

## **II. Project Description**

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### 1. Project Summary

The Project proposes to develop a new mixed-use project on a 1.1-acre site located within the Hollywood community of the City of Los Angeles. The Project includes 276 residential units, 13 (5 percent of the Project Site's base density) of which would be restricted to Very Low Income households, approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses, and up to 412 vehicle parking spaces.<sup>1</sup> Alternatively, an approximately 27,000 square-foot grocery store could be constructed in lieu of the proposed retail and restaurant uses.<sup>2</sup> The proposed uses would be located within a seven-story building containing a ground-floor level with a mezzanine and six residential levels, above four subterranean parking levels.<sup>3</sup> The proposed building would contain approximately 260,250 square feet of floor area. To provide for the new uses, the approximately 61,816 square feet of existing commercial uses in six buildings and associated surface parking areas would be demolished.

### 2. Environmental Setting

#### a. Project Location

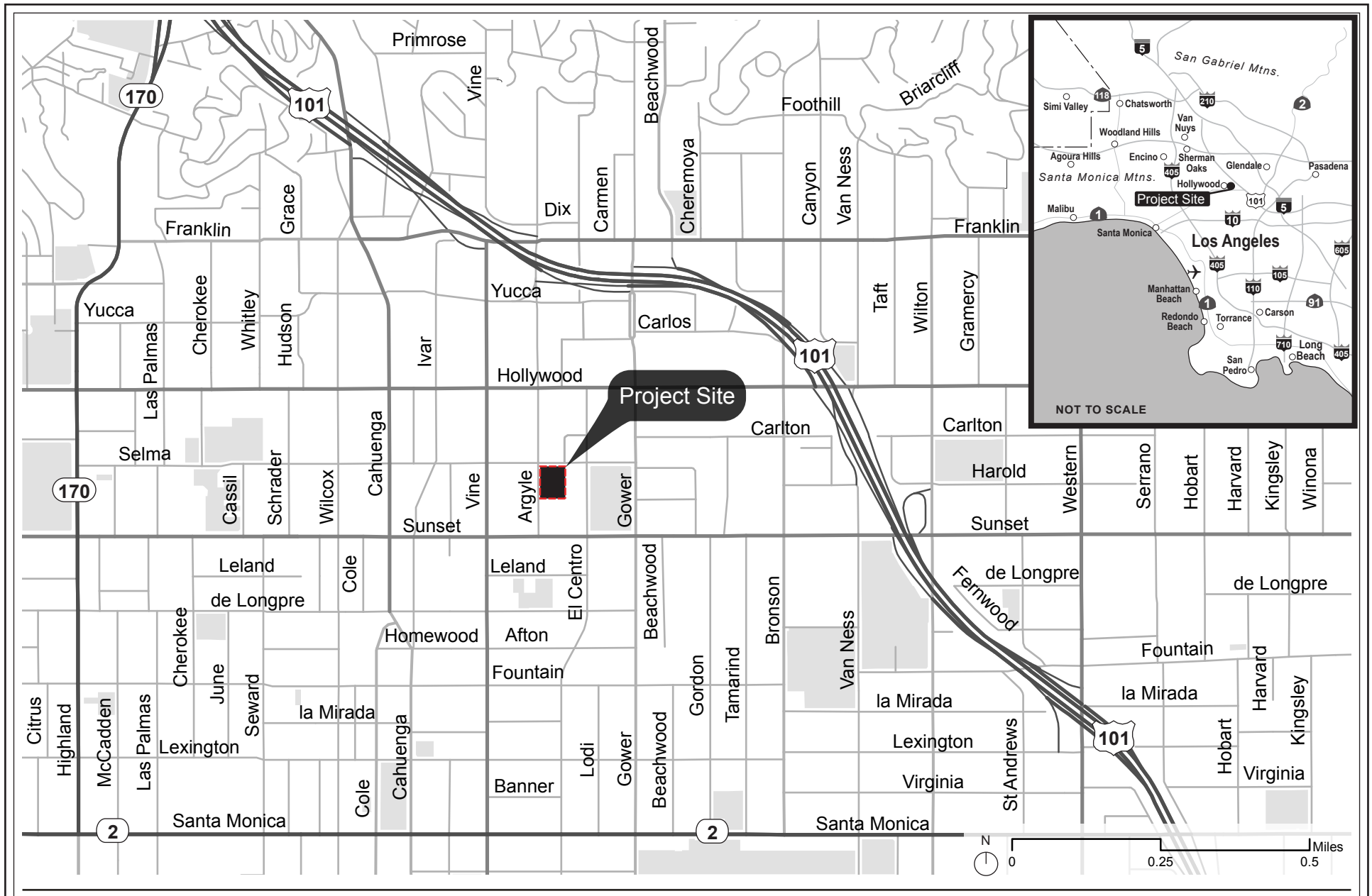
As shown in Figure II-1 on page II-2, the Project Site is located at 1546 N. Argyle Avenue (southeast corner of Argyle Avenue and Selma Avenue) in the Hollywood community of the City of Los Angeles, 6 miles northwest of downtown Los Angeles and approximately 12 miles east of the Pacific Ocean. Primary regional access is provided by the Hollywood Freeway (US-101), which runs north-south approximately 0.5 mile to the east of the Project Site. Major arterials providing regional access to the Project Site include Sunset Boulevard, Hollywood Boulevard, Gower Street, and Vine Street, and the Project

