

# UNITEHERE! Local 11

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February 19<sup>th</sup>, 2019

City of Los Angeles, Department of City Planning  
ATTN: Linda Lou  
200 N. Spring St  
Los Angeles, CA 90012

Dear Ms. Lou,

Hollywood's current development boom is a microcosm of the unsustainable environmental and economic trends in Los Angeles and across our country that mean riches for the few and crisis for the many.

Since 2000, a luxury commercial development boom has doubled the number of hotel rooms in Hollywood with the number of hotel rooms set to double again if all projects in the pipeline are built. Commercial office space is set to double by 2020. However, at the same time Hollywood's working is being pushed out of Hollywood. Driven out by increased rents, Hollywood population dropped by 12,500 between 2000-2010.<sup>1</sup> In the face of the development boom, the Latino population dropped by 17% between 2000-2010, believed to be the largest mass departure from an LA neighborhood in decades.<sup>2</sup>

The displacement of the working class has meant less use of transit. While the public spent billions on needed transit infrastructure, the percentage of households without cars decreased by 32% in the Hollywood Community Plan Area compared to 22% citywide as transit-dependent residents were displaced from Hollywood.<sup>3</sup> Furthermore, the Southern California Association of Governments (SCAG) projects that jobs in the plan area are projected to grow by 18% by 2040, without any guarantee residents obtain them, while housing units grow half as fast, creating a jobs housing imbalance that will increase traffic and associated carbon emissions. Additionally, the Opportunity Zone provision in the new federal tax law will further open the floodgate of investment by allowing developers to defer capital gains taxes, hastening gentrification.<sup>4</sup>

Unfortunately, the proposed community plan makes these problems worse. The new community plan privileges the construction of hotels and other commercial uses over housing, does nothing to halt the loss of currently existing rent-stabilized housing, and undermines current incentive

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<sup>1</sup> Community Plan Area Demographic Profile 2010-2014.

<[https://planning.lacity.org/complan/CPA\\_DemographicProfile/2014\\_HOLLYWOOD.pdf](https://planning.lacity.org/complan/CPA_DemographicProfile/2014_HOLLYWOOD.pdf)> See also <<http://www.fixthecity.org/docs/HCPU/Decision.pdf>> for 1990 & 2000 census data within the plan area.

<sup>2</sup> <https://www.laweekly.com/news/hollywoods-urban-cleansing-2612554>

<sup>3</sup> Hollywood: A Comeback Story and the Lessons Learned. <

<http://jcurrydesign.com/movela/wp-content/uploads/2012/07/MoveLAHollywoodStory.pdf>>

<sup>4</sup> See Map in Attachment E

programs to build affordable housing, while needlessly increasing the capacity for further commercial development in Hollywood. By doing so, it would also violate Measure JJJ which forbids city changes to community plans that “[r]educe the capacity for creation and preservation of affordable housing and access to local jobs” or undermine the state density bonus law or other affordable housing incentive programs. (L.A.M.C. § 11.5.8)

It doesn’t need to be this way. We support a sustainable, economically vibrant Hollywood that provides affordable housing, green space, encourages biking and transit use and provides good jobs to residents. Hollywood’s environmental assets are nearly unparalleled. The Red Line runs through and connects much of Hollywood’s core and several Metro Rapid Buses line run on its streets. It contains one of the country’s largest habitats- Griffith Park. Hollywood can be example of truly sustainable development not just for Los Angeles, but as a gateway to millions of tourists for the country at large. Imagine a Hollywood where the natural forest integrates with the urban forest- where hawks and owls from Griffith Parks nest in trees in the Hollywood core. Imagine a Hollywood where the wave of commercial development is harnessed to create a network of pocket parks and bike paths. Imagine a Hollywood where current residents are protected from displacement and the rising generation can find an affordable place to live.

We thus present below a plan we call the 4H Plan - “Hawks, Housekeepers, Habitat and Housing.” Below are our recommendations for changes organized by plan section. We also summarize our recommendations at the end of the document.

### **Land Use and Urban Form**

The Draft Plan sets out a variety of goals to promote affordable housing and prevent displacement.

Goal LU4 states that the Community Plan supports “Multi-family residential neighborhoods that provide a range of housing opportunities at a variety of price points through a mix of ownership and rental units.” A variety of policies claim support for affordable housing and preservation of rent-stabilized units including

LU 4.: Provide a variety of rental and ownership housing opportunities for households of all income levels, sizes and needs, including middle income and workforce populations.

LU 4.3: Encourage affordable housing near transit.

LU 4.6: Encourage the replacement of demolished or converted affordable housing stock with new affordable housing opportunities, through programs that support development while meeting the relocation needs of residents.

LU 4.7: Encourage the preservation of maintenance of rental units that are protected by the Rent Stabilization Ordinance and discourage the loss of covenanted affordable units.

While these are good goals and policies, the proposed plan cannot meet these objectives. The current plan undermines affordable housing incentives and will encourage displacement by privileging hotels and increasing commercial upzoning.

## *The Plan Privileges Hotels*

The proposed plan update privileges hotels over other uses. In several subareas of the proposed plan, residential floor area ratio (FAR) is maintained at its current level of 0.5 or 1.5, while for hotel projects it will be increased to 3:1.<sup>5</sup> Hotels are treated more favorably than other projects. For example, in area 14:4, mixed use projects must have at least half of the FAR dedicated to housing uses. However, if it is a hotel that is proposed, no housing need be included. This is a striking departure from the 2012 Hollywood Community Plan update as passed by the City Planning Commission, in which upzones of property treated hotel uses the same as other commercial uses and limited commercial FAR of the new projects to their pre-upzoning level, while reserving the rest for new housing uses.<sup>6</sup> In some subareas<sup>7</sup>, commercial and hotel uses are even more heavily favored. Residential projects are only allowed if they devote 0.5 to 1 of the floor area of the project to non-hotel commercial uses while there is no similar requirement that a minimum percentage of the projects be residential. Entirely hotel projects are not subject to this requirement and can build up to the maximum FAR allowed on those lots.

Furthermore, under current policy, developers can increase allowable FAR by using the density bonus or transit oriented communities law which allows for density increases in exchange for providing affordable housing. For example, a project at 7120 W Sunset Blvd utilized the density bonus law to increase the allowable floor area from 1:5 to 3:1 to build a 60-unit housing complex with 7 affordable units.<sup>8</sup> Under the proposed plan, in specified subareas, including one only two blocks from that housing project, hotel uses would be allowed to go to 3:1 FAR without any additional community benefits. Developers would thus be incentivized to use these properties

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<sup>5</sup> Subareas 2:1A, 2:1B, 4:6, (from FAR of 2 to 3, part of subarea is at 3.22), 4:6B, 5 (part of area is downzone from 6), 5:3, 14:4, 15, 19, 19:1, 19:4, 26 (to 2.5 FAR), 38, 39, 40:5, 41:1 (from 3 in part of the subarea to 3 FAR for hotels and 1.5 for residential-only, from 0.5 in part to 3 for hotels)-, 41:6 (to 2.5), 42, 42:2 (increase to 2.5), 42:3 (increase to 2.5), 44 (increase 2.5), 93 (from parking designation). In other subareas there is a downzoning that favors hotels, 4:6A (downzone from 4 to 2 for residential or commercial only and to 3 for hotels), 5:3B (from 6 to 3 for hotels or 2 for residential).

See <

[https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed\\_land\\_use\\_and\\_zoning\\_web\\_november\\_2018.pdf](https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed_land_use_and_zoning_web_november_2018.pdf) >

<sup>6</sup> See Appendix A. The version of the 2012 Hollywood Community Plan passed by the City Planning Commission does not include the language allowing hotels favorable treatment. However, it appears that when the 2012 Hollywood Community Plan passed City Council it included provisions favoring hotels. Such provisions were not included CPC version nor is there any record of Councilmembers asking for amendments.

See Appendix B for language that fixes this issue.

<sup>7</sup> Subareas 4:3-4:5L. <

[https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed\\_q\\_and\\_d\\_web\\_november\\_2018.pdf](https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed_q_and_d_web_november_2018.pdf) >

<sup>8</sup> CPC-2014-4718, ZA-2013-1302 (ZV) (ZAA)

<<http://planning.lacity.org/StaffRpt/InitialRpts/CPC-2014-4718.pdf>>

for solely hotel rather than provide any residential uses. This would not only crowd out needed affordable housing, but also generate more traffic congestion, as hotels generate more trips than residential uses.<sup>9</sup> Additionally, as guest rooms are generally smaller than apartments, more can be built on a single site, worsening the traffic impact.

