

201 N. Los Angeles St., Ste. 13A
Los Angeles, Ca 90012
(213) 617-9600
Fax (213) 617-9643

btc

14540 Sylvan St., Ste A
Van Nuys, California 91411
(818) 779-8866
Fax (818) 779-8870

CERTIFICATE OF POSTING FOR PUBLIC HEARING

City of Los Angeles
Department of City Planning
200 North Spring Street
Los Angeles, CA 90012-4801

CASE NO. CPC-2015-2025 CPC-2016-4927 VTT-73568

- () Community Planning Bureau-Metro/South/East
 - () Community Planning Bureau-West/Coastal
 - () Community Planning Bureau - Valley - 6262 Van Nuys Blvd.
 - () Subdivisions/Parcel Maps
 - () Zoning Administration
 - () City/Area Planning Commission Office
- To verify the Commission information, call the Commission Office at (213) 978-1300.

CERTIFICATE OF POSTING

This certifies that I/WE have posted the "NOTICE OF PUBLIC HEARING" sign for

DB-MCUP-CU-SPR DA

(type of request)

1540-1552 Highland Avenue; 6700-6760 Selma Avenue; 6663-6675 Selma Avenue; 6660 Selma Avenue; 1543-1553 McCadden Place; 1542-1546 McCadden Place; 1501-1573 Las Palmas Avenue; 1500-1570 Las Palmas Avenue; 1600-1608 Las Palmas Avenue; 6665-6713½ Sunset Boulevard

located at _____

(address of development)

Public Hearing scheduled MAY 15, 2018

I hereby certify under the penalty of perjury that I posted the above-mentioned NOTICE OF PUBLIC HEARING on the

1 day of May 2018

Owner/Applicant (Print)

OR

KEVIN K. POUR

Representative/Posting Agent (Print)

Signature

Kevin K. Pour

Signature

Date _____

THE PROCESSING OF YOUR CASE WILL NOT BE COMPLETED UNTIL THIS FORM IS RETURNED TO THE CASE FILE FOR YOUR PROJECT (SEE ABOVE FOR ROOM NUMBERS).

DEPARTMENT POLICY REQUIRES THAT FOR VERIFICATION OF THE DATE OF POSTING A MINIMUM OF TWO PHOTOGRAPHS MUST BE TAKEN (FRONT PAGE OF A NEWSPAPER WITH THE DATE CLEARLY READABLE IN THE PHOTOGRAPH NEXT TO THE SIGN AND ANOTHER SHOWING THE SIGN(S) POSTED ON THE SITE FROM ACROSS THE STREET).

REGARDLESS OF WHO POSTS THE SITE IT IS ALWAYS THE RESPONSIBILITY OF THE APPLICANT/OWNER TO ASSURE THAT THE NOTICE IS FIRMLY ATTACHED, LEGIBLE, POSTED FOR PUBLIC VIEW FROM THE PROPERTY STREET FRONTAGE, AND REMAINS IN THAT CONDITION THROUGHOUT THE ENTIRE POSTING PERIOD.



CITY OF LOS ANGELES
DEPARTMENT OF CITY PLANNING
 City Hall 200 North Spring Street Los Angeles CA 90012
NOTICE OF PUBLIC HEARING

To Owners: Within a 100-Foot Radius
 Within a 500-Foot Radius
 Abutting a Proposed Development Site

And Occupants: Within a 100-Foot Radius
 Within a 500-Foot Radius
And: Interested Parties/Others

This notice is sent to you because you own property or are an occupant residing near a site for which an application was filed with the Department of City Planning. All interested persons are invited to attend the public hearing where you may listen, ask questions, and/or present testimony regarding the project. The environmental document will be among the matters considered at the hearing. The hearing officer or decision-maker may consider all the testimony presented at the hearing, written communications received prior to or at the hearing, and the merits of the project as it relates to existing environmental and land use regulations. **Please note that your attendance at the hearing is optional.**

Project Site: 1540–1552 Highland Avenue; 6700–6760 Selma Avenue; 6663–6675 Selma Avenue; 6660 Selma Avenue; 1543–1553 McCadden Place; 1542–1546 McCadden Place; 1501–1573 Las Palmas Avenue; 1500–1570 Las Palmas Avenue; 1600–1608 Las Palmas Avenue; 6665–6713½ Sunset Boulevard

