue to the West, and Willoughby Avenue to the South. This Subarea has a variety of media-related and industrial uses such as the Hollywood Casting and Film Studios, Mandt Media, and Siren Studios.

These uses (while important) are closed off from the street and not built out to maximum intensities. As a forward-looking document, the HCPU2 should accommodate the changing conditions of the HMD BID area and allow for new media uses, increased FAR and residential uses to encourage economic development of the area. Currently, the City proposes no change

to the existing FAR of 1.5:1. However, this is not enough to continue to maintain existing industrial growth as well as future projected growth for the HMD BID area.

C. Subareas 40:1C and 40:2

Proposed Zoning: [Q] M1-1

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.

Assessment/Rationale:

Like other areas in the HMD BID, the City proposes a “Limited Industrial” designation for Subareas 40:1C and 40:2 to “retain/preserve industrial land for jobs.”

Subarea 40:1C fronts Willoughby Avenue and encompasses the parcels directly north of Willoughby Avenue between Citrus Avenue and continues until before La Brea Avenue. The proposed zoning is inconsistent with the existing conditions of these parcels which are largely multi-family residential with limited media-related uses scattered in between. Furthermore, new mixed-use development projects are underway immediately adjacent to this Subarea on La Brea Avenue. For example, the approved 7-story mixed-use development at 900 N. La Brea Avenue includes 169 dwelling units and approximately 37,000 SF of ground-floor retail (Case No. CPC-2014-4074-SPA-ZC-HD-ZAA-SPR). Despite existing conditions and future projects, the City seeks to prohibit residential uses in this Subarea. The HMD BID requests the City allow residential uses alongside industrial and commercial uses to further activate this Subarea and the surrounding residential uses.

Similarly, Subarea 40:2 is currently developed with creative office spaces and parking and is between Romaine Street to the North, Barton Street to the South and N Las Palmas Avenue to the West. The parcels directly south of Barton Street are developed with residential uses. Hence, the proposed Q Condition prohibiting residential uses is not consistent with parcels across the street from this Subarea. In fact, allowing for residential uses as a future use can bring together the area as a cohesive whole and provide much-needed housing to support the existing jobs. Subarea 40:2 also includes parcels along Seward Street that primarily include a restaurant, studios, and parking uses. This area is largely underdeveloped and could benefit from an expansion of permitted uses.

Currently, the City proposes no change to the existing FAR of 1.5:1 for Subareas 40:1C and 40:2. The existing FAR is not sufficient to continue to maintain existing industrial growth as well as expect future growth for the HMD BID area.

D. Subarea 40:1

Proposed Zoning: [Q] C2-1VL-SN

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.
- Increase FAR to 4.5:1 for the following properties: 848 N. Citrus Avenue and 856 N. Citrus Avenue.

Assessment/Rationale:

Subarea 40:1 is proposed to be designated “Commercial Manufacturing” to “retain/preserve industrial land for jobs.” Existing conditions are largely commercial in nature with various office spaces and storefronts concentrated on Highland Avenue between Willoughby Avenue and Melrose Avenue. However, there are recently developed and future residential uses in the pipeline. These projects include an affordable housing project proposed at the intersection of Melrose Avenue and Highland Avenue filed on October 5, 2018 (Case No. PAR-2018-5795-TOC). There is also an existing 27-unit live work project already developed at 717 N. Highland Avenue developed in 2005 (Case No. VTT-61795). Hence, proposing a Q Condition to prohibit residential development is inconsistent with the existing and desired uses for this Subarea.

Like the other subareas in the HMD BID area, the City proposes no change to the existing FAR of 1.5:1. This limited FAR is not forward looking and does not provide the HMD BID area with the ability to become a driver of jobs and the economy of the area, as expected in the HCPU2. The existing residential development along Highland Avenue suggests the potential for an increase in FAR to further facilitate this development in conjunction with industrial and commercial uses that facilitate job creation.

Additionally, the properties along Citrus Avenue are adjacent to proposed Subareas within the HMD BID. In order to accommodate the future intensity of uses in the area, it is essential for these properties to obtain a higher FAR. While these properties are directly outside the HMD BID boundary, the FAR will directly impact the desired growth of the areas within and around the HMD BID. Therefore, in order to seamlessly integrate future uses and encourage complementary uses at the same scale, these properties are also proposed to have an FAR of

4.5:1. Please note that we are not asking the City to include these properties in Subarea 40:1, as the zoning already permits residential and commercial uses.

E. Subareas 40:3, 40:4, and 40:4A

Proposed Zoning: Subareas 40:3 and 40:4A, [Q] CM-1VL; Subarea 40:4: [Q] CM-1VL-SN

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.

Assessment/Rationale:

Subareas 40:3, 40:4 and 40:4A are proposed to be designated “Commercial Manufacturing” to “retain/preserve industrial land for jobs.” These Subareas largely consist of existing commercial and industrial uses, but also have scattered residential uses throughout the area. Thus, in order to facilitate the creation of future residential uses and the ability for residents, patrons and employees of the HMD BID to live, work and play in the area, the proposed Q Condition should be removed. This request seems particularly reasonable given the fact that the parcels directly south of Subarea 40:4A are zoned residential. While these parcels are not a part of the BID, these developments would be further complemented if surrounding areas were permitted to also pursue residential, commercial and industrial uses.

Like the other subareas, the City proposes no change to the existing FAR of 1.5:1. However, this is not sufficient to continue to maintain existing industrial and residential growth as well as future projected growth for the HMD BID area.

F. Subareas 40:2C

Proposed Zoning: [Q] MR1- 1VL

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.

Assessment/Rationale:

Subarea 40:2C is proposed to be designated “Limited Industrial” to “retain/preserve industrial land for jobs.” Subarea 40:2C largely consists of existing commercial and industrial uses, but also has scattered residential uses within the area. Thus, as discussed above, to facilitate the creation of future residential uses and continued economic growth in the HMD BID area, the proposed Q Condition should be removed.

Currently, the City proposes no change to the existing FAR of 1.5:1. However, as mentioned, this is not enough to continue to maintain existing industrial and residential growth as well as future projected growth for the HMD BID area.