The plan should not favor hotels and commercial development. Los Angeles has a housing crisis, not a commercial development crisis. Hollywood's boom in luxury commercial development, indicates there is no need for a special upzone to further incentivize luxury commercial development. Rather, upzoning should be focused on residential development with conditions placed on it to ensure incentives to build affordable housing are not undermined.

### *Commercial Upzones will Increase Displacement Pressure, Decrease Incentive for Affordable Housing*

As of 2016, Hollywood had a relatively balanced jobs-housing ratio- with about 101,000 jobs and 103,000 housing units. However, SCAG projects employment will grow two times faster than housing units, and Hollywood will have substantially more jobs than housing units by 2040.<sup>10</sup> Despite this, the proposed plan favors commercial uses in parts of the plan area and substantially increases base density elsewhere for both residential and commercial uses without any new housing requirements. Several subareas of the plan include substantial increases to the allowable floor-ratio ratio (FAR) for all projects.<sup>11</sup> In plan areas 4:3A, 4:5A, 4:5, 4:4A, and 4:4, 4:5C the allowable FAR would increase from 2 or 3 to 4.5. This will substantially decrease the incentive to build housing, and particularly affordable housing. Under the Transit Oriented Communities (TOC) Guidelines, a developer wishing to build a larger apartment or condo project is required to build affordable units to access this additional FAR. As an example, in plan area 4:5A, where base FAR is 3, a developer that seeks to build a residential project with 4.25 FAR today is required to have at least 11% of its units affordable to extremely low income people, 15% for very low Income people, or 25% for low income people. Projects in Hollywood are already taking advantage of these incentives. For example, a housing project at 6753 Selma Ave is taking advantage of TOC incentives to increase allowable FAR from 3 to 4.25 for a 51

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<sup>9</sup> See ITE, 8<sup>th</sup> edition, traffic generation figures cited at < [https://scv-habitatagency.org/404.aspx?aspxerrorpath=/DocumentCenter/.../ITE-Trip-Generation\\_8th-Edition](https://scv-habitatagency.org/404.aspx?aspxerrorpath=/DocumentCenter/.../ITE-Trip-Generation_8th-Edition)>

<sup>10</sup> SCAG made its projections prior to the passage of the Transit-Oriented Communities policy, which provides density incentives to build affordable housing. However, as noted the plan decreases incentives to build housing. SCAG projects that there will be 113,000 housing units and 119,000 jobs in Hollywood by 2040 under the current Hollywood Community Plan. See Draft EIR, Population, Housing and Employment, page 13. < [https://planning.lacity.org/eir/Hollywood\\_CPU/Deir/files/4.13%20Population%20Housing%20Employment.pdf](https://planning.lacity.org/eir/Hollywood_CPU/Deir/files/4.13%20Population%20Housing%20Employment.pdf)>

<sup>11</sup> 4:3 from (3 to 4.5 in part of area), 4:3A (3 to 4.5), 4:4 (2 to 4.5), 4:4A (2 to 4.5), 4.5 (3 to 4.5), 4:5A (3 to 4.5), 4:5B (1.5 and 3 to 4.5 in part, downzone from 6 in others), 4:5C (2 to 4.5), 4:5D (2.4 and 2 to 4.5), 4:5J (3 to 4.5), 4:5L (2 to 4.5), 6:1 (1.5 to 4.5 and change of designation to regional center commercial), 6:2 (1.5 to 4.5 and change to regional center commercial), 6.4 (to 4.5 and change to regional center commercial).

unit housing project that includes 8 very low income units.<sup>12</sup> Under the proposed community plan, the developer could access this FAR increase and build a housing development without any affordable housing or build a large commercial development infeasible under current FAR restrictions. Under the current FAR restrictions many hotel and commercial projects must seek a discretionary FAR increase, allowing for public input. Housing, on the other hand, requires fewer discretionary permissions. Increasing the allowable FAR for commercial projects will decrease the advantage housing has over hotel and other commercial projects in the planning process. Additionally, the proposed plan would extend the Regional Commercial designation to new parcels along Sunset, making more commercial/hotel projects by-right.

This FAR increase will also worsen Hollywood's wave of Ellis Act evictions. In the last five years, almost 7,000 rent stabilized units have been removed from the Los Angeles rental market under the Ellis Act. 700 of these evictions occurred in Council Districts 4 and 13, of which the Hollywood Community Plan Area is a substantial part. Under current policy, hotels are by-right in Regional Center and Regional Commercial designated areas and in certain Q[R]5 zoned areas.<sup>13</sup> Luxury commercial development is directly contributing to this wave of evictions. Several hotel projects in Hollywood including 1850 N. Cherokee Ave, and the rejected Villa Carlotta hotel proposal, included demolishing or transforming rent-stabilized housing into hotels with no replacement. Three other projects in Hollywood, at 5212 Melrose Ave (across the street from the plan area), 1719 Whitley Drive and 6220 Yucca St have also proposed replacing housing with new hotels. Current policy does not provide strong enough protections.

While the proposed Hollywood Community Plan includes as a plan goal the preservation of rent-stabilized housing, there are no provisions to strengthen the public's ability to object to the conversions of housing to hotel or other commercial uses, or to require replacement housing. The proposed plan, by making more hotel projects by-right through increased allowed floor area ratio (FAR) and the extension of the Regional Commercial zoning designation to more areas, would worsen the problem because by-right projects mean limited to no opportunity for public comment. For example, under the proposed plan lots that include rent-stabilized properties at 1517 Casil Ave, 6560 Selma Ave and 1611 N Schrader Blvd, among others, would receive a FAR increase to 3:1. As no CUP is required for hotels or commercial development in Regional Commercial zones, projects that would replace these buildings would likely require no discretionary permission or just site plan review, an entitlement whose required findings do not consider the project's effects on the rent-stabilized housing stock. Similarly-sized hotel projects are already occurring in the area. For example, across the street from 1611 N Schrader Blvd is a proposed hotel project that is requesting a FAR increase from 2:1 to 3.17:1. This upzone policy will threaten existing rent stabilized housing by making viable conversions of housing to hotels by right.

As discussed below, a new conditional use permit for hotel uses would help stop the replacement of housing by hotels. We also support instituting the proposed policy sponsored by

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<sup>12</sup> DIR-2018-4525-TOC, <http://planning.lacity.org/pdiscaseinfo/CaseId/MjIzMDEy0>

<sup>13</sup> Subject to Ordinance 16567 which makes hotels by-right in certain R zoned areas.

Councilmember Koretz<sup>14</sup> banning condo conversions of rent stabilized properties unless the residential vacancy rate is accurately calculated at above 5%. The plan should also apply this to any prospective conversion of rent stabilized properties to small lot subdivisions. Alternatively, the plan could include a cap on the number of rent-stabilized demolitions in the plan area as proposed by another Koretz motion.<sup>15</sup> Furthermore, the plan, like the Central City West Specific Plan, should require that on sites that contained RSO or affordable units, no certificate of occupancy be issued to new commercial uses like offices or hotels until these units are replaced with affordable units. The plan can also refine the use of the TOC program to discourage the replacement of rent-stabilized units by requiring that within the plan area developers TOC and density bonus incentives should be applied so that if any rent-stabilized or affordable units previously existed on the site, the replacement of such units does not count toward the number of affordable units required to access the incentives. Thus, a building that under TOC would have to provide 5 low income units, for example, would be required to provide 10 if there were 5 existing rent-stabilized units on the site, ensuring that TOC programs do not incentivize the destruction of the rent-stabilized housing stock.