Case No.: CPC-2015-2025-DB-MCUP-CU-SPR;
 CPC-2016-4927-DA; VTT-73568
CEQA No.: ENV-2015-2026-EIR
Hearing Held By: Deputy Advisory/Hearing Officer

Date: **May 15, 2018**
Time **9:00 a.m.**
Place: Los Angeles City Hall
 200 North Spring St., Room 350
 (Please use the 201 N. Main Street
 entrance)
Staff Contact: Alejandro Huerta, City Planner
 221 N. Figueroa, Suite 1350
 Los Angeles, CA 90012
 alejandro.huerta@lacity.org
 (213) 847-3674

Council No: 13 – O’Farrell
Related Cases: None

Plan Area Hollywood
Zone: C4-2D-SN; C4-2D

Plan Overlay: None
Land Use: Regional Center Commercial
Applicant: Bill Myers, CRE-HAR Crossroads
 SPV, LLC

Representative: Kyndra J. Casper, DLA Piper,
 LLP

PROPOSED PROJECT:

The Project would retain and rehabilitate Crossroads of the World and the former Hollywood Reporter Building and remove all other existing uses on the Project Site and construct a mixed-use development that would include eight mixed-use buildings with residential, hotel, commercial/retail, entertainment and restaurant uses, and a stand-alone, one-story commercial/retail building on the eastern edge of the Crossroads of the World complex. Upon buildout, the Project (including retention of the Crossroads of the World complex and the former Hollywood Reporter Building) would include approximately 1,381,000 square feet of floor area, consisting of 950 residential units (11 percent, or 105 units, for Very Low Income Households), 308 hotel rooms, and approximately 190,000 square feet of commercial uses. The proposed floor area ratio (FAR) would be approximately 3.81:1 averaged across the Project Site.

REQUESTED ACTION(S):

The Deputy Advisory Agency will consider:

ENV-2015-2026-EIR:

1. The Deputy Advisory Agency shall consider the information contained in the **Environmental Impact Report** prepared for this project, which includes the Draft EIR, No. ENV-2015-2026-EIR (SCH No. 2015101073) dated May 11, 2017, and the Final EIR (Crossroads Hollywood EIR), as well as the whole of the administrative record.

VTT-73568

2. Pursuant to Los Angeles Municipal Code (LAMC) Sections 17.15 and 12.22-C,27, **Vesting Tentative Tract Map No. 73568** for the merger and resubdivision for 5 ground lots and 30 airspace lots, 950 residential apartments, 308 key hotel, 190,000 square feet of commercial use (68,000 square feet of commercial is existing), phased unit map recorded in up to 5 separate phases.

On behalf of the City Planning Commission, the Hearing Officer will take testimony regarding:

ENV-2015-2026-EIR:

3. The City Planning Commission shall consider the information contained in the **Environmental Impact Report** prepared for this project, which includes the Draft EIR, No. ENV-2015-2026-EIR (SCH No. 2015101073) dated May 11, 2017, and the Final EIR (Crossroads Hollywood EIR), as well as the whole of the administrative record.