G. Subarea 40:6

Proposed Zoning: [Q] C2-2D

- No residential development permitted.
- FAR 3:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Modify subdivision 1 of the D Limitation to increase FAR to 4.5:1.

Assessment/Rationale:

Subarea 40:6 is proposed to be designated “Limited Industrial” to “retain/preserve industrial land for jobs.” However, this designation is inconsistent with the proposed zoning as C2. Thus, we request the City to change the land use designation to “Community Commercial” in order to maintain consistency with the underlying zoning and to match the proposed use being proposed across the street for Subarea 40:5.

Existing uses include a historic-cultural monument (“HCM”) for the Musicians Union of Hollywood (CHC-2017-4331-HCM) and an ongoing construction of creative office space and parking adjacent to the HCM. The opportunity to develop residential uses in this Subarea at a greater FAR could add additional value to the already proposed development. While the City proposes an increase in FAR to 3:1 from the existing 1.5:1, this is not a sufficient increase to support the current and projected growth of the area.

Thus, in order to maintain consistency with the existing conditions and immediately surrounding projects, the proposed change to this Subarea includes: (a) removal of Q Condition 1 which prohibits residential development to allow for residential development including artist-in-

residence, live-work conversion, multi-family residential developments and hotels; (b) increase FAR to 4.5:1; and (c) change the land use designation to “Community Commercial.”

H. Subareas 17:1 and 17:3

Proposed Zoning: Subarea 17:1, [Q]C2-2D-SN; Subarea 17:3, [Q]CM-2D-SN

- No 100% residential development permitted.
- Residential uses shall only be permitted with 0.7:1 FAR dedicated to targeted media related uses.
- FAR 3:1 (with 0.7 FAR for targeted media related industrial uses) otherwise 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit 100% residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Modify subdivision 1 of the D Limitation to increase FAR to 4.5:1.
- Expand boundary of Subarea 17:1 to include 1125 N. McCadden Place, 1119 N. McCadden Place, 1145 – 1155 N. McCadden Place, 6762 Lexington Avenue, 6769 Lexington Avenue, 1136 N. Highland Avenue and 1204 N. Highland Avenue.

Assessment/Rationale:

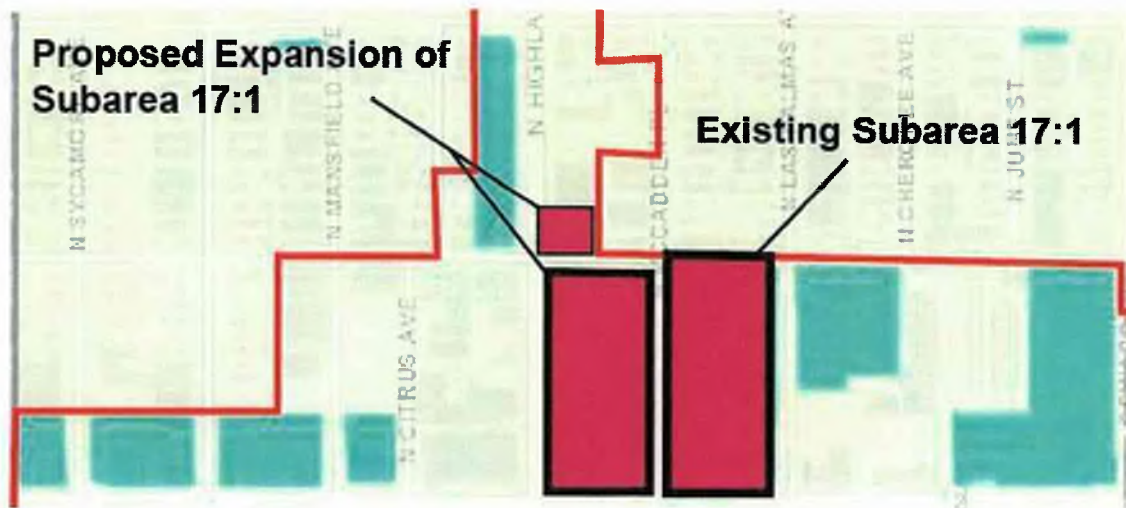
Both Subareas 17:1 and 17:3 are intended to promote targeted media-related uses and jobs. Subarea 17:1 is proposed to be designated as “Community Commercial” and Subarea 17:3 is proposed to be designated as “Hybrid Industrial.”

Existing uses largely include studio-related uses. However, an existing project approved on Santa Monica Boulevard and McCadden Place within Subarea 17:1 includes a 100% residential project with affordable housing (Case No. CPC-2016-1083-GPA-VZC-HD-DB-SPR). Thus, the existing Q Condition for this Subarea is inconsistent with an already-approved project and the demand for development in this area. Additionally, these Subareas include targeted media-related uses so limiting targeted FAR to only media-related uses may be infeasible for future growth and development. Rather, facilitating opportunities for additional commercial uses (e.g., restaurant and retail) is more consistent with the new media uses anticipated for the area.

In addition, the proposed 3:1 FAR is not sufficient for the current and projected for the area. Further, limiting this FAR to 1.5 FAR for projects that do not incorporate targeted-media related uses are not in line with existing 100% residential projects being proposed in the area (Case No. CPC 2016-1083-GPA-VZC-HD-DB-SPR). Similar to other Subareas being proposed in the HMD BID, a lower FAR does not stimulate growth for the region.

Further, we are proposing an expansion of Subarea 17:1 to include the properties as shown in the figure below. A portion of these properties are zoned M1-1VL-SN. However, this Subarea is rapidly changing with the introduction of residential uses and existing commercial uses.

Hence, a change to C2 zoning would unify these parcels and make them consistent with existing and future uses. We are proposing this expansion subject to the approval of the above proposed changes.



I. Subareas 16, 19, 19:1, 40:5

Proposed Zoning: Subareas 16, 19, and 40:5, [Q] C2-2D; Subareas 19:1: [Q] C2-2D-SN

- FAR of 3:1 Hotel or Mixed-Use Projects (non-residential uses not to exceed 1.5:1 FAR).
- FAR of 1.5: 1 for 100% residential or commercial uses only (non-residential uses not to exceed 0.5:1 FAR).