### *A Holistic Approach to Hospitality Development*

Other California cities, including San Francisco and Oakland more holistically evaluate hotel development by allowing the City to consider impacts on social services, the availability of affordable housing, and measures taken to hire local people when considering hotel projects. Hotels can provide great community benefits, or crowd out needed housing while providing poverty wage jobs that burden local social services. In the context of this community plan, it is important to make sure hotels do not crowd out or displace affordable or affordable or rent-stabilized housing, and provide real benefits to the community. In lieu of current policy by which hotels are by-right in Regional Center and the current CUP provides limited abilities for decisionmakers to consider the impacts on housing, a special conditional use permit, appealable to City Council, should be required for all hotel projects in the plan area, whether or not they are within 500 feet of a residential zone. In addition to the standard conditional use permit findings, we urge the City be required to consider the following for Hollywood hotel projects:

- (a) The impact of the project and future employees of the hotel or motel on the demand in the plan area for housing, public transit, child-care, and other social services.
- (b) The measures that will be taken by the project sponsor to employ residents of Hollywood in order to minimize increased demand for transportation.
- (c) The measures that will be taken by the project sponsor, including a transportation demand management plan, to encourage hotel workers and visitors alike to use public transportation, cycling and other non-auto means of transportation.
- (d) The effect of the project on local small businesses, including if applicable any potential displacement of local small businesses, and any measures by the project sponsor to increase demand for local goods and services

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<sup>14</sup> Council File 17-08480, <https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=17-0480>.

See Appendix D.

<sup>15</sup> Council File 15-0728, [http://clkrep.lacity.org/onlinedocs/2015/15-0728\\_mot\\_06-10-2015.pdf](http://clkrep.lacity.org/onlinedocs/2015/15-0728_mot_06-10-2015.pdf).

(e) There is sufficient market demand for hotels, motels, or transient occupancy residential structures of the type proposed.

The City shall also find:

(e) The project will not negatively impact the housing affordable to Angelenos within the plan area.

This will grant communities the ability to object to conversions of housing to hotels while also furthering other important goals of the plan, including encouraging more sustainable transportation options and more opportunities for people to work locally, which will mean more use of public transportation, walking or cycling, less traffic, and a more economically sustainable and just Hollywood.

### *The Plan Includes a Variety of Provisions that Discourage Housing*

The Plan includes a variety of provisions that discourage housing projects. For example, in some subareas, no 100% residential projects are allowed. In some subareas, the plan requires a minimum amount of commercial use of space, (generally 0.5 FAR) while having no corresponding requirement of a residential minimum. While we support mixed use projects, we think no specific rules are required to ensure mixed use projects will be built in transit-friendly Hollywood. Rather, housing production tied to affordable housing incentives should be allowed.

Additionally, the proposed plan maintains special D limitations that allow only one unit per 600 or 800 sq feet of lot size. Other types of development are not subject to the same limitations. We thus urge that these limitations reflect only whatever is required for the underlying zone.

Furthermore, we see in the proposed community plans an opportunity to promote beloved LA housing typologies like bungalow courts that current parking restrictions render infeasible. We urge the following:

1. Allow one parking space per unit for small lot divisions. This should only be allowed if multi-family housing is not present on the site.
2. Small multifamily developments should be allowed in residential zones within ½ mile of transit. No parking spaces should be required if they provide the level of affordability required to access incentives according to their current TOC tier. This additional incentive should be allowed only if multifamily units are not replaced as part of the project. This will make possible the construction of new apartments in classic L.A styles like bungalow courts. Like Portland, Seattle and Minneapolis, it is important for Los Angeles to reevaluate existing apartment bans in the context of our housing crisis, the environmental crisis and the legacy of class and racial segregation that was the initial impetus for much exclusionary zoning.

### *Strong and Competitive Commercial Districts*

The plan provides a variety of goals and policies to encourage strong, vibrant commercial districts including the following:

Goal LU5: Strong and competitive commercial districts that are aesthetically appealing, pedestrian-oriented, easily accessible and serve the needs and character of the community.

LU 5.1: Strengthen and encourage investment along Hollywood’s existing commercial corridors.

LU 5.7: Protect small, neighborhood-serving retail in residential districts with high pedestrian activity.

Goal LU7: Residential and commercial density, transit-oriented districts and employment opportunities near transit infrastructure that support sustainable, walkable neighborhoods.

LU 7.1: Incentivize jobs and housing growth around transit nodes and along transit corridors.

LU 7.2: Encourage new housing near transit in the Regional Center.

As noted above, the plan’s goal of jobs/housing balance will not be fulfilled under the proposed plan because the plan will incentivize commercial development, in many cases, above the production of needed affordable housing. The plan should encourage mixed use developments that include affordable housing. Additionally, as noted by several commenters on the notice of preparation, one critical component of strong commercial districts has not been part of the current development boom and is not yet part of the current Hollywood Community Plan- local hiring. By keeping dollars in the community local hire can strengthen investment, make sure current Hollywood residents can afford to stay in their homes, encourage sustainable forms of transportation as people walk, bike, or take transit to their jobs. Additionally, Los Angeles’ economic strength lies in the diversity and plethora of small and midsized businesses. While as noted above, plan policy 5.7 does encourage the protection of “neighborhood retail” more refined language could be included.

The South LA plan provides two good policies to add to Land Use Goal 5 or 7 to promote local hire and retain small businesses:

LU 6.1 Local Jobs. Maintain and increase the commercial employment base for community residents through local hiring requirements, living wage provisions, job resource centers and job training.

LU 6.6: Avoid Displacement of Small Businesses. Encourage the retention of existing small businesses that strengthen the local economic base of the Community Plan Area.

Additionally, as noted in the introduction section, the Opportunity Zone program could worsen gentrification. Alternatively, the City can help direct this tremendous investment to provide a source of capital for projects that truly benefit the community. Los Angeles is currently behind other local cities, including Long Beach<sup>16</sup> in developing a comprehensive plan on how best to encourage investors to use the program for projects desired by community residents. Economic development specialist Larry Kosmont has suggested cities focus on local small business.<sup>17</sup> As he writes: “Business investment presents great upside for communities because enabling local

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<sup>16</sup> <http://www.longbeach.gov/economicdevelopment/real-estate-development/opportunity-zones/>

<sup>17</sup> <https://www.planningreport.com/2018/12/20/kosmont-how-california-cities-should-ready-themselves-opportunity-zone-investment>



businesses to expand and flourish could be the antidote to gentrification and dislocation—which are legitimate concerns about this program for many local leaders.”

Plan goals and policies should be included to focus opportunity zone investment on projects that include an affordable housing component or help small businesses find capital. We suggest including the following Goal and Policies.

Goal: Opportunity Zone tax incentives fulfill the program’s goal of inclusive growth by benefitting those left out of Hollywood’s current development boom.

Policy 1 Affordable Housing. Projects benefitting from Opportunity Zone tax credits include an affordable housing component.

Policy 2 Capital for Small and Medium Sized Businesses. The City and community organizations will work together to match Opportunity Funds with small local businesses in need of capital. Outreach efforts should be inclusive of immigrant, female, and minority owned-businesses.

Policy 3 Opportunity Zone projects should include a local hire component.

Policy 4 The City and local community organizations should work together to set up a website that include projects seeking funding with a focus on projects with a substantial affordable housing component and local businesses seeking new capital.

### *Quality of Life / Noise*

We support measures to ensure Hollywood’s nightlife and entertainment venues can coexist with existing residents. Thus, we support the proposed policies LU 6.6 and 6.7 that

- Require noise abatement plans for newly proposed entertainment venues that require discretionary approval
- Ensure that discretionary commercial rooftops with 500 feet of residential zones mitigate their noise levels which may include the appropriate noise reports. However, this policy should be changed, as encouraged by the Hollywood Hills West Neighborhood Council to ensure noise mitigation for any rooftops within 1000 feet of a residential use. Noise can travel farther than 500 feet and there are often residential uses in commercial zones.

### *Promoting Affordable Housing, Stopping Displacement, Promoting Local Hiring*

In summary, we urge the following changes to the plan’s Land Use Section:

1. Don’t Upzone for Commercial Uses: Promote Affordable Housing
  - a. The plan should not upzone for commercial/hotel projects. The City is in a housing crisis, not a commercial development crisis. Hollywood’s boom in luxury commercial development, indicates there is no need for a special upzone to further incentivize luxury commercial development. Rather, upzoning should be focused on residential development with conditions placed on it to ensure incentives to build affordable housing are not undermined. The Hollywood Community Plan should emulate the South LA Community Plan in allowing density increases in exchange for affordable housing. Existing base density

would remain the same, with FAR increases to 3:1, 4:1, or 4.5 allowed as part of the D Limitations on the site in exchange for providing the level of affordable housing required by the most appropriate TOC or density bonus requirement. For example, in the 4:3C sub area, base density for all uses would remain at 3:1. A special D Limitation<sup>18</sup> would allow for an increase in FAR to 4.5 (as currently contemplated by the plan) but only for projects that include a residential component of which at least 11% of the housing is affordable to people who are extremely low income, 15% very low income, or 25% low income. This is roughly equivalent to the FAR bonuses currently obtainable under the Transit Oriented Community program guidelines for Tier 4 parcels. This will ensure the plan does not undermine the density bonus and other affordable housing programs and will make current incentives for affordable housing clearer to prospective developers.

