

## SUPPLEMENTAL TO CITY PLANNING APPLICATION

7219-7225 West Sunset, LLC  
7219-7225 West Sunset Boulevard

### Approvals Requested and Project Description

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#### I. Approvals Requested

7219-7225 West Sunset, LLC (the “Applicant”) is the owner of the property located at 7219-7225 West Sunset Boulevard (the “Site”) in the City of Los Angeles (“City”) (see **Exhibit A**), The Site is currently developed with two retail-serving structures ranging from single- to two-stories in height, and paved parking lot to the rear of the structures. The Applicant seeks approvals for the following, which shall constitute the “Project” herein:

- i. Change the height district designation of the Site from its current designation of C4-1D to C2-2.
- ii. New construction of an 11-story 52,327 square foot mixed-use building to include a 93 guest-room hotel and 2,800 square foot restaurant with outdoor seating;
- iii. Permit development of hotel use within 500-feet of residential zones; and
- iv. Permit the sale of full-line (beer, wine, liquor) alcoholic beverages for on-site consumption throughout the premises, including, but not limited to, the following locations: a) ground floor restaurant and bar, b) hotel lounge area and meeting rooms, c) rooftop bar with outdoor seating and lounge area, and d) controlled-access liquor cabinets (“mini bars”) located inside guest rooms;

Pursuant to Chapter I, Article 2, of the City of Los Angeles Municipal Code (the “Code” or “LAMC”) the Applicant hereby requests the following entitlements to permit the proposed Project:

- Vesting Zone Change (ZC) to permit the change of zoning and height district designations to C2-2, subject to LAMC § 12.32.F; and
- Vesting Tentative Tract (VTT) for the merger of lots subject to LAMC § 17.15; and
- Site Plan Review (SPR) to permit the development of a hotel consisting of more than 50 guest rooms, subject to LAMC § 16.05.E; and
- Conditional Use Permit (CUP) to permit the development of a hotel within 500-feet of an R-zone, subject to LAMC § 12.24.W.24.a; and
- Conditional Use Permit for Alcohol (CUB) to permit the sale of alcoholic beverages for on-site consumption, subject to LAMC § 12.24.W.1

## II. Project Description

The Applicant requests a Vesting ZC to change the height district of the Site, a SPR, and CUP to permit the development of an approximately 52,300 square foot 11-story mixed-use building. The building will include a 93-guestroom hotel and 2,800 square foot ground floor restaurant above a 4-level subterranean parking structure with 84 auto parking spaces. The hotel is to include a rooftop amenity deck with pool and lounge area. The Applicant also requests a CUB for the sale of alcoholic beverages for on-site consumption throughout the premises. The Site is located on a highly developed commercial corridor of Sunset Boulevard in the Hollywood neighborhood of Los Angeles at the intersection of Poinsettia Place and Sunset Boulevard (see **Exhibit A**) and is currently developed with two retail-serving structures, paved parking lot to the rear of the structures, and one existing double-face off-site advertising billboard.

### *a. Zone and Height District Change from C4-2D to C2-2*

The Applicant requests a Zone and Height District change from the current designation of C4-1D to C2-2 to permit the development of a 52,327 square foot mixed-use building with a Floor Area Ratio ("FAR") of 5.23:1. The Applicant requests a zone change to the site's current zoning designation of C4 to C2 is consistent with the General Plan as an implementing zone of the Neighborhood Office Commercial land use designation, which includes C1, C2, P, RAS3, RAS4.

Further, under Height District 1, the FAR is limited to 1.5:1. However, the D limitation on the Site (Ordinance 164711) further limits the maximum FAR to 1:1. The subject lot of the Project is approximately 10,000 square feet in size. Thus, current FAR severely limits potential floor area and uses that are otherwise impractical for the improvement or best use of the Site. The Applicant requests relief from the current Height District's FAR restricts to permit an approximately 126-foot in height hotel approximately 52,327 square feet in size, representing an FAR of approximately 5.2:1. Changing the Height District to Height District 2 would permit an FAR of up to 6:1 per LAMC § 12.21.1.A.2.

### *b. Vesting Tentative Tract Map*

As part of the Project, the Applicant requests a VTT to permit the merger of the existing lots into one proposed master lot.