CPC-2015-2025-DB-MCUP-CU-SPR

4. Pursuant to Los Angeles Municipal Code (LAMC) Section 12.22-A,25, a **Density Bonus Compliance Review**, reserving 11 percent, or 105 units, for Very Low Income Households, and utilizing Parking Option 1, seeking the following incentives:
 - a. Pursuant to LAMC Section 12.22-A,25(F), an **On-Menu Incentive** to permit a 35 percent increase in the maximum allowable Floor Area Ratio (FAR) from 2:1 to 2.7:1 FAR (for the C4-2D-SN portion of the site and Parcel E1) and from 3:1 to 4.05:1 FAR (for the C4-2D portion of the site).
 - b. Pursuant to LAMC Section 12.22-A,25(F), an **On-Menu Incentive** to permit the averaging of floor area for an average FAR of approximately 3.26:1 across the site, density, parking and open space on two or more contiguous lots and permitting vehicular access from a less restrictive zone to a more restrictive zone.
 - c. Pursuant to LAMC 12.22-A,25(G), a **Waiver of Development Standard (Off-Menu)** to permit an approximately 16.51 percent increase of 3.8:1 FAR in lieu of approximately 3.26:1 FAR averaged across the site.
5. Conditional Uses to permit:
 - a. Pursuant to LAMC Section 12.24-W,1, a **Master Conditional Use** a to permit the on-site and off-site sale, dispensing and consumption of a full line of alcoholic beverages in connection with a total of 22 establishments associated with the Project's proposed hotel and commercial uses; and
 - b. Pursuant to LAMC 12.24-W,18, a **Master Conditional Use** to permit eight uses with public dancing and live entertainment.
6. Pursuant to LAMC Section 12.24-U,14, a **Major Development Project Conditional Use Permit** for a project creating 250 or more hotel guest rooms.
7. Pursuant to LAMC Section 16.05, a **Site Plan Review** for a project resulting in an increase of 50 or more dwelling units.

CPC-2016-4927-DA

8. Pursuant to California Government Sections 65865-68869.5, the Project Applicant seeks to enter into a **Development Agreement** with the City of Los Angeles.

Puede obtener información en Español acerca de esta junta llamando al (213) 847-3674

GENERAL INFORMATION

FILE REVIEW - The complete file is available for public inspection between the hours of 9:00 a.m. to 4:00 p.m., Monday through Friday. Please call or email the staff identified on the front page, at least three (3) days in advance to assure that the files will be available. **Files are not available for review the day of the hearing.**

AGENDAS AND REPORTS- Commission agendas are posted for public review in the Main Street lobby of City Hall East, 200 N. Main Street, Los Angeles, California. Commission Agendas and Hearing Schedules are accessible online at planning.lacity.org. If this matter is before a Commission, please note that a Recommendation Report will be available on-line seven (7) days prior to the hearing and will be accessible at planning.lacity.org, by selecting "Commissions & Hearings". Recommendation Reports are hyperlinked to the case numbers on the agendas. **Please note that Recommendation Reports are not prepared for Hearing Officer or Zoning Administrator hearings.**

TESTIMONY AND CORRESPONDENCE - Your attendance is optional; oral testimony can only be given at the public hearing and may be limited due to time constraints. Written testimony or evidentiary documentation may be submitted prior to the hearing.

Decision-makers such as Associate Zoning Administrators or Commissions function in a quasi-judicial capacity and, therefore, cannot be contacted directly. Any materials submitted to the Department or Commission become City property and will not be returned. This includes any correspondence or exhibits used as part of your testimony.

Be advised that the Commission may RECONSIDER and alter its action taken on items listed on the meeting agenda at any time during this meeting or during the next regular meeting, in accordance with the Commission Policies and Procedures and provided that the Commission retains jurisdiction over the case. **If a Commission meeting is cancelled or adjourned due to lack of quorum, all remaining agenda items shall be continued to the next regular meeting or beyond, as long as the continuance is within the legal time limits of the case or cases.**

REQUIREMENTS FOR SUBMISSION OF MATERIALS - Written testimony may be submitted via email, in person or by U.S. mail to the staff identified on the front of this page. Correspondence should be presented on letter size (8 ½ " x 11") or legal size (8 ½ " x 14") paper. All oversized exhibits must be folded to fit into a legal-sized folder. Plans (i.e. site plans, floor plans, grading plans) must be presented on paper size not smaller than ledger size (11" x 17"). The case number must be written on all communications, plans and exhibits. **To the extent possible, please also submit all materials electronically (flash drive, CD or via email).**