2. Stop Displacement:

The plan should include a variant of the proposed policy sponsored by Councilmember Koretz<sup>19</sup> banning condo conversions of rent stabilized properties unless the residential vacancy rate is accurately calculated at above 5%. The plan should also apply this to any prospective conversion of rent stabilized properties to small lot subdivisions. Alternatively, the plan could include a cap on the number of rent-stabilized demolitions in the plan area as proposed by another Koretz motion. Additionally no commercial projects<sup>20</sup> that displace rent stabilized or affordable units receive a certificate of occupancy unless they replace the units with affordable units.

3. Refine Plan Goals to Promote Affordable Housing and Local Hiring:

a. Add Policies from South LA Community Plan

- i. LU 6.1 Local Jobs. Maintain and increase the commercial employment base for community residents through local hiring requirements, living wage provisions, job resource centers and job training.
- ii. LU 6.6: Avoid Displacement of Small Businesses. Encourage the retention of existing small businesses that strengthen the local economic base of the Community Plan Area.

b. Make Clear Plan Preference for Preservation of Existing Rent-Stabilized Housing.

4. Add Policy Goals regarding Opportunity Zones

Goal: Opportunity Zone tax incentives fulfill the program's goal of inclusive growth by benefitting those left out of Hollywood's current development boom.

- Policy 1 Affordable Housing. Projects benefitting from Opportunity Zone tax credits include an affordable housing component.
- Policy 2 Capital for Small and Medium Sized Businesses. The City and community organizations will work together to match Opportunity Funds with

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<sup>18</sup> See Appendix B.

<sup>19</sup> Council File 17-08480,

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=17-0480>.

See Appendix D.

<sup>20</sup> See Appendix C.

small local businesses in need of capital. Outreach efforts should be inclusive of immigrant, female, and minority owned-businesses.

- Policy 3 Opportunity Zone projects should include a local hire component
  - Policy 4 The City and local community organizations should work together to set up a website that include projects seeking funding with a focus on projects with a substantial affordable housing component and local businesses seeking new capital.
5. Create a Special Conditional Use Permit for Hotels that allows the consideration of impacts of the project on housing, and plans to encourage use of non-auto forms of transportation, local hiring and partnerships with small businesses.
  6. Allow Housing including small multifamily like bungalow courts by getting rid of parking requirements for properties within 0.5 miles of transit. Require affordable housing production according to the relevant TOC tier rounded up to no less than to one unit.
  7. Protect Residents' Quality of Life by:
    - a. Requiring noise study for all new entertainment venues
    - b. Ensure that noise mitigation for any rooftops within 1000 feet of a residential use as advocated by the Hollywood Hills West Neighborhood Council. Noise can travel farther than 500 feet and there are often residential uses in commercial zones.

### **Public Realm, Parks and Open Space & Mobility**

The draft community plan includes a variety of excellent goals and policies related to creating small local, parks and public spaces and encouraging the use of transit.

However, we urge more attention should be paid in the plan to maintaining our urban forest. Additionally, as noted earlier, jobs are projected to grow faster than housing in the plan area under both the proposed plan and the current plan raising the question of whether any by-right upzoning for commercial uses is necessary. Rather, the plan should keep base commercial densities where they are currently and tie all discretionary commercial to a set of criteria based on aggressive environmental mitigations that encourage the use of transit, set aside land for bikeways and open space, and include innovative kinds of urban design like vertical forests.

City-wide, Los Angeles has done a poor job<sup>21</sup> of maintaining its “urban forest.” LA spends 50-70% less than comparable cities, including New York City, San Francisco and Melbourne, has no detailed inventory of existing trees, and does not adequately deter illegal tree pruning. Trees provide critical benefits to public health, reduce the urban heat island effect and are natural carbon sinks that help us cope with climate change. Cities around the globe feature innovative building designs that incorporate trees as a critical part of the development. Called a vertical forest, developments in Nanjing, Toronto, Bogota and Milan have incorporated trees, shrubs and plants on the balcony of buildings. Milan’s Vertical Forest, considered a showcase for the design, is a mixed use project that hosts the same amount of trees that could be planted in a forest of about 2.47 acres.<sup>22</sup> Incentivizing these sorts of developments in Hollywood will create a

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<sup>21</sup> [https://www.cityplants.org/wp-content/uploads/2018/12/10939\\_LA-City-Plants\\_FirstStep\\_Report\\_FINAL\\_rev12-7-18.pdf](https://www.cityplants.org/wp-content/uploads/2018/12/10939_LA-City-Plants_FirstStep_Report_FINAL_rev12-7-18.pdf)

<sup>22</sup> [https://www.designingbuildings.co.uk/wiki/Vertical\\_Forest](https://www.designingbuildings.co.uk/wiki/Vertical_Forest)

synergy between the “urban forest” and the natural wilderness next to Hollywood. It could create new habitat for red-shouldered hawks, great horned owls and other wildlife that nest in and around Griffith Park.<sup>23</sup>

Developers should be able to seek additional FAR through the City Planning Commission with Commission approval for increased commercial density (and the City Council on appeal) based on whether the project helps meet critical environmental goals by achieving the following:

- a. The project encourages the use of non-vehicular forms of transportation through a transportation demand management plan that includes at minimum subsidized transit passes, parking cash-out among mechanisms to ensure project employees use transit rather than cars to go to work.
- b. Development is likely to be focused on major boulevards designated in the plan as “Regional Center” or “Regional Commercial”. These are hubs of commercial activity and population. Projects should be required to designate land for bike paths- either fronting major streets like Hollywood and Sunset or where applicable streets with bicycle paths currently planned. This will over the long term create a designated bike path on major boulevards and supplement the existing bicycle infrastructure planned as part of the City’s Mobility Element. Required land dedications are a strategy that has been successfully used by several cities including Chapel Hill<sup>24</sup>, to over time create a network of bike paths and greenways. A relatively small amount of dedicated land from each project can create a safer environment for cyclists and provide an important amenity for everyone.
- c. The project contributes to Los Angeles’s sorely neglected urban forest by incorporating trees in the development by preserving existing trees and adding drought-tolerant native street trees on site, in street medians, or on the sidewalk adjacent to their properties and embracing innovative design that include trees- for example “vertical forest” buildings.
- d. For new buildings energy use will be minimized to the greatest extent feasible, including but not limited to the building achieving LEED Gold certification at minimum and no natural gas infrastructure (for example gas lines or gas stoves) for the project.
- e. The project contributes to sorely needed open space through provision of a land dedication for parks, urban gardens, and other truly public green space rather than rooftops, public plazas and other spaces generally intended or limited to occupants or customers of the building.
- f. The project is consistent with the goals and policies of the Community Plan.

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<sup>23</sup> “Red-shouldered hawks are commonly associated with riparian habitat but in the Los Angeles area they are more associated with lush residential areas with large, old trees....Great horned owls are habitat generalists often using abandoned hawk or raven nests, as well as cliff ledges and man-made structures.”

<https://www.friendsofgriffithpark.org/2017-griffith-park-birds-of-prey-final-report/>

<sup>24</sup> Chapel Hill, see page 5 of Greenways Program Administration. <  
<https://www.townofchapelhill.org/home/showdocument?id=18866>>

These criteria will implement plan policy LU7.5: condition new large scale commercial and mixed use development in the regional center to provide green spaces, a public plaza, community garden space or other community amenities onsite. As stated above, we believe the public space provided should be truly public space open to the wider public, not merely occupants or customers of the buildings. It will also fulfill implement mobility policies M.2.4 (“Encourage incentives that benefit transit users”), M 2.5 (“Support implementation of transportation demand management strategies to minimize vehicle trips”), M.28 (“For non-residential developments, encourage employers to offer employees flexible work schedules and off-site telecommuting facilities to minimize peak hour congestion. Encourage Transportation Demand Management (TDM) Plans for large projects.”)