Suggested Revisions:

- Modify subdivision 1 of the D Limitation to increase FAR to 4.5:1 for all uses with no additional restrictions.

Assessment/Rationale:

Subareas 16, 19, 19:1, and 40:5 are proposed to be designated as “Community Commercial” to “promote housing development and jobs creation, maintain neighborhood compatibility, pedestrian-oriented design, and protect historic resources.” Existing uses include a combination of commercial and residential uses. However, in order to maintain a vibrant commercial district that is compatible with increased growth, a higher FAR without further restrictions is critical. These commercial properties work in tandem to establish a commercial corridor along Santa Monica Boulevard and along Vine Street. These areas will need to have increased FAR and development options to inspire a range of high-density uses including residential and commercial to flow into the HMD BID. At present, the existing FAR and further restrictions do not encourage the types of uses or intensities that are ideal for the HMD BID.

J. Subarea 39:1

Proposed Zoning: [Q] C2-1XL

- FAR 1.5:1.

Suggested Revisions:

- Increase FAR to 4.5:1.

Assessment/Rationale:

Subarea 39.1 is **proposed** to be designated as “Neighborhood Commercial” to “promote housing development and jobs creation, maintain neighborhood compatibility, pedestrian-oriented design, and protect historic resources.” Existing uses include commercial and studio-related uses. The proposed FAR of 1.5:1 does not support the desire of uses intended for this area. While only a small portion of this Subarea falls within the HMD BID, the Subarea’s presence along Melrose Avenue would be better leveraged and maximized with a greater FAR.

Thus, in order to facilitate the desired uses, the proposed change to this Subarea includes an increase in FAR to 4.5:1.

K. Subareas 39:3 and 39:4

Proposed Zoning: Subarea 39:3, [Q] MR1-2D; Subarea 39:4: M1-2D

- FAR 3:1 (with 0.7 FAR for targeted media related industrial uses) **otherwise** 1.5:1.

Suggested Revisions:

- Modify subdivision 1 of D Limitation to increase FAR to 4.5:1 with no additional restrictions.
- Retain proposed zoning but revise to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.

Assessment/Rationale:

Subareas 39:3 and 39:4 are proposed to be designated as “Limited Industrial” with the intent to “promote targeted media-related uses.” Existing uses are largely commercial with some studio-related uses. However, commercial developments in the nearby vicinity along La Brea Avenue include more intense uses. For example, the West Hollywood Gateway development directly to the North on Santa Monica Boulevard as well as the creative office, commercial, and studio spaces to the South bordering Willoughby Avenue represent uses at a greater scale and intensity. Subareas 39:3 and 39:4 fall in between these adjacent uses and hence would need a higher FAR in order to remain consistent with and support future development.

As the MR1 and M1 zoning limits residential uses to watchman or caretaker units, residential uses are needed to facilitate the types of development required to support the anticipated future development of the area. Thus, in order to remain consistent with the surrounding area and maximize development potential, the proposed change to this Subarea includes: (1) removal of Q Condition limiting FAR to 3:1 with 0.7 FAR for targeted media related uses and otherwise 1.5:1; (2) increase FAR to 4.5:1 with no additional restrictions; and (3) permit residential uses including artist-in-residence, live-work conversion, multi-family residential developments, and hotels.

L. Subarea 17:2

Proposed Zoning: C2-1-SN

- FAR 1.5:1.

Suggested Revisions:

- Expand boundary to include parcels as shown below.
- Change zoning to C4-2D.
- Increase FAR to 4.5:1, with FAR up to 6:1 subject to CPC approval.

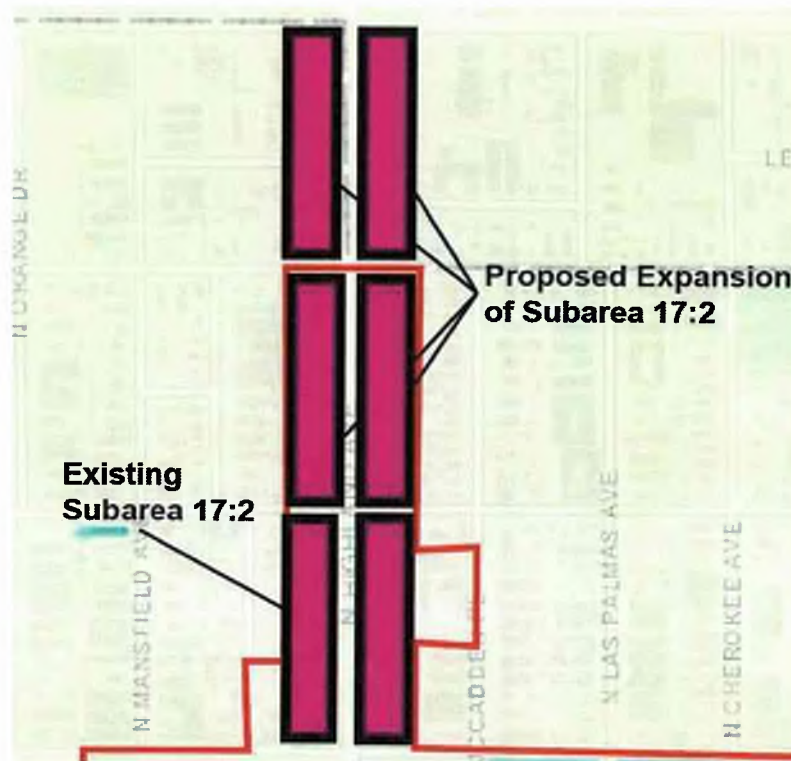
Assessment/Rationale:

Subarea 17:2 is proposed to be designated “General Commercial” to “promote housing development and jobs creation, maintain neighborhood compatibility, pedestrian-oriented design, and protect historic resources.” Existing conditions primarily include commercial uses with some scattered residential uses. However, in order facilitate the development of housing and pedestrian-oriented design as the HCPU2 mentions, the uses need to be intensified and permitted at a larger scale. This is supported by recent development in this Subarea including the Highland Apartments, which permitted at 76-unit apartment complex at an FAR of 3:1 (Case No. CPC-2012-2405-VZC-ZAA-SPR).