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<sup>1</sup> The number of required parking spaces, before accounting for potential bicycle parking reductions, would be 364 for the retail/restaurant option and 358 spaces for the grocery store option.

<sup>2</sup> Under the grocery store option, the Project's ground floor layout would be slightly reconfigured, but the Project's overall footprint, height, massing, and total floor area would not change.

<sup>3</sup> The proposed mezzanine would contain floor area that is accounted for in the Project's total maximum floor area, but would not constitute an additional story, pursuant to Los Angeles Building Code Section 505.



**Figure II-1**  
Project Location Map

Site is approximately 0.2 mile southeast of the Metro Red Line Hollywood/Vine Station. The Project Site is bounded by Selma Avenue to the north, Argyle Avenue to the west, and surface parking lots to the east and south.

## **b. Existing Uses**

### **(1) Existing Conditions**

As shown in Figure II-2 on page II-4, the Project Site is currently developed with six commercial buildings totaling approximately 61,816 square feet of floor area, as well as surface parking, all of which would be demolished to provide for the Project. The buildings are currently occupied by a commercial audio/video equipment rental and sales business, offices, and a commercial printing shop. Table II-1 on page II-5 provides the approximate square footage for each type of use. Landscaping within the Project Site is limited, with one lemon gum tree located toward the southeastern portion of the Project Site. In addition, three ficus and three evergreen pear street trees are located outside of the property line along Selma and Argyle Avenues. All existing on- and off-site trees would be removed to accommodate the development of the Project.