We also urge amendment of the following plan policies to be consistent and relatively more explicit about the above suggestions as follows:

LU 6.8: Support architectural innovation **like vertical forests, and other developments that include trees** while balancing life safety issues in coordination with the Fire Department.

LU 6.9 Building Design: Locate and design tall buildings to provide access to sunlight and skyview within the surround context of streets, **street trees**, public and private open space, and neighboring properties.

PR. 2.2: Public plaza and open space incentives: Support granting a Floor Area bonus through a discretionary process in exchange for the provision of a **publicly accessible** public plaza or **other** publicly accessible open space **and bikeway dedications along major boulevards in the Regional Center.**

M 2.4: **Require** incentives **as part of a discretionary process** that benefit transit users, including at a **minimum subsidized transit passes and parking cashout for employees.**

Additionally, we urge that Hollywood not wait for the rest of the City to ensure sustainable management of the urban forest. Rather, the recommendations of the City’s First Step Forest Management Plan should be implemented in Hollywood as a showcase for the City, including a comprehensive tree inventory of Hollywood’s trees.

### Summary

The Hawks, Housekeepers, Habit and Housing Plan will preserve existing affordability incentives, ensure the appropriate jobs/housing balance, prevent the displacement of existing residents, and encourage more sustainable transportation choices, street trees, and mean more a just and green Hollywood.

To summarize our recommendations: we urge the following be incorporated as part of the Community Plan:

1. Provide more affordable housing and protect the existing rent stabilized housing stock:
  - a. Only allow upzoning in exchange for affordable housing. Avoid undermining existing incentive programs by increasing allowable density without a corresponding affordable housing requirement.

- b. Strong anti-displacement provisions including required replacement of rent-controlled housing or low, very low income and extremely low income housing with affordable housing in all cases of demolition, including hotel and office.
  - c. Ban condo conversions and conversions of RSO units to small lot subdivisions per Councilmember Koretz’s motion. Condo conversions and conversions of RSO units to small lot subdivisions will be banned if vacancy rate is under 5% or if no accurate vacancy rate has been calculated in the past year. Alternatively, or additionally an annual cap should be imposed on the number of conversions per year.
  - d. The plan can also refine the use of the TOC program to discourage the replacement of rent-stabilized units by requiring that within the plan area developers TOC and density bonus incentives should be applied so that if any rent-stabilized or affordable units previously existed on the site, the replacement of such units does not count toward the number of affordable units required to access the incentives
2. Do not upzone land for commercial uses. Do not favor hotels over housing in the plan. Instead, projects should be required to seek increases to density for commercial projects through an open, public and discretionary process. There should be new guidelines for commercial projects that tie City Planning Commission approval projects with increased density to environmental goals, including promoting access to transit, dedication of land for bike paths, public plazas and other open space as set out below:
- a. The project encourages the use of non-vehicular forms of transportation through a transportation demand management plan that includes at minimum subsidized transit passes, parking cash-out among mechanisms to ensure project employees use transit rather than cars to go to work.
  - b. Development is likely to be focused on major boulevards designated in the plan as “Regional Center” or “Regional Commercial”. These are hubs of commercial activity and population. Projects should be required to designate land for bike paths- either fronting major streets like Hollywood and Sunset or where applicable streets with bicycle paths currently planned. This will over the long term create a designated bike path on major boulevards and supplement the existing bicycle infrastructure planned as part of the City’s Mobility Element. Required land dedications are a strategy that has been successfully used by several cities including Chapel Hill<sup>25</sup>, to over time create a network of bike paths and greenways. A relatively small amount of dedicated land from each project can create a safer environment for cyclists and provide an important amenity for everyone.
  - c. The project contributes to Los Angeles’s sorely neglected urban forest by incorporating trees in the development by preserving existing trees and adding drought-tolerant native street trees on site, in street medians, or on the sidewalk

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<sup>25</sup> Chapel Hill, see page 5 of Greenways Program Administration. <  
<https://www.townofchapelhill.org/home/showdocument?id=18866>>

adjacent to their properties and embracing innovative design that include trees- for example “vertical forest” buildings.

- d. For new buildings energy use will be minimized to the greatest extent feasible, including but not limited to the building achieving LEED Gold certification at minimum and no natural gas infrastructure (for example gas lines or gas stoves) for the project.
  - e. The project contributes to sorely needed open space through provision of a land dedication for parks, urban gardens, and other truly public green space rather than rooftops, public plazas and other spaces generally intended or limited to occupants or customers of the building.
  - f. The project is consistent with the goals and policies of the Community Plan.
3. Require a special Conditional Use Permit for hotels appealable to the City Council that allows for public discussion of the impacts on housing, encourages local hiring, and takes into account the burden on local social services by requiring the City Planning Commission and the Council on appeal to consider the following:
- a. The impact of the project and future employees of the hotel or motel on the demand in the City for housing, public transit, child-care, and other social services.
  - b. The measures that will be taken by the project sponsor to employ residents of Hollywood in order to minimize increased demand for transportation.
  - c. The measures that will be taken by the project sponsor, including a transportation demand management plan, to encourage hotel workers and visitors alike to use public transportation, cycling and other non-auto means of transportation.d. ) The effect of the project on local small businesses, including if applicable any potential displacement of local small businesses, and any measures by the project sponsor to increase demand for local goods and services
  - e. There is sufficient market demand for hotels, motels, or transient occupancy residential structures of the type proposed.
- Additionally:  
The City shall make a required finding that the project will not negative impact the availability of housing affordable to Angelenos.

5. Remove provisions that discourage housing and allow more multifamily housing:

- (a) Q Conditions or D limitations that ban 100% residential projects.
- (b) Remove any condition that requires a certain percentage of floor area be commercial.
- (c) For projects providing affordable housing, remove any restriction that limits the number of dwelling units per square feet of lot area to a standard higher than the underlying zone.
- (d)Allow more housing including small multifamily housing like bungalow courts by getting rid of parking requirements for properties within 0.5 miles of transit. Require affordable housing production according to the relevant TOC tier rounded up to no less than to one unit.’

6. Protect Residents’ Quality of Life by:

- a. Requiring noise study for all new entertainment venues.
  - b. Ensure that noise mitigation for any rooftops within 1000 feet of a residential use as advocated by the Hollywood Hills West Neighborhood Council. Noise can travel farther than 500 feet and there are often residential uses in commercial zones.
7. Add and Amend Plan Goals and Policies to Promote Local Hire, Transit Use and More Sustainable Design
- i. Add these Policies from the South LA Community Plan to Land Use Goal
    - 1. LU 6.1 Local Jobs. Maintain and increase the commercial employment base for community residents through local hiring requirements, living wage provisions, job resource centers and job training.
    - 2. LU 6.6: Avoid Displacement of Small Businesses. Encourage the retention of existing small businesses that strengthen the local economic base of the Community Plan Area.
  - ii. Amend Mobility Policies as Shown in Bold:
    - 1. LU 6.8: Support architectural innovation **like vertical forests, and other developments that include trees** while balancing life safety issues in coordination with the Fire Department.
    - 2. LU 6.9 Building Design: Locate and design tall buildings to provide access to sunlight and skyview within the surround context of streets, **street trees**, public and private open space, and neighboring properties.
    - 3. PR. 2.2: Public plaza and open space incentives: Support granting a Floor Area bonus through a discretionary process in exchange for the provision of a **publicly accessible** public plaza or **other** publicly accessible open space **and bikeway dedications along major boulevards in the Regional Center**.
    - 4. M 2.4: **Require** incentives **as part of a discretionary process** that benefit transit users, including at a **minimum subsidized transit passes and parking cashout for employees**.
8. Add Goals and Policies Specific to the Opportunity Zone Program
- a. Goal: Opportunity Zone tax incentives fulfill the program’s goal of inclusive growth by benefitting those left out of Hollywood’s current development boom.
  - b. Policy 1 Affordable Housing. Projects benefiting from Opportunity Zone tax credits include an affordable housing component.
  - c. Policy 2 Capital for Small and Medium Sized Businesses. The City and community organizations will work together to match Opportunity Funds with small local businesses in need of capital. Outreach efforts should be inclusive of immigrant, female, and minority owned-businesses.
  - d. Policy 3 Opportunity Zone projects should include a local hire component
  - e. Policy 4 The City and local community organizations should work together to set up a website that include projects seeking funding with a focus on projects with a



substantial affordable housing component and local businesses seeking new capital.