In addition, the expansion of this Subarea leads into the Regional Center area of the Hollywood Community Plan Area, which is proposed to have intensification of uses and higher FAR. This Subarea is proposed to increase in FAR from the existing 0.5:1 to 1.5:1. However, this is not enough to support the level of growth and development expected of this region because it does not adequately complement the intensification of uses along the commercial corridor on Highland Avenue leading to the Regional Center corridor to the North. Highland Avenue serves as a connecting corridor within Hollywood and particularly within the HMD BID. As existing approved developments already indicate, Highland Avenue is capable of and in a prime location to support and encourage a high intensity of uses. Thus, an FAR of 4.5:1 with discretionary approval for up to 6:1 FAR would complement and enhance the potential uses along this prime corridor along Highland Avenue.

Thus, in order to facilitate the creation of new development and establish consistency with the commercial corridor, the proposed change to this Subarea includes a change in zoning to C4-

2D with an FAR of 4.5:1 and up to 6:1 with CPC approval and an expansion of the boundary of this Subarea to include additional parcels as illustrated in the figure below.¹



M. Subarea 40:1A

Proposed Zoning: [Q] M1-1

- No residential development permitted, including artist-in-residence or live-work.
- FAR 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q Condition to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.

¹ While a portion of the proposed expansion for this Subarea falls outside of the HMD BID boundary, it still impacts the vitality and uses within the BID. Hence, allowing for the same zoning and uses to apply across the boundary will enhance the vibrancy of the area and encourage complementary uses.

Assessment/Rationale:

Subarea 40:1A is currently developed with a Public Storage facility and surface parking lot at the intersection of Mansfield Avenue and Santa Monica Boulevard. The proposed Q Condition (subdivision 2) specifically allows for storage building and laundry related uses. While this Q Condition considers the present use of this Subarea, it does not contemplate possible future uses. Subdivision 1 of the Q Condition in fact prohibits residential uses. This is inconsistent with the anticipated future uses of this Subarea and also of the surrounding properties. For example, Subarea 16, located directly across the street from Subarea 40:1A, contemplates and allows for mixed-use, hotel, and/or other residential and commercial uses. The burgeoning film production and art gallery related uses both across from and directly adjacent to this Subarea (e.g., FotoKem – 6855 Santa Monica Boulevard, Steve Turner Gallery – 6830 Santa Monica Boulevard) already create a demand for residential and mixed-use development to cater to the existing employees and visitors.

N. Subarea 40:2B

Proposed Zoning: C4-1

- FAR 1.5:1.

Suggested Revisions:

- Increase FAR to 4.5:1.

Assessment/Rationale:

Subarea 40:2B is currently developed with Deluxe Hollywood, a studio use. Adjacent uses to the North include additional studio uses (e.g., Sunset Las Palmas Studios) and residential uses directly across the way to the west and south. In order to continue developing uses that are complementary to existing uses and with desired future uses for the HMD BID, a greater FAR is necessary.

Thus, the proposed change to this Subarea includes an increase in FAR from 4.5:1.

O. Subarea 17:4

Proposed Zoning: [Q] M1-1VL-SN

- FAR 1.5:1

Suggested Revisions:

- Retain proposed zoning but revise to permit residential development, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.

- Increase FAR to 4.5:1.

Assessment/Rationale:

Subarea 17:4 is currently developed with the Metropolitan Animal Specialty Hospital and surface parking lot. Adjacent uses include a combination of studios, commercial uses, and surface parking lots. The future uses of the HMD BID will likely include a combination of studio and entertainment-related uses and residential in order to accommodate the anticipated growth of the area and in order to develop into a vibrant district. The current FAR of 1.5:1 is not sufficient to attain these uses.

Thus, the proposed change to this Subarea includes permitting of residential development including artist-in-residence, live-work conversion, multi-family residential developments and hotels and an increase in FAR from 4.5:1.

P. Properties on Seward Street and Hudson Avenue

Suggested Revision:

- Increase FAR to 4.5:1 for the following properties: 1110, 1122, 1130, 1146-1148, 1150 Seward Street; 1125-1131 Hudson Avenue.

Assessment/Rationale:

The properties listed above are adjacent to proposed Subareas within the HMD BID. While these properties are outside of the HMD BID boundary, the future intensity of uses permitted will greatly impact the properties within the HMD BID. Therefore, in order to seamlessly integrate future uses and encourage complementary uses at the same scale, these properties are also proposed to have an FAR of 4.5:1.

Q. Automotive Uses

Suggested Revision: Expand Prohibition of Automotive Uses to all Subareas in HMD BID.

Assessment/Rationale:

The HMD BID currently has a significant number of auto-related uses. While the HCPU2 proposes a Q Condition in most of the subareas to prohibit auto-related uses, the Q Condition should be expanded to include the entirety of the HMD BID.

Auto-related uses have continued to expand in the HMD BID area. When potential commercial and residential uses are unable to actualize their potential due to constrained zoning and limited FAR, auto-related uses have taken the front seat in numerous parcels throughout the HMD BID. These uses are not representative of the future potential and desired uses for the HMD BID as discussed extensively in the discussion of the Subareas above. Rather, these auto-related uses

are a hindrance to bringing new and much-needed commercial and residential uses to drive growth.

Thus, in order to provide consistency throughout the HMD BID, the proposed change to these Subareas includes the addition of a Q Condition which prohibits automotive uses as already included for the remainder of the HMD BID.

R. Storage Facilities

Suggested Revision: Prohibit additional public storage facilities in HMD BID.

Assessment/Rationale:

The HMD BID currently has a significant number of public storage facilities. Like the auto-related uses, public storage facilities are not representative of the future potential and desired uses for the HMD BID as discussed above. Public storage facilities are a hindrance to bringing new and much-needed commercial and residential uses to drive growth.

IV. Open Space and Pedestrian-Oriented Development

Suggested Revision: Create policies to promote pedestrian-friendly design and pedestrian-oriented uses within the HMD BID area.