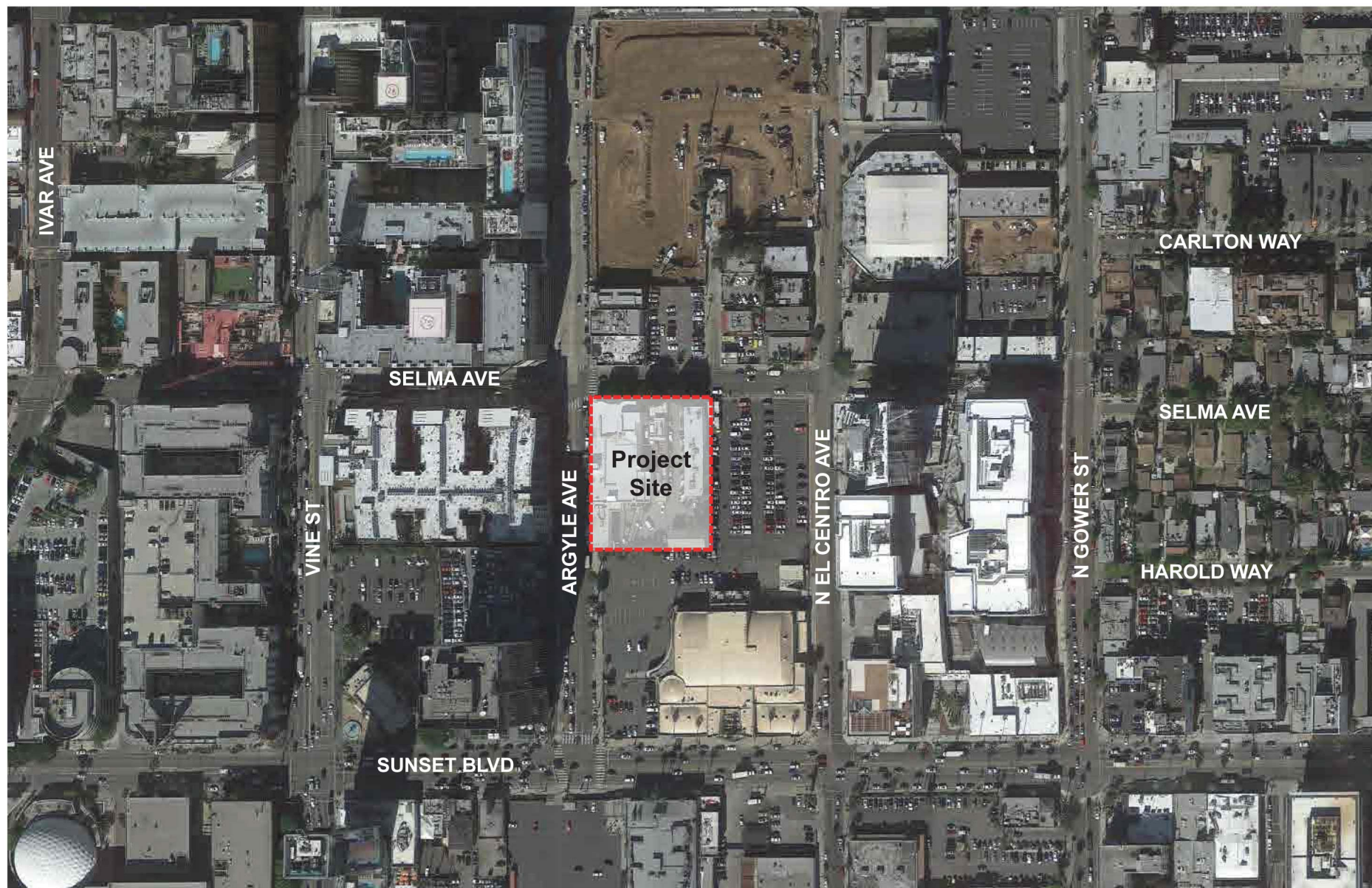
### **(2) Land Use and Zoning**

#### *(a) Hollywood Community Plan*

The Project Site is located within the planning boundary of the Hollywood Community Plan (Community Plan), adopted in December 1988. Under the adopted Community Plan, the Project Site is designated for Commercial Manufacturing land uses. This land use designation is inconsistent with all surrounding properties, which are designated for Regional Center Commercial land uses by the Community Plan. The Community Plan also states that the Commercial Manufacturing land use designation corresponds to the CM (Commercial Manufacturing) and P (Parking) zoning designations, neither of which are consistent with the Project Site's current zoning.

#### *(b) City of Los Angeles Municipal Code*

The entire Project Site is zoned by the Los Angeles Municipal Code (LAMC) as [Q]C4-1VL-SN (Commercial with Q Condition, Height District 1-VL, Hollywood Signage Supplemental Use District [HSSUD]). As noted above, the C4 zoning designation is inconsistent with the Community Plan's current Commercial Manufacturing land use designation for the Project Site. The C4 zone permits a wide array of land uses, such as retail stores, offices, hotels, schools, parks, and theaters. The C4 zone also permits any land use permitted in the R4 (Multiple Residential) zone, which includes one-family dwellings, two-family dwellings, apartment houses, multiple dwellings, and home



**Figure II-2**  
Aerial Photograph of the Project Vicinity



**Table II-1  
Summary of Existing Uses**

<b>Land Use</b>	<b>Floor Area (sf)</b>
Warehouse	32,634 sf
Office	15,182 sf
Commercial (retail and print shop uses)	14,000 sf
<b>Total</b>	<b>61,816 sf</b>
_____ <i>sf = square feet</i> <i>Source: MCRT Investments LLC, 2017.</i>	

occupations. However, the Project Site's existing Q condition, imposed by Ordinance 165,662 in 1990, prohibits residential uses at the Site.

The Height District 1-VL designation, in conjunction with the C4 zone, imposes a height limit of 3 stories or 45 feet and a maximum floor area ratio (FAR) of 1.5:1. The "SN" in the Project Site's zoning prefix indicates that the Project Site is located in the HSSUD, which establishes signage regulations in addition to those of the LAMC.

*(c) Draft Hollywood Community Plan Update*

The City is currently in the process of updating the Community Plan, which would update existing land use and zoning designations for a number of properties within the Community Plan area. The draft Community Plan Update and corresponding Draft EIR were released for public review in November 2018. According to the current draft Community Plan Update materials, the Project Site would be re-designated for Regional Center Commercial land uses, and re-zoned to [Q]C4-2D-SN-CPIO. The revised Q condition would permit residential uses if a project incorporates a minimum 1:1 FAR of non-residential uses, and the revised D limitation would establish a new FAR limit of 4.5:1, which may be exceeded with the approval of the City Planning Commission or the City Council on appeal. The CPIO suffix, representing a new proposed Community Plan Implementation Overlay encompassing the Project Site, is an overlay tool that implements the policies of a Community Plan through targeted land use regulations to specific areas. The draft CPIO focuses on historic preservation and pedestrian-oriented design. The Community Plan Update approval process will continue throughout 2019; however, the Project's entitlement applications include a vesting tentative tract map application, which the City deemed to be complete on October 28, 2016. Accordingly, pursuant to LAMC Section 17.15 and Government Code Section 66498.1, the Project is vested against the proposed land use and zoning changes under the Community Plan Update.