We look forward to working with the Planning Department and Council Offices to make this plan a reality.

Charlie Carnow  
Research Analyst  
UNITE HERE Local 11

Appendix A: Favoring Hotels

Several subareas of the plan have D Limitations in the current plan that explicitly favor hotel development. As an example, the D Limitations for Subarea 14:4 (Sunset & La Brea) Conditions for several versions of the plan are reproduced below.

As highlighted, the 2012 Plan that passed the Planning Commission does not privilege hotels. It appears that hotel projects, like all other commercial projects would need to include housing to access the larger FAR.

2012 Letter of Determination, Hollywood Community Plan.  
 852-853 of pdf. ([http://clkrep.lacity.org/online/docs/2012/12-0303\\_RPT\\_CPC\\_02-24-12.pdf](http://clkrep.lacity.org/online/docs/2012/12-0303_RPT_CPC_02-24-12.pdf))  
 Page 68 of Exhibit G, Proposed Zone Change Ordinance and Maps.

HOLLYWOOD COMMUNITY PLAN UPDATE TABLE FOR SECTION III		
SUBAREA NO.	NEW ZONE AND/OR HEIGHT DISTRICT	CONDITIONS AND LIMITATIONS
		<p>or below the adjacent sidewalk grade.</p> <p>b) Required street-oriented entrance(s) along the Primary Frontage shall remain open during normal business hours.</p> <p>5. Parking. No surface or above-grade parking shall be allowed between the building and any street. Surface parking shall be located at the rear of buildings on the site. Parking can also be enclosed within a structure, or entirely below grade. Below grade parking structures can occupy the entire footprint of a lot.</p> <p>6. Driveways and Vehicular Access. Vehicular access to off-street parking and loading areas shall be provided from any frontages other than the Primary Frontage, unless determined infeasible by the Director of Planning, in consultation with the Department of Transportation. Each driveway shall not exceed 30 feet in width. Multiple driveways located along the Primary Frontage, as limited above, shall be a minimum of 200 feet apart from others at the same project.</p> <p><b>D' DEVELOPMENT LIMITATIONS</b></p> <p>1. For mixed-use developments which contain both residential and non-residential uses, the total floor area of all buildings or structures on a lot shall not exceed a Floor Area Ratio (FAR) of 3:1.</p> <p>2. FAR for the non-residential use portion of a mixed-use building shall not exceed 1.5:1.</p> <p>3. FAR for a building containing only non-residential uses or only residential uses shall not exceed 1.5:1.</p> <p>4. Development subject to historic preservation review which exceeds an FAR of 1.5:1 shall require approval by the Office of Historic Resources.</p> <p>5. Any project may exceed an FAR of 3:1 provided that:</p> <p>a. the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32 D; and,</p> <p>b. the project conforms with Hollywood Community Plan policies; and,</p> <p>c. during the effective term of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), the CRA/LA Board finds that the project conforms to: 1) the Hollywood Redevelopment Plan, 2) any applicable Transportation or Mobility Program, and Design for Development adopted by the CRA/LA Board, and 3) the project complies with a Disposition and Development Agreement or Owner Participation Agreement executed by</p>

HOLLYWOOD COMMUNITY PLAN UPDATE TABLE FOR SECTION III		
SUBAREA NO.	NEW ZONE AND/OR HEIGHT DISTRICT	CONDITIONS AND LIMITATIONS
		<p>the CRA/LA Board.</p>
15	[Q]C2-2D-SN	<p><b>[Q] QUALIFIED PERMANENT CONDITIONS OF APPROVAL</b></p> <p>1. Definitions. For purposes of this [Q] Qualified Condition, the following words and phrases are defined:</p> <p>a) Pedestrian Amenities. Pedestrian amenities include outdoor sidewalk cafes, public plazas, retail courtyards, water features, kiosks, paseos, arcades, patios, covered walkways, or spaces for outdoor dining or seating that are located at the ground level.</p> <p>b) Project. The erection, construction, addition to, or exterior structural alteration of any building or structure. A project does not include any change of use, or construction that consists solely of (1) interior remodeling, interior rehabilitation or repair work; (2) alterations of, including structural repairs, or additions to, any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations or additions, as determined by the Department of Building and Safety, <u>unless</u> the alterations or additions are to any building facade facing a public street.</p> <p>c) Primary Lot Line shall be limited to one of the property lines adjacent to or abutting a public street. On lots fronting more than one public street, the Director of Planning shall determine the Primary Lot Line.</p> <p>d) Primary Frontage shall be the exterior building walls facing the Primary Lot Line. For the purposes of this provision, all exterior walls that intersect a plane parallel to a lot line at 45 degrees or less shall be considered to be facing the Primary Frontage. When the Primary Lot Line is not straight, a line connecting the points where the secondary or side lot lines and the primary lot line intersect shall be used.</p> <p>2. Building Location.</p> <p>a) Each Project shall have a ground floor, as defined in L.A.M.C. Section 12.03.</p> <p>b) Structures shall be designed and sited so that the Primary Frontage occupies 100 percent of the length of a Primary Lot Line abutting a public street, exclusive of required driveways per Subdivision 5 and of walkways as outlined in this section. One walkway, not to exceed 10' in width each, shall be permitted for every 200 linear feet of frontage.</p> <p>c) The ground floor of any exterior building wall (façade), up to a height of not less than 12 feet, measured from adjacent sidewalk grade, must be located within 5 feet of</p>

However, the version of the plan that passed Council in June 2012 did include a provision that favored hotels, highlighted below.

HOLLYWOOD COMMUNITY PLAN UPDATE TABLE FOR SECTION III		
SUBAREA NO.	NEW ZONE AND/OR HEIGHT DISTRICT	CONDITIONS AND LIMITATIONS
		<p>c) For corner or other lots with multiple street frontages, the above Transparency regulations shall only apply to a single street frontage of a Project that is designated the Primary Frontage, unless otherwise indicated.</p> <p>4. Pedestrian Access.</p> <p>a) A primary building entrance to each ground floor use shall be located within the Primary Frontage or pedestrian amenity space and shall provide direct access from the sidewalk without crossing a parking lot or driveway. Entrances shall be no more than 3 feet above or below the adjacent sidewalk grade.</p> <p>b) Required street-oriented entrance(s) along the Primary Frontage shall remain open during normal business hours.</p> <p>5. Parking. No surface or above-grade parking shall be allowed between the building and any street. Surface parking shall be located at the rear of buildings on the site. Parking can also be enclosed within a structure, or entirely below grade. Below grade parking structures can occupy the entire footprint of a lot.</p> <p>6. Driveways and Vehicular Access. Vehicular access to off-street parking and loading areas shall be provided from any frontages other than the Primary Frontage, unless determined infeasible by the Director of Planning, in consultation with the Department of Transportation. Each driveway shall not exceed 30 feet in width. Multiple driveways located along the Primary Frontage, as limited above, shall be a minimum of 200 feet apart from others as part of the same project.</p> <p><b>"D" DEVELOPMENT LIMITATIONS</b></p> <p>1. The total floor area of all buildings or structures on a lot shall not exceed a Floor Area Ratio (FAR) of 3:1, with the following additional restrictions:</p> <p>a. FAR for developments containing only non-residential uses or only residential uses (excluding hotels) shall not exceed 1.5:1; and,</p> <p>b. FAR for developments which contain both residential and non-residential uses shall not exceed 3:1. The FAR for the non-residential use portion shall not exceed 1.5:1; and,</p> <p>c. FAR for developments which contain hotel uses, or hotel uses and other residential or non-residential uses, shall not exceed 3:1. The FAR for the non-residential use portion (excluding any hotel uses or uses incidental to a hotel) shall not exceed 1.5:1.</p> <p>2. Development subject to historic preservation review</p>
		61