Assessment/Rationale:

As mentioned above, the zone change to M1 along with an increase in FAR to 4.5:1 and inclusion of residential uses will promote revitalization of this emerging area while preserving and encouraging new studio and entertainment uses. The HMD BID is surrounded by commercial uses and has seen numerous new residential, commercial and mixed-use developments over the last ten years. While the HMD BID welcomes these new projects, the area is in desperate need of additional pedestrian-oriented uses (e.g., restaurants) and pedestrian-friendly design (e.g., street furniture, through-block pedestrian connections, open space, etc.) to serve the new employees, visitors and residents of the area.

Additionally, many of the existing uses are physically enclosed with no street-facing openings for pedestrian access and not built out to maximum intensities. The HMD BID wants development within the area to be cohesive and forward-looking. As such, the HCPU2 should include requirements for street-facing, pedestrian-friendly developments to activate the emerging commercial corridors in this area. While a 4.5:1 FAR and inclusion of residential uses will promote pedestrian-oriented development, the HMD BID also wants the area to have street furniture, wider sidewalks, requirements for open space, through-block connections to break up large developments, public plazas, and outdoor sidewalk cafes.

The changing character of the HMD BID must be taken into consideration in the HCPU2 to ensure growth, future livability and pedestrian-friendly streets. The HCPU2 already recognizes the potential promise of this area, including Theater Row as a potential commercial corridor yet

does not provide this area with the FAR, land use designation or zoning to substantively redevelop the area and provide the pedestrian-oriented development and community benefits needed.

V. Cultural Resources

Proposed Zoning: C2 with D Limitation restricting development subject to “historic preservation review” that exceeds FAR 0.5:1 to receive approval from the Office of Historic Resources (“OHR”).

Suggested Revision: Delete subdivision 2 of the D Limitation in Subareas 16, 19, 19.1 and 40:5.

Assessment/Rationale:

The HMD BID applauds the City’s recognition of and desire to preserve designated and eligible historic resources within the Hollywood Community Plan Area and we recognize how difficult it is to balance future growth in areas with existing historic resources. The HMD BID has a commitment to both the history and future of its district. The City, however, has taken the proposed development limitations a step too far. The HCPU2 includes unclear and overly restrictive D Limitations on several of the C2-zoned parcels proposed for re-zoning within the HMD BID area. Namely, the City is requiring approval by OHR for development within Subareas 16, 19, 19.1 and 40:5 that is subject to historic preservation review and which exceeds an FAR of 0.5:1.

The proposed D Limitations are problematic. First, none of the parcels within these Subareas contain listed or eligible historic properties subject to historic preservation review. The properties are not under consideration as HCMs or within a designated Historic Preservation Overlay Zone. Each parcel even has a “No” under the “Historic Preservation Review” category in Zimas. Yet, the proposed D Limitation severely restricts future development at these sites with no essential nexus to the existing conditions of the Subareas. The City reasons in the Hollywood Land Use and Zone Change Matrix that this change will “protect historic resources,” but there are no historic resources in these Subareas.

Second, the City has provided no guidance on the required approval by OHR, or whether the approval would be a ministerial or discretionary process. This does not provide property owners, stakeholders or future project proponents with the ability to understand the proposed zoning limitations or how it will impact their property. It is unclear how the City would even implement this provision given that none of the properties are subject to historic preservation review at this time.

VI. Conclusion

The HMD BID urges the City to reconsider the proposed zoning and land use designations for the area. While the HMD BID wishes to preserve and encourage traditional entertainment and studio uses, it has witnessed substantial change over the last ten years that must be accounted

Linda Lou
January 31, 2019
Page 20

for in the HCPU2. The proposed zoning in the HCPU2 will hinder the future development and potential of the HMD BID areas for years to come.

To close, please consider permitting residential uses and allowing a greater FAR for the area. These forward-looking revisions will allow the HMD BID to not only become an employment and economic driver in the Hollywood Community Plan area, but an attractive area for additional new media tenants seeking to re-activate the area.

Very truly yours



Alfred Fraijo Jr.
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

SMRH:488864652.14

CC: Council Member David Ryu, CD 4
Council Member Paul Koretz, CD 5
Council Member Mitch O'Farrell, CD 13
Deputy Mayor Barbara Romero



Sheppard Mullin Richter & Hampton LLP
333 South Hope Street, 43rd Floor
Los Angeles, CA 90071-1422
213.620.1780 main
213.620.1398 main fax
www.sheppardmullin.com

213.617.5567 direct
afraijo@sheppardmullin.com

December 16, 2019

File Number: 56FW-270531

VIA HAND DELIVERY AND E-MAIL

Ms. Linda Lou
City Planner
City of Los Angeles
200 N. Spring Street
Room 667, Mail Stop 395
Los Angeles, California
linda.lou@lacity.org

Re: Comments on the Partially Recirculated Draft Environmental Impact Report (ENV-2016-1451-EIR, SCH No. 2016041093) for the Hollywood Community Plan Update (CPC-2016-1450-CPU)

Dear Ms. Lou:

We represent the Hollywood Media District ("HMD BID"). As a key stakeholder in Hollywood, the HMD BID would like to provide the following comments on the partially Recirculated Draft Environmental Impact Report ("RDEIR") released by the City of Los Angeles ("City") for public review on October 31, 2019.

We would like to express our appreciation for the City's review and partial incorporation of the HMD BID's suggested revisions to the draft Hollywood Community Plan Update ("HCPU2"), submitted (attached as Exhibit A) to the City on January 31, 2019 ("First Comment Letter"), in response to the HCPU2 and the associated Draft Environmental Report ("DEIR").

As a reminder, the First Comment Letter requested the following:

- Increase in FAR in the HMD BID area from the proposed 1.5:1 or 3:1 to 4.5:1.
- Permit mixed-use residential projects, including hotel uses within targeted areas proposed for industrial and commercial uses.
- Prohibit automotive and storage uses in the HMD BID area.
- Update the definition of the HMD BID to better reflect the changed conditions of this developing area as one incorporating innovation and media/tech-related uses, other office or commercial uses, gallery spaces, and design firms rather than exclusively industrial uses. Examples of new media uses include the recent creative office spaces developed in the area for companies such as BuzzFeed, SiriusXM, Quibi, WndrCo as

well as significant art galleries such as the Kohn gallery, the Jeffrey Deitch Gallery. In addition, in a space that previously served as a small plating factory, there is an office for Kaiser Permanente that also serves patient needs.