Regular Submissions

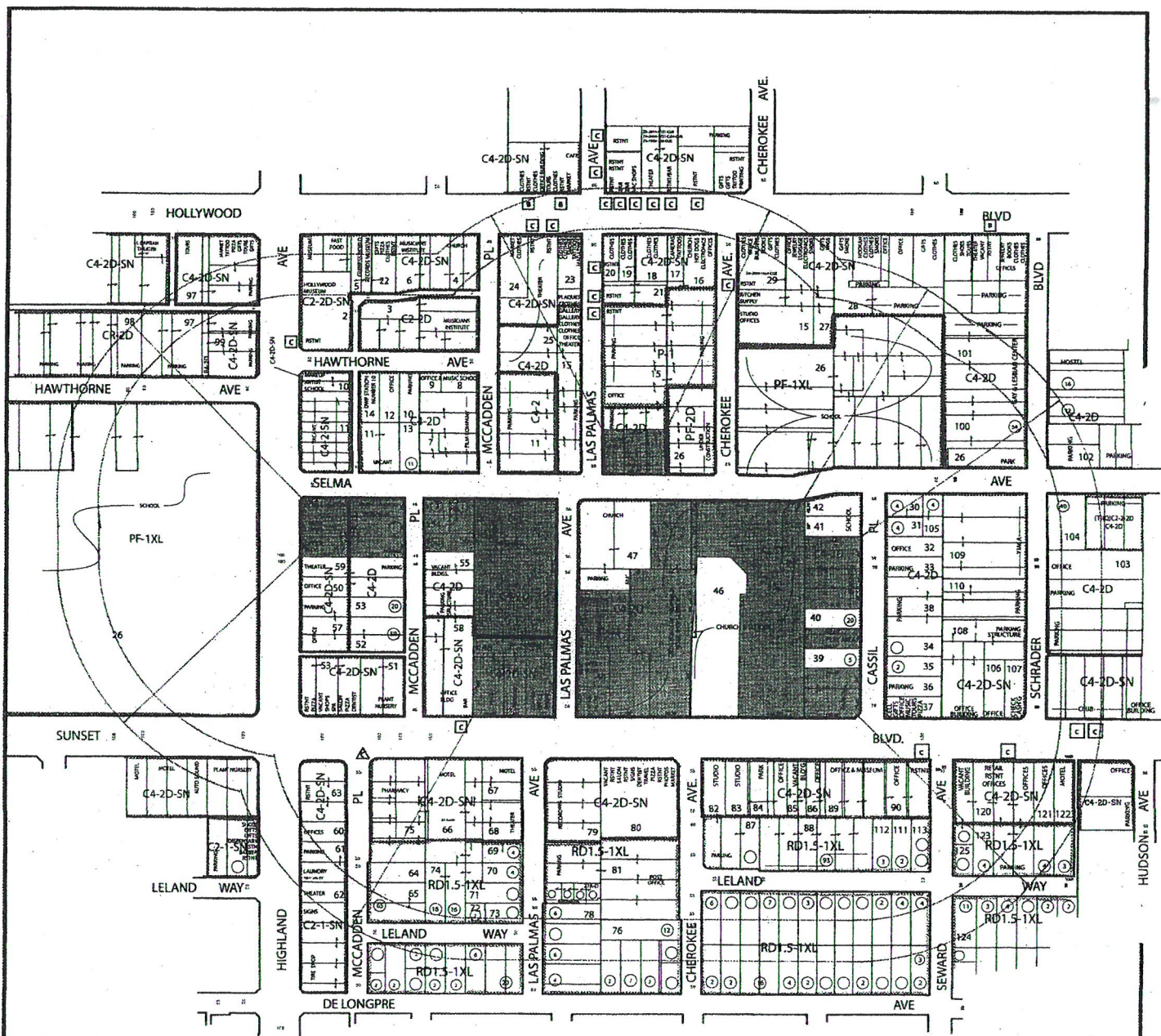
- **Matters before Commissions:** Written materials not limited as to volume must be received **ten (10) days** prior to the hearing date. Provide an **original plus twelve (12) copies** of all correspondence or exhibits. You may submit written testimony to the Commission Office directly at **200 North Spring Street, Room 532, Los Angeles, CA 90012** in attention to the Commission Secretariat.
- **Matters before an Associate Zoning Administrator (AZA) or Hearing Officer:** Written materials not limited as to volume must be received no later than **five (5) days** prior to the hearing date. Provide an **original plus (3) copies**, and follow the size guidelines above.

Rebuttal Submissions - All written materials in response to a Recommendation Report and/or additional comments must be submitted no later than **48 hours** before the hearing date. Submissions, including exhibits, shall not exceed ten (10) pages.