HOLLYWOOD COMMUNITY PLAN UPDATE TABLE FOR SECTION III		
SUBAREA NO.	NEW ZONE AND/OR HEIGHT DISTRICT	CONDITIONS AND LIMITATIONS
		<p>which exceeds an FAR of 1.5:1 shall require approval by the Office of Historic Resources.</p> <p>3. Any project may exceed an FAR of 3:1 provided that:</p> <p>a. the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32 D; and,</p> <p>b. the project conforms with Hollywood Community Plan policies.</p>
15	[Q]C2-2D-SN	<p><b>[Q] QUALIFIED PERMANENT CONDITIONS OF APPROVAL</b></p> <p>1. Definitions. For purposes of this [Q] Qualified Condition, the following words and phrases are defined:</p> <p>a) Pedestrian Amenities. Pedestrian amenities include outdoor sidewalk cafes, public plazas, retail courtyards, water features, kiosks, passos, arcades, patios, covered walkways, or spaces for outdoor dining or seating that are located at the ground level.</p> <p>b) Project. The erection, construction, addition to, or exterior structural alteration of any building or structure. A project does not include any change of use, or construction that consists solely of (1) interior remodeling, interior rehabilitation or repair work; (2) alterations of, including structural repairs, or additions to, any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations or additions, as determined by the Department of Building and Safety, unless the alterations or additions are to any building facade facing a public street.</p> <p>c) Primary Lot Line shall be limited to one of the property lines adjacent to or abutting a public street. On lots fronting more than one public street, the Director of Planning shall determine the Primary Lot Line.</p> <p>d) Primary Frontage shall be the exterior building walls facing the Primary Lot Line. For the purposes of this provision, all exterior walls that intersect a plane parallel to a lot line at 45 degrees or less shall be considered to be facing the Primary Frontage. When the Primary Lot Line is not straight, a line connecting the points where the secondary or side lot lines and the primary lot line intersect shall be used.</p> <p>2. Building Location.</p> <p>a) Each Project shall have a ground floor, as defined in L.A.M.C. Section 12.03.</p> <p>b) Structures shall be designed and sited so that the Primary Frontage occupies 100 percent of the length of a</p>
		62

Council File #12-0303, June 2012, page 275 of PDF, [http://clkrep.lacity.org/onlinedocs/2012/12-0303\\_ORD\\_182173.pdf](http://clkrep.lacity.org/onlinedocs/2012/12-0303_ORD_182173.pdf)

The current plan retains this bias toward hotels. See Draft Q & D regulations, page 34. ≤ [https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed\\_q\\_and\\_d\\_web\\_november\\_2018.pdf](https://www.hcpu2.org/uploads/8/2/8/5/82855984/proposed_q_and_d_web_november_2018.pdf)

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**DRAFT HOLLYWOOD Q & D REGULATIONS**

SUBAREA	PROPOSED ZONE	ADDITIONAL ZONING REGULATIONS (Q) CONDITIONS AND/OR "D" LIMITATIONS
		<p>a) Each Project shall have a ground floor: the lowest story within the building that is accessible to the street, the floor level of which is within three feet above or below curb level, which has frontage on a Primary Lot Line, and which is at least 25 feet in depth or the total depth of the building, whichever is less.</p> <p>b) Structures shall be designed and sited so that the Primary Frontage occupies 100 percent of the length of a Primary Lot Line abutting a public street, exclusive of required driveways and of walkways as outlined in this section. One walkway, not to exceed 10' in width each, shall be permitted for every 200 linear feet of frontage.</p> <p>c) The ground floor of any exterior building wall (façade), up to a height of not less than 12 feet, measured from adjacent sidewalk grade, must be located within 5 feet of the primary lot line for the entire length of the Primary Frontage. However, buildings may be set back from the primary lot line more than the maximum 5 feet when the setback area is used for Pedestrian Amenities, as defined in this condition.</p> <p>d) For corner or other lots with multiple street frontages, the above Building Location regulations shall only apply to a single street frontage of a Project that is designated the Primary Frontage, unless otherwise indicated.</p> <p>3. Transparency.</p> <p>a) A minimum of 50% of that portion of the exterior wall of the Primary Frontage building wall located between 2 feet and 8 feet above sidewalk grade shall be transparent. Glass as part of the external façade of buildings shall be no more reflective than necessary to comply with Green Code or other state or local UV requirements.</p> <p>b) The above Transparency regulations shall not apply to portions of projects with ground floor residential dwelling units.</p> <p>c) For corner or other lots with multiple street frontages, the above Transparency regulations shall only apply to a single street frontage of a Project that is designated the Primary Frontage, unless otherwise indicated.</p> <p>4. Pedestrian Access.</p> <p>a) A primary building entrance to each ground floor use shall be located within the Primary Frontage or pedestrian amenity space and shall provide direct access from the sidewalk without crossing a parking lot or driveway. Entrances shall be no more than 3 feet above or below the adjacent sidewalk grade.</p> <p>b) Required street-oriented entrance(s) along the Primary Frontage shall remain open during normal business hours.</p> <p>5. Parking. No surface or above-grade parking shall be allowed between the building and any street. Surface parking shall be located at the rear of buildings on the site. Parking can also be enclosed within a structure, or entirely below grade. Below grade parking structures can occupy the entire footprint of a lot.</p> <p>6. Driveways and Vehicular Access. Vehicular access to off-street parking and loading areas shall be provided from any frontages other than the Primary Frontage, unless determined infeasible by the Director of Planning, in consultation with the Department of Transportation. Each driveway shall not exceed 30 feet in width. Multiple driveways located along the Primary Frontage, as limited above, shall be a minimum of 200 feet apart from others as part of the same project.</p> <p><b>"D" DEVELOPMENT LIMITATIONS</b></p> <p>1. The total floor area of all buildings or structures on a lot shall not exceed a Floor Area Ratio (FAR) of 3:1, with the following additional restrictions:</p> <p>a. FAR for developments containing only non-residential uses or only residential uses (excluding hotels) shall not exceed 1.5:1; and</p> <p>b. FAR for developments which contain both residential and non-residential uses shall not exceed 3:1. The FAR for the non-residential use portion shall not exceed 1.5:1; and</p> <p>c. FAR for developments which contain hotel uses, or hotel uses and other residential or non-residential uses, shall not exceed 3:1. <b>The FAR for the non-residential use portion (excluding any hotel uses or uses incidental to a hotel) shall not exceed 1.5:1.</b></p> <p>2. Development subject to historic preservation review which exceeds an FAR of 1.5:1 shall require approval by the Office of Historic Resources.</p> <p>3. Any project may exceed an FAR of 3:1 provided that:</p> <p>a. the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32 D; and,</p> <p>b. the project conforms with Hollywood Community Plan policies.</p>

Properties developed pursuant to previously granted entitlements shall be subject to the regulations of the entitlement.  
 If not developed pursuant to that entitlement, the property shall comply with the applicable regulations.

**Appendix B: Alternative Proposal for Subareas that Favor Hotels**

In order to ensure that the plan does not crowd out affordable housing, it is important to make sure hotels are treated the same as all other commercial uses and that the affordability incentives provided by the density bonus and transit-oriented communities program are not undermined. Hotels should be the same as other commercial uses and all mixed use projects are required to contain a mixture of housing (including affordable units) and commercial uses in order to get the FAR bonus. The required level of affordability is based on the requirements for the TOC Tier that at base increases you to the most similar FAR. In this case, Tier 1 is most appropriate. In other contexts (subareas that include density bonuses to 4:5: 1) Tier 3 or Tier 4 would most appropriate.

D “Development” Limitations:

D” DEVELOPMENT LIMITATIONS

1. The total floor area of all buildings or structures on a lot shall not exceed a Floor Area Ratio (FAR) of 3:1, with the following additional restrictions:
  - a. FAR for developments containing only non-residential uses (including hotels) or only residential uses (~~excluding hotels~~) shall not exceed 1.5:1; and
  - b. FAR for developments which contain both residential and non-residential uses shall not exceed 3:1. The development shall set-aside affordable housing in accordance with TOC Tier 1 requirements and shall be eligible for all the incentives offered by the TOC program for Tier 1 projects. The FAR for the non-residential use portion shall not exceed 1.5:1;
2. Development subject to historic preservation review which exceeds a FAR of 3:1 shall require approval by the Office of Historic Resources.
3. Any project may exceed a FAR of 3:1 provided that:
  - a. the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32 D; and,
  - b. the project conforms with Hollywood Community Plan policies.
  - c. Granting the FAR increase and any other discretionary entitlement will not undermine any incentives available to the developer to construct affordable housing under the density bonus or Transit-Oriented Communities ordinance or any other policy that encourages the construction of affordable housing or preservation of rent stabilized units.