As discussed in more detail below, this letter emphasizes the requests articulated in the First Comment Letter and highlights new information that has developed since the comment period closed in January 2019. This letter also supplements the updated Vehicle Miles Traveled ("VMT") methodology presented in the RDEIR by demonstrating that our request to allow mixed-use residential projects in the subareas (e.g., Subareas 40, 40:1B, 40:1, 40:2, 39:3, 39:4, etc.) south of Santa Monica Boulevard within the Limited Industrial zones is consistent with the objectives of the HCPU2 and will not cause a significant environmental impact related to VMT.

I. VMT Methodology

The prohibition of residential uses in a large portion of the HMD BID is a missed opportunity for the City for three reasons: proximity to transit, jobs, and growth potential. An area with transit, jobs and growth potential is exactly the area where housing should be permitted from a transportation (and planning) perspective because the addition of housing and locally-serving retail uses will shorten trips, reduce VMT, and not cause significant VMT impacts. As discussed in more detail below, Gibson Transportation has prepared a VMT sensitivity analysis ("Gibson VMT Analysis") at representative intersections in the HMD BID that demonstrates this point. (See Exhibit B, Sensitivity VMT Analysis Summary.)

A major transit corridor cuts through the middle of the HMD BID, which means that the HMD BID is almost entirely within a Transit Priority Area.¹ The Metro Rapid Bus Line on Santa Monica Boulevard serves the most riders south of Sunset Boulevard and west of the U.S. 101 in Hollywood. (See Figure 4.15-5, RDEIR; Figure 6-2, HCPU2.) Throughout the DEIR, RDEIR, and HCPU2, the City recognizes this area as a "key transit corridor" yet prohibits housing and only permits mixed-use development in certain, very limited areas north of Santa Monica Boulevard.

The area has unequivocally moved away from its industrial past and has changed – and is quickly changing – into the epicenter of new media and next generation workplaces in Hollywood. The HCPU2 recognizes this potential and even projects the HMD BID to absorb the largest employment growth rate of all the other regions at 11%. (DEIR, Appendix J, Hollywood Community Plan Model Development Report p. 14.) And, despite the fact that the City has not permitted housing in most of the HMD BID area, this subregion is anticipated to have the second largest population growth percentage after the Regional and Corridor Subregion (directly to the North of the HMD BID) at 36%. (DEIR, Appendix J, Hollywood Community Plan Model Development Report p. 14.)

¹ Transit Priority Area means an area within one-half mile of a major transit stop that is existing or planned. A "major transit stop" is a site that contains an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. (See Section 21099(d)(1) and ZI No. 2451.)

The Transportation and Traffic chapter in the RDEIR incorporates the VMT methodology and concludes that impacts related to VMT would be less than significant for the HCPU2 area. To reach this conclusion, the analysis relies heavily on the fact that certain transit-rich corridors near Metro subways and bus lines are slated for dense, mixed-use development. The analysis relies on the macro-level, service population projections from Southern California Association of Governments ("SCAG") rather than specific projects or intersections within the HCPU2 area. And the analysis specifically calls out subways and bus lines as "focal points and activity centers" supporting new development that "accommodates a variety of uses." While the chapter does not identify specifically which bus lines it is referring to, the Gibson VMT Analysis is based on the recently adopted *Transportation Assessment Guidelines* (LADOT, July 2019) and the *City of Los Angeles VMT Calculator Version 1.2* (November 2019), with per capita thresholds at intersections in the HMD BID near the Metro Rapid Bus Line on Santa Monica Boulevard.

The Gibson VMT Analysis assumes a hypothetical, mixed-use project with 300 dwelling units and 50,000 square feet of commercial office space at six representative intersections in the HMD BID, (1) Orange Drive and Romaine Street; (2) Sycamore Avenue and Santa Monica Boulevard; (3) Vine Street and Santa Monica Boulevard; (4) Highland Avenue and Melrose Avenue; (5) Seward Street and Santa Monica Boulevard; and (6) Cahuenga Boulevard and Willoughby Avenue.² The hypothetical project also incorporates typical project-design features, including additional bicycle parking, pedestrian improvements in and around the site, residential unbundling of parking, etc. As expected, none of the hypothetical projects trigger a significant VMT impact because mixed-use residential projects near transit typically generate fewer vehicle trips and shorter trip distances due to the interaction between land uses that encourage walking or short-distance travel and the availability of alternative transportation modes that reduce dependence on private vehicles.

In other words, in the HMD BID area, the addition of residential dwelling units actually shortens trips and improves the jobs-to-housing balance because of the abundance of employment opportunities in the area. The HMD BID's request to permit residential uses alongside commercial and industrial uses is also consistent with the goals of the Framework Element and the HCPU2 to place residential dwelling units and mixed-use corridors near transit.

II. Land Use

A. Subareas 40, 40:1B, 40:2

Proposed Zoning: [Q] M1-2D; [Q] M1-2D-SN

- No residential development, including artist-in-residence or live-work conversion.
- Maximum FAR of 3:1 with 0.7 FAR for targeted media-related uses.
- For Subarea 40:1B, the maximum FAR of 3:1 is permitted only for developments on lots that are located within a minimum distance of 150 feet south of Santa Monica Boulevard.

² See Exhibit C, Map of Intersections in Gibson VMT Analysis.

- For Subarea 40:1B, MR-1 uses only along Santa Monica Boulevard between McCadden Place and Lilian Way and within 150 feet of the property line along Santa Monica Boulevard.

Suggested Revisions:

- Retain proposed zoning but revise the Q condition to permit mixed-use residential developments, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Increase FAR to 4.5:1.
- Permit M1 uses along Santa Monica Boulevard between McCadden Place and Lilian Way and permit an FAR of 4.5:1 on lots that are located within a minimum distance of 150 feet south of Santa Monica Boulevard.
- Remove 36 feet height limit within 150 feet of the property line along Santa Monica Boulevard.