Day of Hearing Submissions - Submissions less than 48 hours prior to, and including the day of the hearing, must not exceed two (2) written pages, including exhibits. Photographs do not count toward the page limitation. Notwithstanding, the Associate Zoning Administrator or Hearing Officer may deviate from this requirement at their discretion.

Non-Complying Submissions - Submissions that do not comply with these rules will be stamped "*File Copy. Non-complying Submission*". Non-complying submissions will be placed into the official case file, but they will not be delivered to, or considered by the Commission, Associate Zoning Administrator or Hearing Officer. Notwithstanding, the Associate Zoning Administrator or Hearing Officer may deviate from this requirement at their discretion.

ACCOMMODATIONS - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. The hearing facility and its parking are wheelchair accessible. Sign language interpreters, assistive listening devices, or other services, such as translation between English and other languages, may also be provided upon written request submitted a minimum of seven (7) working days in advance to: per.planning@lacity.org. Be sure to identify the language you need English to be translated into, and indicate if the request is for oral or written translation services. If translation of a written document is requested, please include the document to be translated as an attachment to your email.



- ALCOHOL LAND USE DATA SYMBOLS
- ☐ ON-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
 - ☐ ON-SITE CONSUMPTION OF BEER AND/OR WINE
 - ☐ OFF-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
 - ☐ OFF-SITE CONSUMPTION OF BEER AND/OR WINE

REQUEST: C4-2D-SN TO C4-2-SN
C4-2D TO C4-2

VESTING TENTATIVE TRACT NUMBER 73568
ZONE CHANGE/HEIGHT DISTRICT CHANGE ZONE VARIANCE
"MASTER" CONDITIONAL USE-CUB/CUX CONDITIONAL USE SITE PLAN REVIEW

QMS Quality Mapping Service
 14549 Archwood St. Suite 301
 Van Nuys, California 91405
 Phone (818) 997-7949 - Fax (818) 997-0351
 qmapping@qms.com

THOMAS BROTHERS
 Page: 593 Grid: E-4

A.P.N.
 5547-014-(026-028)
 5547-019-(019-023,032)
 5547-020-(001-005,007,008,025,
 027-029,036,045)

LEGAL
 SEE APPLICATIONS

CD: 13
CT: 1907.00
PA: 107-HOLLYWOOD
USES: FIELD

SITE ADDRESS
 "SEE APPLICATIONS"