### *c. Site Plan Review for Hotel*

The Project consists of the new construction of a 93-guest room hotel, including ground floor restaurant and rooftop pool amenity deck. Pursuant to LAMC § 16.05.E, a SPR is required for the development of a hotel use with greater than 50 guest rooms.

*d. Conditional Use Permit for Hotel*

Pursuant to LAMC § 12.24.W.1, a conditional use permit is required for the development of a hotel within 500-feet of residential zoned lots. The Project consists primarily of the new construction of a 93-guest room hotel, including restaurant and rooftop pool and lounge on a Site with a land use designation of Neighborhood Office Commercial and within 500-feet of R3 zones.

*e. Parking Required*

Pursuant to LAMC § 12.21.A.4, parking shall be provided for hotels at a ratio of one space for the first 30 rooms, followed by one-half additional space for each guest rooms for the second 30 rooms, followed by one-third parking space for each guest rooms for the remaining rooms after the first 60 rooms. In addition, parking shall be provided for commercial uses, including restaurants, at a ratio of 1 space per 100 square feet of floor area.

The Project includes the new construction of a 93 guest room hotel with attached 2,800 square foot restaurant and other hotel-related amenities. Based on LAMC parking requirements, the Project is required to provide 56 parking spaces for the hotel, plus 28 parking spaces for the restaurant. Thus, a total of 84 parking spaces are required for the Project. The Project proposes a 4-level subterranean parking structure providing 84 total parking spaces with entrance to the structure via the guest-drop off to the rear of the building, with access to the drop-off via Poinsettia Place. All provided parking is to be valet parking.

*i. Bicycle Parking Required*

Pursuant to LAMC § 12.21.A.16., new buildings are to provide bicycle parking at a ratio of 1 long-term and 1 short-term bicycle parking space per 2,000 square feet of commercial floor area. Additionally, new buildings are to provide 1 long-term bicycle parking space at a ratio of 1 space per guest room, and provide 1 short-term bicycle parking space at a ratio of 1 space per ten guest rooms. Thus, with 93 guest rooms and a 2,800 square foot restaurant, the Project is to provide a total of 94 long-term bicycle parking space and 10 short-term bicycle parking spaces.

## Project Findings

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### III. Vesting Zone Change (ZC) and Height District Change

The Project proposes an approximately 52,300 square foot mixed-use structure to include 93 guest-room hotel and ground floor restaurant. The Site includes 10,000 square foot lot with a current zoning and height district designation of C4-1D. Height District 1 limits the FAR of up to 1.5, or a maximum floor area of 15,000 square feet. Ordinance 164711 established a “D” limitation, which further limited the FAR of the site to 1:1, or a maximum floor are of 10,000 square feet. The Project requests a zone and height district change from C4-1D to C2-2 to permit a maximum FAR of 5.23:1.

LAMC § 12.32.C states that the Planning Commission may recommend for approval or disapproval a zone change to the City Council. The Planning Commission shall make a recommendation based on the finding that the application’s request conforms with public necessity, convenience, general welfare, and good zoning practice. The City Council may then, upon the consideration of an application for said change, make a final determination based on the recommendation and finding, which is prepared here in:

#### *a. Public Necessity*

The vesting zone change and height district change from C4-1D to C2-2 is justified in terms of public necessity. The Project provides a necessary amenity to the public with its guest rooms, amenities, and community serving restaurant. The Project further provides a valuable asset to the business community by allocating and distributing commercial uses to a neglected stretch of Sunset Boulevard. By linking an additional customer base to the local businesses on Sunset Boulevard, the Project helps to facilitate economic activity in the neighborhood

#### *b. Convenience*

The Project is consistent with the intent and purpose of the City’s General Plan and the Hollywood Community Plan. Objective 4 of the Community Plan seeks “to promote economic well-being and public convenience” through a number of means, including “allocating and distributing commercial lands for retail, service, and office facilitates in quantities and patterns based on accepted planning principles and standards.” The zoning designation in the surrounding area are increasingly commercial in nature and allow mixed-use developments, with many already existing in within the Hollywood community.