Assessment/Rationale:

While the City has incorporated our request to increase FAR within Subareas 40, 40:1B and 40:2, there is still a perfect planning opportunity that should be considered and incorporated into the HCPU2. Specifically, and as explained in detail in this letter and in the First Comment Letter, there remains fundamental additions that should be incorporated into the HCPU2 (including the addition of residential uses) that will promote the current and long-term development goals of the City.

As mentioned above, these subareas are in a key transit corridor served by the Metro Rapid Bus with three stops on Santa Monica Boulevard at Vine Street, Highland Avenue, and La Brea Avenue. These subareas are also well-known job centers for studio and media-related uses, Theatre Row, and emerging creative office spaces. Gibson's VMT Analysis demonstrates that a medium to large-scale, mixed-use project at representative intersections in these subareas (i.e., Sycamore/Santa Monica, Sycamore/Orange, Highland/Santa Monica, Vine/Santa Monica,³ Seward/Santa Monica, Cahuenga/Willoughby) would not trigger a significant impact related to VMT because the addition of housing actually shortens trips, encourages walking, and improves the jobs-to-housing balance. The City should place residential uses in areas with jobs and transit opportunities to complement the existing uses in the area.

Furthermore, given the City's extreme housing crisis and increasing homeless population, it would be proper to allow mixed-use residential developments in these areas, particularly since, as proposed, the other commercial uses will remain and not be displaced by the proposed, critically-needed residential uses. Additionally, the City is far behind the Regional Housing Needs Assessment ("RHNA") developed by SCAG. Specifically, RHNA requires the City to provide zoning that accommodates approximately 82,000 housing units between October, 2014

³ The Vine Street and Santa Monica Boulevard intersection is one block east of Subarea 40:1B.

and October, 2021 ("5th Cycle"). Of the 82,000 units, approximately 46,590 units are to be reserved for low-income, very low-income, and moderate-income housing (collectively "affordable units"). However, per the City's 5th Cycle Housing Element RHNA Progress Chart, only 7,280 affordable units were constructed between 2014 and 2018 – resulting in approximately 1,450 affordable units per year. If affordable housing growth continues at this rate through the remainder of the 5th Cycle, Los Angeles will miss its target for affordable units by approximately 75%.

Housing needs in Los Angeles are expected to increase materially in the coming years, exacerbating the need for market-rate and affordable units. SCAG is currently developing the RHNA housing allocation for the period between October 2021 through October 2029 ("Draft 6th Cycle Allocation"). The Draft 6th Cycle Allocation will require 463,682 housing units to be developed in the City over the next eight years, of which 263,956 units are to be affordable units. This is nearly six times the (yet unmet) needs identified for the 5th Cycle. Revising the HCPU2 to increase the FAR and expanding permitted residential uses can help accommodate this growth and assist the City in reaching its housing targets.

Additionally, a large portion of these subareas is under-developed and not built out to full development capacity. An expansion of permitted uses to include residential and additional FAR could accommodate future projected growth. New proposed development in the area is consistent with the suggested revisions and the development potential of the area. For example, the approved mixed-use project with 231 dwelling units and 15,000 square feet of retail space at 6901 Santa Monica Boulevard is under construction (Case No. CPC-2015-4611-GPA-VZC-HD-DB-MCUP-WDI-SPR) and the 787 unit mixed-use development at 6677 West Santa Monica Boulevard (Case No. CPC-2006-9797-MPR-CUB) is nearing completion. These projects are north of Santa Monica Boulevard and consistent the HMD BID's request to provide residential uses and greater FAR as they are across the street from Subareas 40 and 40:1B. Complementary residential uses along both sides of Santa Monica Boulevard, a major transit corridor, makes sense from a planning perspective and is consistent with the nearby new development, RHNA housing goals, and opportunity to reduce VMT impacts.

B. Subarea 17:2

Proposed Zoning: C2-1-SN

- FAR 1.5:1.

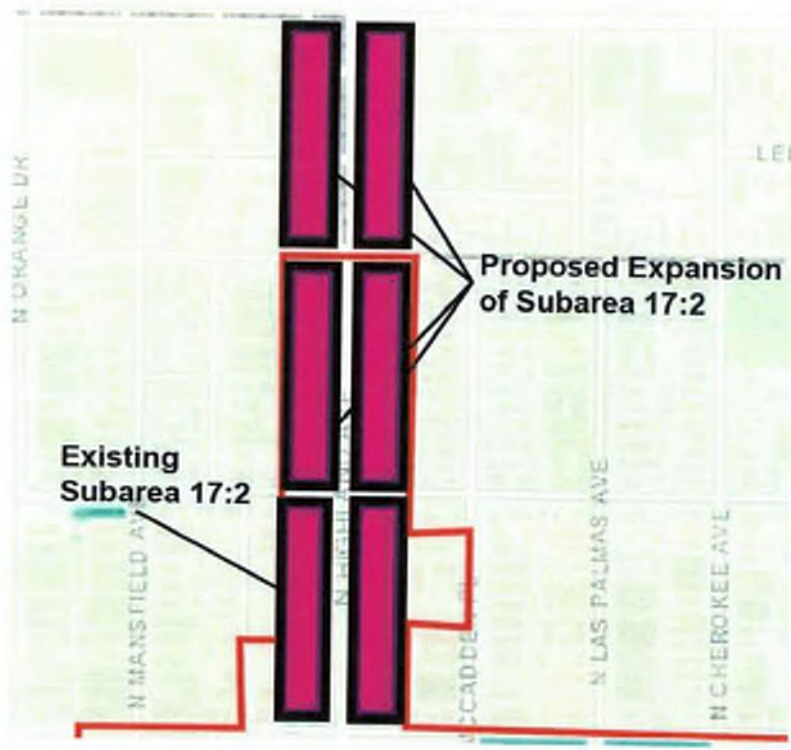
Suggested Revisions:

- Expand boundary to include parcels as shown below.
- Change zoning to C4-2D.
- Increase FAR to 4.5:1, with FAR up to 6:1 subject to CPC approval.