CASENO:
SCALE: 1"=100'
D.M.: 148.5A185

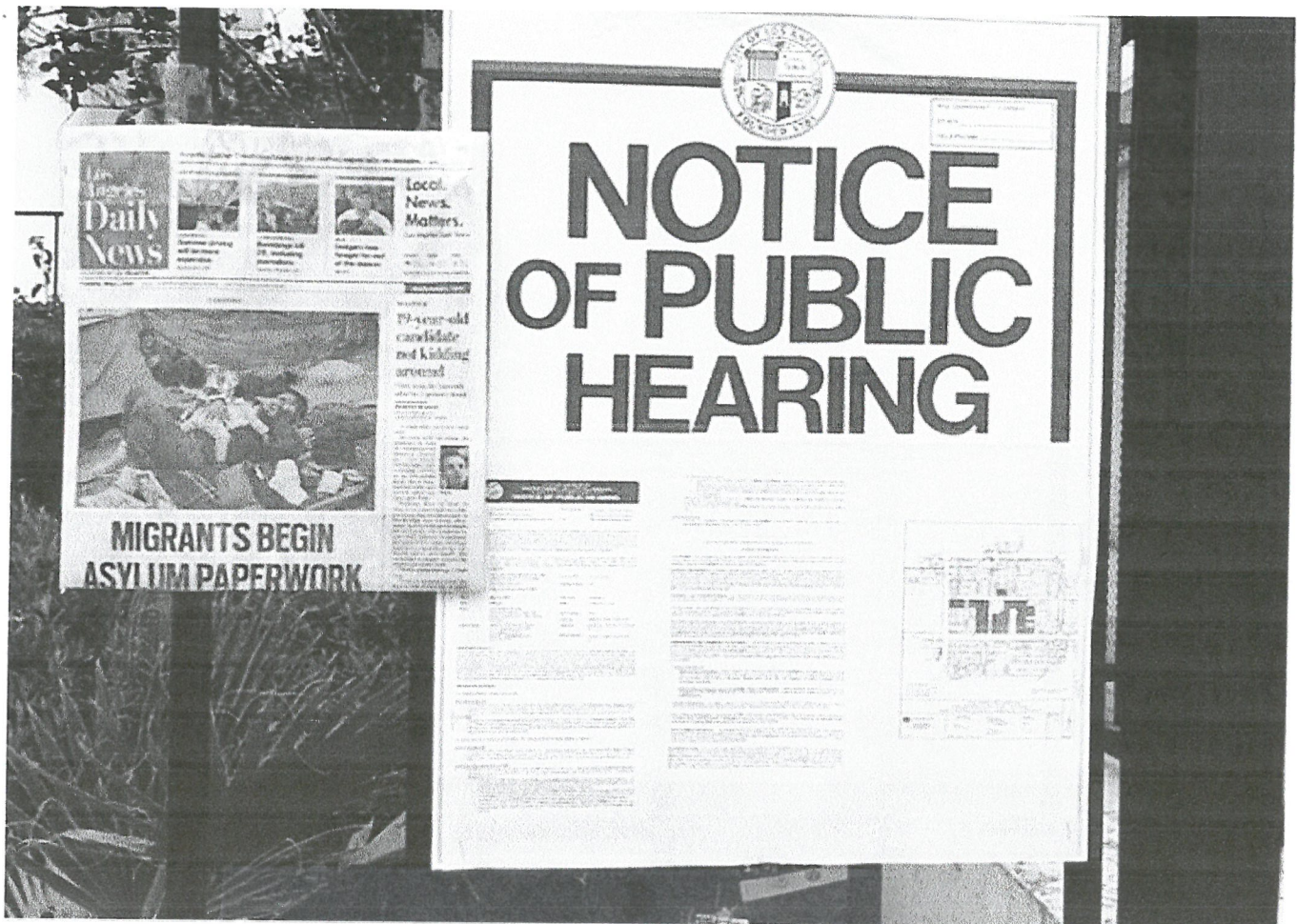
DATE: 03-04-18
 Update: _____

DRAWN BY:

CONTACT: DLA PIPER **PHONE:** 213-694-3114

QMS: 18-090

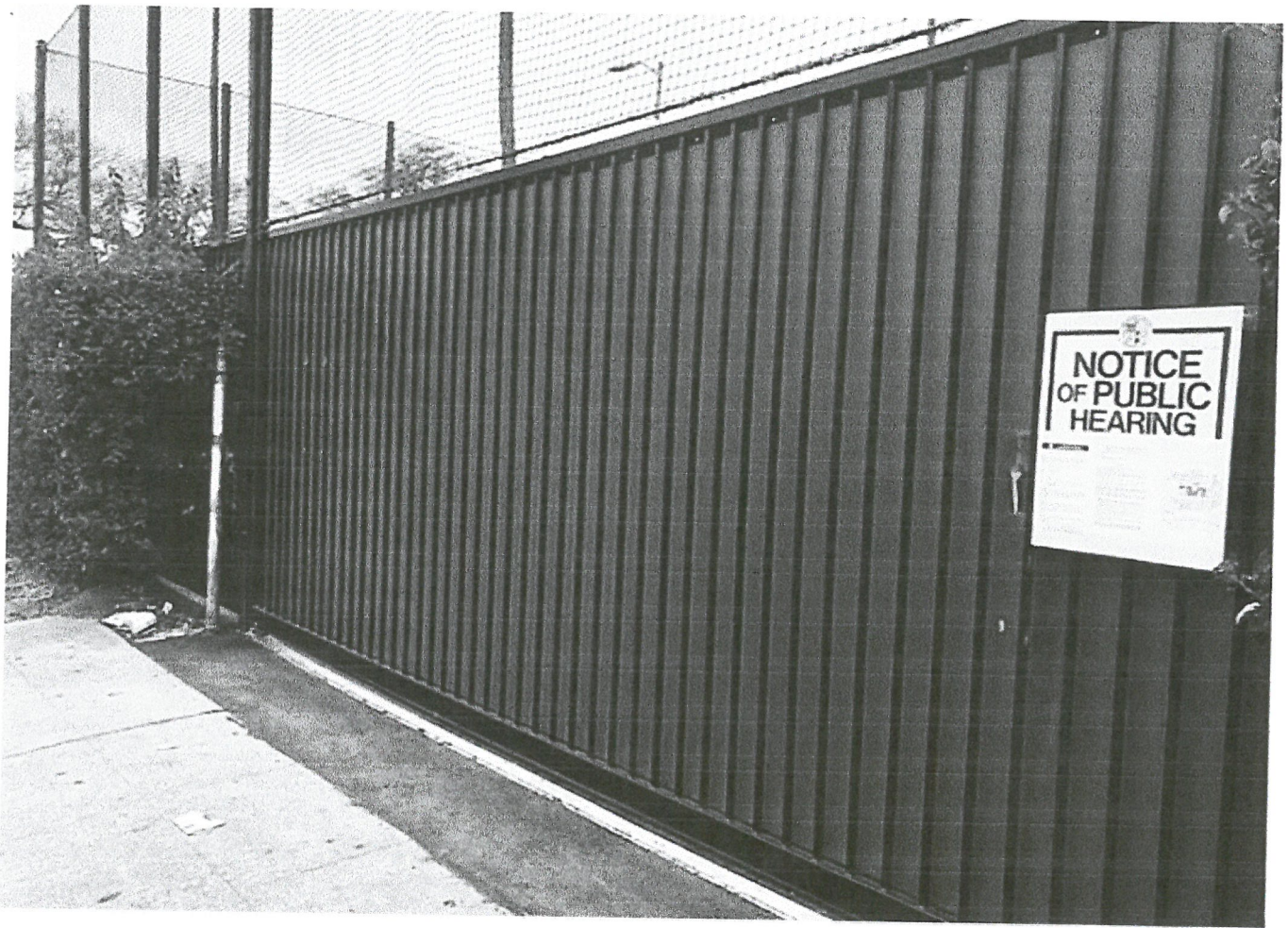




Project Site: 1540-1552 Highland Avenue; 6700-6760 Avenue; 1543-1553 McCadden Place; Avenue; 1500-1570 Las Palmas Avenue, Boulevard

Selma Avenue; 6663-6675 Selma Avenue; 6660 Selma
1542-1546 McCadden Place; 1501-1573 Las Palmas
1600-1608 Las Palmas Avenue; 6665-6713½ Sunset

Sunset Blvd



Cassil



Cassil



Cassil



Selma



Selma



Las Palmas



Selma



Selma



McCadden



McCadden



Selma



Highland



Las Palmas



Las Palmas



Las Palmas



Sun set



Sunset



Sunset

Los Angeles Daily News

AN EDITION OF THE REGISTER

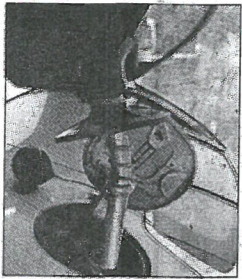
Tuesday, May 1, 2018

\$1.50

FACEBOOK.COM/LADAILYNEWS

TWITTER.COM/LADAILYNEWS

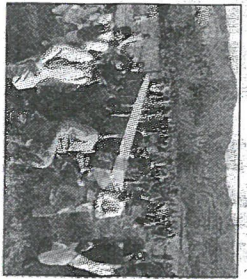
Angels » Mike Trout continues to get better, especially on defense. Sports



GAS PRICES

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Business » A9



AFGHANISTAN

Bombings kill 25, including journalists

Nation+World » A7



MLB

Dodgers lose Seager for rest of the season

Sports

Local. News. Matters.

Los Angeles Daily News

TODAY WED. THU.
 H: 61 L: 50 H: 64 L: 47 H: 77 L: 54
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POLITICS

19-year-old candidate not kidding around

Clark aims for Assembly after No. 2 primary finish

By Kevin Modesti

kmodesti@sng.com

[@KevinModesti](https://twitter.com/KevinModesti) on Twitter

In some ways, he is very much a kid.

He lives with his mom. He squeezes in time for campaigning between classes at Cal State Northridge and