Further, the Site is located a short walking distance to many Hollywood area attractions, including the Chinese Theater and Hollywood/Highland shopping center. Additionally, the Site is within a couple blocks of several Metro bus routes, including the Local 2/302 on Sunset Boulevard, Local 212/312 on La Brea Avenue, as well as Rapid 704 on Santa Monica Boulevard, and Rapid 780 on Hollywood Boulevard. The proximity and access to these amenities will encourage a pedestrian friendly environment and use of public transportation and

ride-share and discourage single-occupancy use. To the extent guests arrive via single-occupancy vehicles, the Project will provide 84 parking spaces in its subterranean garage and valet service to guests and visitors. Therefore, the requested zone and height district change would help create a project that is consistent with convenience.

*c. General Welfare*

The Project is located on an existing commercial corridor of Sunset Boulevard within the Hollywood Community Plan, but outside the Hollywood Community Redevelopment Area. The primary policy of the Hollywood Community Plan is to “encourage the preservation of lower density residential areas, and the conservation of open space lands.” The Project is located on an existing Neighborhood Commercial land use designation with a zoning designation of C4. Surrounding zoning designations include both C4 and C2 zones, with R zones located to the rear of the sunset fronting commercial lots. The zoning designation in the surrounding area are increasingly commercial in nature and allow mixed-use developments, with many already existing in close proximity to the Project Site. The Project respects the existing residential uses and does not propose a change in density to those residential zoned areas. The change in height district and removal of the D limitation would permit the construction of a mixed-use infill development that would service the surrounding community with amenities and ground floor restaurant, while encouraging a strong pedestrian environment and facilitate economic activity in the neighborhood. Therefore, the requested zone and height district change would help create a project that is consistent with the general welfare.

*d. Good Zoning Practice*

The Project is consistent with the intent and purpose of the City’s General Plan and the Hollywood Community Plan. The primary policy of the Community Plan is to “encourage the preservation of lower density residential areas, and the conservation of open space lands.” The Project is located on an existing Neighborhood Commercial land use designation. The land use designation will remain unchanged and no change in density is proposed to existing residentially zoned areas. Further, it is accepted and encouraged urban planning and design practice to actively promote the development of higher-density infill developments because of their efficient utilization of land resources, more compact urban areas, and more efficient delivery of quality public services by utilizing existing infrastructure. Therefore, the requested zone and height district change would help create a project that is consistent with good zoning practice.

Therefore, for all the reasons above, the City can find that the proposed Vesting Zone Change and Height District Change is consistent with public necessity, convenience, general welfare, and good zoning practice.

*e. General Plan*

The Framework Element of the City of Los Angeles General Plan is a guide for the City of Los Angeles to implement growth and development policies by providing a comprehensive, long-

range view of the City as a whole. It allows for amendments to the community plans to refine land use boundaries and categories to reflect local conditions, parcel characteristics, existing land uses, and public input. It also contains a number of policies to encourage land uses which support the existing and future needs of the City as a whole.

The General Plan text includes the following relevant land use goals, objectives, policies and programs for the Distribution of Land Use:

**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.*

The Project will provide a quality restaurant and hotel accommodations that support Hollywood's status as an entertainment and destination through providing guest rooms visitors. In addition to guest rooms, the hotel provides a view shed amenity with a roof deck area where patrons can enjoy the views of Hollywood and greater Los Angeles.

**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.*

The Project is located a little over one mile from the Hollywood Freeway (I-101) and approximately half a mile of the Hollywood/Highland Metro Rail Station. The proximity of these transportation opportunities will provide convenient vehicular and transit access to and from the Project. Located within walking distance of cafes and restaurants, guests can easily and conveniently access nearby dining establishments without driving or hiring a car service. The Applicant will provide parking for up to 84 vehicles in the subterranean parking lot, as well as over 100 bicycle parking spaces, to mitigate the potential impacts of hotel users' vehicular traffic on adjacent properties.

**Policy 3.2.4:** *Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhance the character of commercial and industrial districts.*

The Project is consistent with the existing land use pattern along Sunset Boulevard. The adjacent properties are commercial in nature with many new projects under construction in the

nearby neighborhoods. The Project furthers the goal of Hollywood as an center for the entertainment business and enhances the character of the existing commercial corridor along Sunset Boulevard.

**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.*

The Project adds 93 guest rooms and high-quality restaurant to the existing commercial Sunset Boulevard commercial corridor and Hollywood neighborhood for tourists and business travelers alike. The Project proposes to develop an existing, but underutilized commercial property buffered from nearby residential properties by adjacent commercial uses. The Project does not propose to alter the densities of existing residential land uses and will preserve existing neighborhood by directing activity to the existing Sunset Boulevard commercial corridor.