Assessment/Rationale:

We reiterate the suggested revisions we made in the First Comment Letter and further emphasize the need for more-intensive development standards in Subarea 17:2. Our request to increase FAR to 4.5:1 is supported by the fact that Highland Avenue between Sunset Boulevard and Santa Monica Boulevard is an existing commercial corridor that connects the HMD BID to the Regional Commercial Center area of Hollywood. The corridor is also close to both rail and bus transit, which is consistent with the City's VMT methodology to focus growth in higher-intensity commercial centers close to transportation and services. There is a Metro Rapid Bus stop at Highland Avenue and Santa Monica Boulevard and a Metro Rail stop at Hollywood Boulevard and Highland Avenue.⁴

Additionally, expanding Subarea 17:2 (see map below) and revising the zoning could accommodate additional housing units to serve the City's goal of facilitating additional housing units in pedestrian-oriented neighborhoods next to job hubs and transit centers. This subarea is proposed to be designated as "General Commercial," which will allow mixed-use development and additional job-creating uses. As stated in our First Comment Letter, recent projects in the area, including the Highland Apartments, a 76-unit residential development approved for a maximum FAR of 3:1, (Case No. CPC-2012-2405-VZC-ZAA-SPR) support increased densities and FAR. Our request is further supported by a recently approved project on 6753 W Selma Avenue (Case No. DIR-2018-4525-TOC), which proposes a 7-story, 51-unit mixed-use TOC development with a maximum FAR of 4.25:1.



⁴ See Exhibit D, Metro Rapid Bus 704 Route Map.

C. Subareas 17:1 and 17:3

Proposed Zoning: Subarea 17:1 [Q] C2-2D-SN; Subarea 17:3: [Q] CM-2D-SN

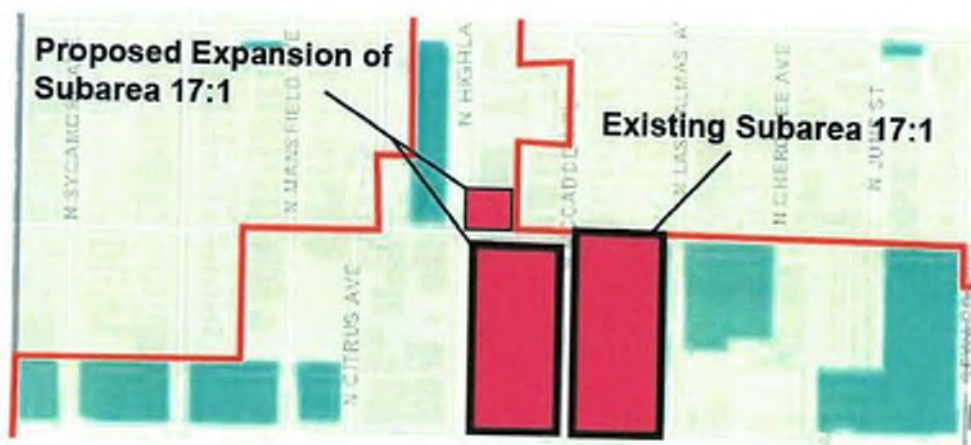
- No 100% residential developments permitted.
- Residential uses only permitted with 0.7:1 FAR dedicated to targeted media related uses and/or community serving benefits.
- FAR 3:1 (with 0.7 FAR for targeted media related industrial uses) otherwise 1.5:1.

Suggested Revisions:

- Retain proposed zoning but revise subdivision 1 of the Q condition to permit 100% residential developments, including artist-in-residence, live-work conversion, multi-family residential developments and hotels.
- Modify subdivision 1 of the D limitation to increase FAR to 4.5:1.
- Expand boundary of Subarea 17:1 to include 1125 N. McCadden Place, 1119 N. McCadden Place, 1145-1155 N. McCadden Place, 6762 Lexington Avenue, 6769 Lexington Avenue, 1136 N. Highland Avenue and 1204 N. Highland Avenue.

Assessment/Rationale:

Recent projects in the vicinity of Subareas 17:1 and 17:3 support our request to increase FAR to 4.5:1. Most notably, the Los Angeles LGBT Center located within Subarea 17:1 recently opened its new campus with services and housing for youth and seniors to include 100% affordable, 100-unit senior housing and an additional five-story, 35-unit affordable housing building within a maximum FAR of 3:1. (See Case No. CPC 2016-1083-GPA-VZC-HD-DB-SPR.) Another approved project located at 6677 West Santa Monica Boulevard immediately adjacent to Subarea 17:3 is slated to include 787 residential units and 21,000 square feet of retail space within a maximum FAR of 3.5:1. (See Case No. CPC-2006-9797-MPR-CUB.) These projects support the need for residential development at a greater density and FAR within these subareas. For similar reasons as discussed above, granting these requests and expanding the boundary of Subarea 17:1 as shown below will allow for the creation of additional housing as well as reduce VMT.



III. HMD BID Definition

As discussed in our First Comment Letter, the existing HCPU2 text defines the HMD BID throughout as an industrial-only area. There are numerous examples of projects included in this letter and within the First Comment Letter, which demonstrate the changed conditions of the area and the emergence of new media, general office, interior design, art galleries, and mixed-use developments that go beyond the scope of industrial-only uses – while maintaining and improving the HMD BID as a jobs-focused area. The HMD BID is positioned to integrate complementary residential and commercial uses with the existing industrial spaces in order to provide additional housing for the City and reduce impacts related to VMT.

In closing, the HMD BID has great untapped potential to support the housing demands of the City. The HMD BID has seen an increased interest in mixed-use development, including studios, creative office space, housing, and community-serving retail. Permitting these uses with mixed-use residential development is critical to achieving the City's housing goals and reducing VMT impacts. As such, the City should incorporate our requests for residential development and additional FAR into the updated HCPU2.

Very truly yours,

Alfred Fraijo Jr.
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

SMRH:4813-4036-5486.11

cc: David M. Bass, HMD BID, President
Council Member David Ryu, CD 4
Council Member Paul Koretz, CD 5
Council Member Mitch O'Farrell, CD 13
Deputy Mayor Barbara Romero