**Appendix C: Anti-Displacement Provisions for Commercial Projects  
(Central City West Specific Plan, page 37-38)**

*Replacement Requirement, page 37*

1. Commercial and Industrial Projects

- a. All commercial and industrial Project Applicant(s) shall document and replace, on a one-for-one basis in the form of new dwelling unit construction, Low and Very Low Income Dwelling Units and/or guest rooms demolished on the Project lot or lots on or after February 24, 1984.
- b. Documentation on demolished Low and Very Low Income Dwelling Units and/or guest rooms may consist of Department of Building and Safety demolition permit records, records from the Rent Stabilization Division of the Housing Department, or other documentation acceptable to the Housing Department, or its successor or assignee.
- c. The rehabilitation of existing dwelling units shall not be used by a Project Applicant to satisfy the requirements of this Subsection. However, dwelling units for which no certificate of occupancy has been issued may be used to satisfy these requirements, provided the dwelling units comply with all the provisions of this Specific Plan which are applicable to a residential Project.
- d. Dwelling units constructed to replace units and/or guest rooms demolished between February 24, 1984 and the effective date of this Specific Plan shall be provided at a ratio of 60% Very Low Income Dwelling Units and 40% Low Income Dwelling Units.
- e. Any Very Low Income Dwelling Unit and/or guest room demolished shall be replaced with a Very Low Income Dwelling Unit, and any Low Income Dwelling Unit and/or guest room demolished shall be replaced with a Low Income Dwelling Unit.
- f. No certificate of occupancy for a commercial or industrial Project which is subject to the requirement to provide replacement dwelling units shall be issued prior to the issuance of the certificate(s) of occupancy for the Low and/or Very Low Income Dwelling Units required pursuant to this Subsection.

*Central City West Policy that Ensures Those Displaced and Local Workers Receive Affordable Housing Opportunities (page 41)*

Dwelling Unit

Priority 1. Priority Eligibility. Low and Very Low Income Dwelling Units required pursuant to this Section shall be made available to eligible persons or households in the following order of priority: first, to those who have been or will be displaced by the demolition of Low and Very

Low Income Dwelling Units or guest rooms within the Specific Plan area; second, to persons employed within the Specific Plan area who qualify as Very Low or Low Income households; third, to others who qualify as Very Low or Low Income households

2. Jobs-Housing Linkage Plan. At the time of application for Project Permit Compliance Review, an Applicant for a residential or Mixed Use Project shall prepare and submit a jobs-housing linkage plan which provides opportunities and incentives for persons working in the greater downtown area to live within the Project. The plan may include, but is not limited to, rental or purchase price incentives, an employee priority program and a marketing program directed towards employers and employees.

3. Notice Requirements. A notice of the availability of Low or Very Low Income Dwelling Units required pursuant to this Section shall be caused to be published by the Project Applicant(s) in at least two (2) local newspapers, at least one of which shall be a Spanish language newspaper, and one newspaper of citywide circulation, for a period of no less than 30 days prior to the occupancy of any of the Project's units. The Project Applicant(s) shall also post a notice of availability, in English and Spanish, on the Project lot or lots for a period of no less than 30 days prior to the occupancy of any of the Project's units.

Attachment D: Proposed Koretz Motions on Condo Conversions (Council File 15-0728, [http://clkrep.lacity.org/onlinedocs/2015/15-0728\\_mot\\_06-10-2015.pdf](http://clkrep.lacity.org/onlinedocs/2015/15-0728_mot_06-10-2015.pdf) & Council File 17-08480, <https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=17-0480>.)



MOTION

Recent real estate financial pressures are spurring activity in the multi-family apartment development field. Given a need for additional housing to meet both current and future demand by Los Angelenos for safe, affordable places to live, the City is looking at various mechanisms for producing more for sale and rental units.

As a matter of housing and planning policy, some effort is being made to target transit station areas and commercial corridors for a substantial portion of this housing production. This would allow the City to take advantage of opportunities for targeted density that does not place as much strain on traffic, air quality, neighborhood preservation and infrastructure as allowing such density to locate randomly around the city.

However, many development proposals are targeting property with existing residential development already in place. Typically this places the City's affordable housing stock at risk, dislocating tenants, many of whom may not have the financial means to deal with the increased rents in what has been called the least affordable housing market in the United States, and destroying the existing sense of community. And, with state law placing constraints on which units can be rent-controlled and housing construction subsidy limitations impeding the production of an adequate number of new restricted affordable rental units, the preservation of existing units covered by the City's Rent Stabilization Ordinance (RSO) becomes a policy and pragmatic imperative for the City's leadership.

For the purposes of ensuring affordability, diversity and fairness for the renters who constitute a majority of the City's population, the City should develop mechanisms that preserve as many RSO units as is feasible. Any consideration of such mechanisms should include, at a minimum:

I THEREFORE MOVE, that the Department of Housing and Community Investment, the Department of City Planning, the Department of Building and Safety and the Chief Legislative Analyst study the issues enumerated below, along with any other issues they deem pertinent to preserving the City's rent-controlled housing stock, and report back to the Council with recommendations within 120 days:

1. An annual cap on demolitions of RSO units based on an appropriate percentage of the overall RSO housing stock;
2. Withholding the issuance of demolition permits for RSO units until all discretionary and ministerial permits for new construction on the property are formally issued;
3. Adapting the concept of AB 2222, which calls for density bonus projects to replace pre-existing affordable units on a one-to-one basis, for City use, including its use for such projects that seek zone changes, receive government subsidies or remove RSO or other affordable units, and mandate on-site replacement;
4. Reviewing the impact the Small-Lot Subdivision ordinance is having on RSO units when they are replaced by multiple single-family homes that subsequently are renter-occupied, and identifying mechanisms to preserve RSO status or other affordability, minimizing use of the ordinance to evade Ellis Act re-use restrictions.

PRESENTED BY:



PAUL KORETZ  
Councilmember, 5<sup>th</sup> District

SECONDED BY:



ORIGINAL

## HOUSING

### MOTION

In a volatile rental housing market such as the one in Los Angeles, a decision that can eliminate important rental housing from the market should be supported by accurate information. There is a nearly constant flow of condominium conversion cases at present in CD 5 and throughout the City for which this is relevant.

The City's condominium conversion process is set forth in Section 12.95.2 of the Los Angeles Municipal Code (LAMC). It assigns the task of determining the suitability of conversion applications to the Advisory Agency, an entity mandated by the California Subdivision Map Act. In Los Angeles the Advisory Agency is the Director of Planning. The Director typically assigns case-level decisions to department staff referred to as the Deputy Advisory Agency.

One of the key requirements of Section 12.95.2 is found in subdivision F.6.(1). This requirement is that the Advisory Agency be able to formally find that "the vacancy rate of the planning area in which the property is located is five percent or less" and determine that the conversion's impact on the surrounding rental housing market is not significant.

The Section does not specify how often the rate should be updated, leaving it to administrative discretion. According to City Planning staff the Department currently calculates the vacancy rate after analyzing data obtained from the Department of Water and Power, but it appears the calculation is not always made on an annual basis. This allows conversion case decisions to be made without benefit of current data and potentially in error.

In order to facilitate appropriate decision making by the Advisory Agency which reflects a current vacancy rate and allows for a credible required finding that the conversion will not have a significant cumulative effect on the rental housing market in the planning area in question, the City has an obligation to keep the official vacancy rate calculation timely.

I THEREFORE MOVE that Section 12.95.2 F.6 of the LAMC be amended to require that no condominium conversion be approved by the Advisory Agency if the vacancy rate for the planning area in which the case is located has not been updated within the last 12 months; and

I FURTHER MOVE that the Department of City Planning be instructed to update the vacancy rate by March 1<sup>st</sup> of each year.

PRESENTED BY:



PAUL KORETZ  
Councilmember, Fifth District

SECONDED BY:



MAY 03 2017

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Attachment E: Map of Opportunity Zones in Hollywood