**Policy 3.4.1** *Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use 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.*

The Project as proposed supports the objectives of the General Plan Framework Element's Land Use chapter to support the viability of the City's commercial districts. Specifically, the Project supports sustainable growth with a infill, mixed-use building on an existing commercial land use on an existing commercial corridor. Additionally, the Project furthers the primary policy goal of the Community Plan, to "encourage the preservation of lower density residential areas, and the conservation of open space lands", by replacing an underutilized commercial property with a more suitable use that is compatible with surrounding uses.

#### **IV. Site Plan Review (SPR)**

LAMC § 16.05.E states that the Director or his designee shall have the authority to approve, conditionally approve, or deny site plan approval for development projects specified in Section 16.05.C. The Director may condition and/or modify the project, or select an alternative project, as he or she deems necessary to implement the general or specific plan to mitigate significant adverse effects of the development project on the environmental and surrounding area. In granting an approval, the Director shall make the following findings, which are prepared herein:

- i. The project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and any application specific plan.**

The Project is consistent with the intent and purpose of the City's General Plan and the Hollywood Community Plan. The primary policy of the Community Plan is to "encourage the preservation of lower density residential areas, and the conservation of open space lands." The Project is located on an existing Neighborhood Commercial land use designation with a zoning designation of C4. No change in density is proposed to existing nearby residentially zoned areas.

Further, Objective 4 of the Community Plan seeks "to promote economic well-being and public convenience" through a number of means, including "allocating and distributing commercial lands for retail, service, and office facilitates in quantities and patterns based on accepted planning principles and standards." The zoning designation in the surrounding area are increasingly commercial in nature and allow mixed-use developments, with many already existing in close proximity to the Project Site. Additionally, it is accepted and encouraged urban planning and design practice to actively promote the development of higher-density infill developments because of their efficient utilization of land resources, more compact urban areas, and more efficient delivery of quality public services by utilizing existing infrastructure. The Project's unique use of photovoltaic materials on the façade of the building position the project on the cutting edge of renewable energy developments.

The Project will aid Community Plan opportunities by stimulating economic growth by facilitating the economic interactions of visitors and local businesses in the area, helping the Hollywood maintain a strong reputation as a destination where creative professionals from around the world may visit and create.

- ii. The project consists of an arrangement of buildings and structures (including height, bulk and setback), off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements, that is or will be compatible with existing and future development on adjacent properties and neighboring properties.**



The Project has been designed for optimal building orientation, lot coverage, massing, parking, and other required improvements for a hotel project. The building is designed to front Sunset Boulevard with primary vehicular access and guest drop-off to the rear of the structure via Poinsettia Place. A pedestrian oriented and highly transparent ground level façade consisting of floor to ceiling glass offering high exposure of the ground floor to the street on Sunset Boulevard.

All parking, trash, loading, and other back-of-house uses would be located within the interior of the building or subterranean parking structure, out of sight from residents of the community, or from neighboring properties. All rooftop equipment and infrastructure would be screened to ensure development compatible with existing properties. Off-street parking would be provided in four subterranean parking levels with access along Poinsettia Place. Project lighting would be directed on-site and designed to minimize light and glare impacts on adjacent properties.

The Project at the ground floor has been carefully designed to maximize the pedestrian experience, with a glass façade along Sunset Boulevard. Unique architectural facades and building materials are utilized to ensure an inviting pedestrian experience along the entirety of the Project street frontage. The Project is designed to closely integrate with the scale and character of the existing commercial uses nearby.

The Project would provide benefits to the local and regional economy while avoiding traffic, parking, and noise impacts on surrounding properties. The Project would avoid adverse parking and traffic impacts by providing subterranean parking accessible on Poinsettia Place.

**iii. Any residential project provides recreational and service amenities to improve habitability for its residents and minimizes impacts on neighboring properties.**

The project is a mixed-use building consisting of a 93 guest room hotel and approximately 2,800 square foot ground floor restaurant. It is not considered a residential project under the LAMC. Nevertheless, the Project includes approximately 1,160 square feet of landscaped area on the ground floor and foot rooftop amenity deck. The amenity deck will also include a pool, bar, and lounge area.

## V. Conditional Use Permit – Hotel (CUP)

The Applicant requests approval of a CUP for the construction of a 93-guest room hotel located within 500 feet of an R-zone on a site designated as Neighborhood Office Commercial. Pursuant to LAMC 12.24.W.24, the Zoning Administrator may grant a CUP after making the following findings:

- i. **The Proposed 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 Project would provide benefits to the local and regional economy while avoiding traffic, parking, and noise impacts on surrounding properties. The Hollywood neighborhood continues to be an eclectic neighborhood of existing and new visitor uses, retail shops, restaurants, and nightlife destinations. The Project adds 93 guest rooms and high-quality restaurant to the existing commercial Sunset Boulevard commercial corridor and Hollywood neighborhood for tourists and business travelers alike. Further, the Project will stimulate economic growth by facilitating the economic interactions of visitors and local businesses in the area, helping Hollywood maintain a strong reputation as a destination where creative professionals from around the world may visit and create.

Thus, the City can find 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.

- ii. **The Proposed 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 land uses immediately adjacent the Site are commercial and primarily retail in nature. Residential land uses are buffered from the Project as they are located beyond the adjacent commercial uses to the rear of the Project. A medium-density residential structure is located north of the project fronting both Poinsettia Place and to the rear of the Project-adjacent commercial property, as well as a motel use located directly across Sunset Boulevard from the Project.

The Project at the ground floor has been carefully designed to maximize the pedestrian experience, with a glass façade along Sunset Boulevard. Unique architectural facades and building materials are utilized to ensure an inviting pedestrian experience along the entirety of the Project street frontage. The Project is designed to closely integrate with the scale and character of the existing commercial uses nearby.

The Project would provide benefits to the local and regional economy while avoiding traffic, parking, and noise impacts on surrounding properties. All parking, trash, loading, and other back-of-house uses would be located within the interior of the building or subterranean parking structure, out of sight from residents of the community, or from neighboring properties. All rooftop equipment and infrastructure would be screened to ensure development compatible with

existing properties. Off-street parking would be provided in four subterranean parking levels with access along Poinsettia Place. Project lighting would be directed on-site and designed to minimize light and glare impacts on adjacent properties.

Therefore, the City can find 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.

**iii. The Proposed Project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.**

The Project substantially conforms with the purpose, intent and provision of the City's General Plan and the Hollywood Community Plan. The primary policy of the Community Plan is to "encourage the preservation of lower density residential areas, and the conservation of open space lands." The Project is located on an existing Neighborhood Commercial land use designation with a zoning designation of C4. No change in density is proposed to existing residentially zoned areas.

Further, Objective 4 of the Community Plan seeks "to promote economic well-being and public convenience" through a number of means, including "allocating and distributing commercial lands for retail, service, and office facilitates in quantities and patterns based on accepted planning principles and standards." The zoning designation in the surrounding area are increasingly commercial in nature and allow mixed-use developments, with many already existing in close proximity to the Project Site. Additionally, it is accepted and encouraged urban planning and design practice to actively promote the development of higher-density infill developments because of their efficient utilization of land resources, more compact urban areas, and more efficient delivery of quality public services by utilizing existing infrastructure. The Project's unique use of photovoltaic materials on the façade of the building position the project on the cutting edge of renewable energy developments.

The Project will aid Community Plan opportunities by stimulating economic growth by facilitating the economic interactions of visitors and local businesses in the area, helping Hollywood maintain a strong reputation as a destination where creative professionals from around the world may visit and create. Thus, the City can find that the Project substantially conforms with the purpose, intent and provisions of the General Plan and the Community Plan.

## **VI. Conditional Use Permit – Alcohol (CUB)**

The Applicant requests approval of a CUB for the service of alcoholic beverages for on-site consumption throughout the premises, including the 2,800 square foot ground floor restaurant and 93 guest room hotel, including in-room “mini bars”. Pursuant to LAMC 12.24.W.1, the Zoning Administrator may grant a CUB after making the following findings:

- iv. The Proposed 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.**

As is common with hotels across Los Angeles, and across the hospitality industry, the intent of the proposed beverage service at the Project is to provide an incidental amenity for hotel guests. The Hollywood neighborhood continues to be an eclectic neighborhood of existing and new visitor uses, retail shops, restaurants, and nightlife destinations. Therefore, a modest beverage program would not only be consistent with industry standards, but with neighborhood conditions. By providing a modest beverage program for hotel guests, the Project will help ensure guests do not have to drive to off-site. The beverage program itself will offer hospitality service in each hotel room (such as room service and mini bars) and common areas of the hotel, including the ground floor lobby and rooftop amenity deck.

Thus, the City can find 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.

- v. The Proposed 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 land uses immediately adjacent the Site are commercial and primarily retail in nature. Residential land uses are buffered from the Project as they are located beyond the adjacent commercial uses to the rear of the Project. A medium-density residential structure is located north of the project fronting both Poinsettia Place and to the rear of the Project-adjacent commercial property, as well as a motel use located directly across Sunset Boulevard from the Project.

The Project is of similar height, size, and operations as nearby and recent hotel developments in the surrounding neighborhood, and thus, the building form such as bulk, height, and architecture will be compatible with surrounding properties. Further, beverage service will occur within the hotel and limited to rooftop amenity deck. State law regulates the hours in which beverage service may operate, and standard conditions will be imposed on the Applicant by the Los Angeles Police Department, which include restrictions on time of operation, location, and manner of beverage service.

Therefore, the City can find 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.

**vi. The Proposed Project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.**

The Project substantially conforms with the purpose, intent and provision of the City's General Plan and the Hollywood Community Plan. The primary policy of the Community Plan is to "encourage the preservation of lower density residential areas, and the conservation of open space lands." The Project is located on an existing Neighborhood Commercial land use designation with a zoning designation of C4. No change in density is proposed to existing residentially zoned areas.

Further, Objective 4 of the Community Plan seeks "to promote economic well-being and public convenience" through a number of means, including "allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards." The zoning designation in the surrounding area are increasingly commercial in nature and allow mixed-use developments, with many already existing in close proximity to the Project Site. Additionally, it is accepted and encouraged urban planning and design practice to actively promote the development of higher-density infill developments because of their efficient utilization of land resources, more compact urban areas, and more efficient delivery of quality public services by utilizing existing infrastructure. The Project's unique use of photovoltaic materials on the façade of the building position the project on the cutting edge of renewable energy developments.

The Project will aid Community Plan opportunities by stimulating economic growth by facilitating the economic interactions of visitors and local businesses in the area, helping the Hollywood maintain a strong reputation as a destination where creative professionals from around the world may visit and create. Thus, the City can find that the Project substantially conforms with the purpose, intent and provisions of the General Plan and the Community Plan.

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

The land uses immediately adjacent the Site are commercial and primarily retail in nature. Residential land uses are buffered from the Project as they are located beyond the adjacent commercial uses to the rear of the Project. A medium-density residential structure is located north of the project fronting both Poinsettia Place and to the rear of the Project-adjacent commercial property, as well as a motel use located directly across Sunset Boulevard from the Project. The Project will provide additional guest rooms and amenities to support and complement existing and future land uses in the area, as well as provide additional employment opportunities to residents. Thus, the Project will aid Community Plan opportunities by stimulating economic growth by facilitating the economic activity with visitors and local businesses in the area, helping Hollywood maintain a strong reputation as a destination where creative professionals from around the world may visit and create.

Therefore, the City can find that the proposed use will not adversely affect the welfare of the pertinent community.

**viii. The approval of the application will not result in or contribute to an undue concentration of such establishments.**

The Project is located in developed commercial corridor with a number of popular cafés and restaurants. The incidental dispensing of alcoholic beverages for on-site consumption within the hotel is considered a standard amenity in most hotels and throughout the hospitality industry and should not result in adverse effects in the community or an undue concentration of such establishments.

Therefore, the City can find that the approval of the application will not result in or contribute to an undue concentration of such establishments.

**ix. The use will not detrimentally affect nearby residential zones or uses.**

The land uses immediately adjacent the Site are commercial and primarily retail in nature. Residential land uses are buffered from the Project as they are located beyond the adjacent commercial uses to the rear of the Project. A medium-density residential structure is located north of the project fronting both Poinsettia Place and to the rear of the Project-adjacent commercial property, as well as a motel use located directly across Sunset Boulevard from the Project. The beverage service will occur within the hotel and limited to rooftop amenity deck. State law regulates the hours in which beverage service may operate, and standard conditions will be imposed on the Applicant by the Los Angeles Police Department, which include restrictions on time of operation, location, and manner of beverage service. Thus, the City can find that the use will not detrimentally affect nearby residential zones or uses.

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