*(d) Other Applicable Designations*

The Project Site is also located within the boundaries of the Hollywood Redevelopment Project Area, a Transit Priority Area pursuant to Senate Bill 743, the former Los Angeles State Enterprise Zone, and the Sunset and Vine Business Improvement District.

### **c. Surrounding Land Uses**

The Project Site is located in a highly urbanized area surrounded by existing and planned development. Surrounding uses in the vicinity of the Project Site include the Hollywood Palladium and the site of the recently approved Palladium Residences project to the south and east, the Columbia Square mixed-use project one block east, the Camden Hollywood mixed-use project to the west (across Selma Avenue), Phase 2 of the Blvd 6200 project that is under construction approximately one-half block to the north, and the 1600 Vine and W Hollywood developments, as well as the Metro Red Line Hollywood/Vine Station, to the northwest (across Argyle and Selma Avenues).

## **3. Project Objectives**

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines states that the project description shall contain “a statement of the objectives sought by the proposed project.” Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the Project is to revitalize the Project Site by developing a high quality mixed-use development that provides new multi-family housing opportunities and neighborhood-serving retail and restaurant uses that serve the community and promote walkability. As set forth in the CEQA Guidelines, the Project’s specific objectives are provided below.

- To provide a diverse mix of new housing units, including restricted affordable units that would help to meet the demand for new affordable and market-rate housing opportunities in the Hollywood community and City.
- To redevelop a site with a Project that is compatible in scale and design with the mixed-use character of the surrounding area.
- To promote local and regional mobility objectives by providing a mix of residential and neighborhood-serving commercial uses in an area that is supported by a variety of recreational amenities and commercial services, and is in close proximity to public transportation.

- To meet the objectives of the City's Walkability Checklist and Citywide Design Guidelines by creating a street-level identity for the Project Site and improving the pedestrian experience through the introduction of neighborhood-serving commercial uses on the ground floor level.
- To create economic vitality in the community through the creation of construction jobs, and permanent full-time on-site jobs.

## 4. Description of the Project

### a. Project Overview

The Project proposes to develop a mixed-use project on a 1.1-acre site located in Hollywood. As described in more detail below and shown in Table II-2 on page II-8, the Project would provide 276 residential units, approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses, up to 412 vehicle parking spaces, and 182 required bicycle parking spaces.<sup>4</sup> Alternatively, a 27,000 square foot grocery store could be constructed on the ground floor in lieu of the proposed retail and restaurant uses.<sup>5</sup> To provide for the new uses, approximately 61,816 square feet of existing commercial uses and associated surface parking areas would be demolished.

The proposed uses would be located within a mid-rise, seven-story building containing a ground floor level with a mezzanine and six residential levels above four subterranean parking levels. The maximum height of the building would be 92 feet 1 inch to the top of the parapet, and 99 feet 1 inch to the top of the uppermost stair/elevator enclosure. As shown in Figure II-3 on page II-9, for the retail/restaurant option, the ground floor of the proposed building would include neighborhood-serving retail and restaurant uses fronting Selma and Argyle Avenues, a residential lobby/lounge accessed from Argyle Avenue, and indoor and outdoor residential open spaces. As shown in Figure II-4 on page II-10, for the grocery store option, the ground floor would include a grocery store and loading dock fronting Argyle Avenue, a residential lobby/lounge accessed from the corner of Argyle Avenue and Selma Avenue, and indoor and outdoor residential open spaces.

The remaining Project features would not change under either the retail/restaurant or grocery store option. Specifically, the Project's short-term bicycle parking spaces would be located on the ground level within the public right-of-way, accessible from Selma

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<sup>4</sup> The number of required parking spaces, before accounting for potential bicycle parking reductions, would be 364 for the retail/restaurant option and 358 spaces for the grocery store option.

<sup>5</sup> Under the grocery store option, the Project's ground floor layout would be slightly reconfigured, but the Project's overall footprint, height, massing, and total floor area would not change.



**Table II-2  
Summary of Proposed Floor Area**

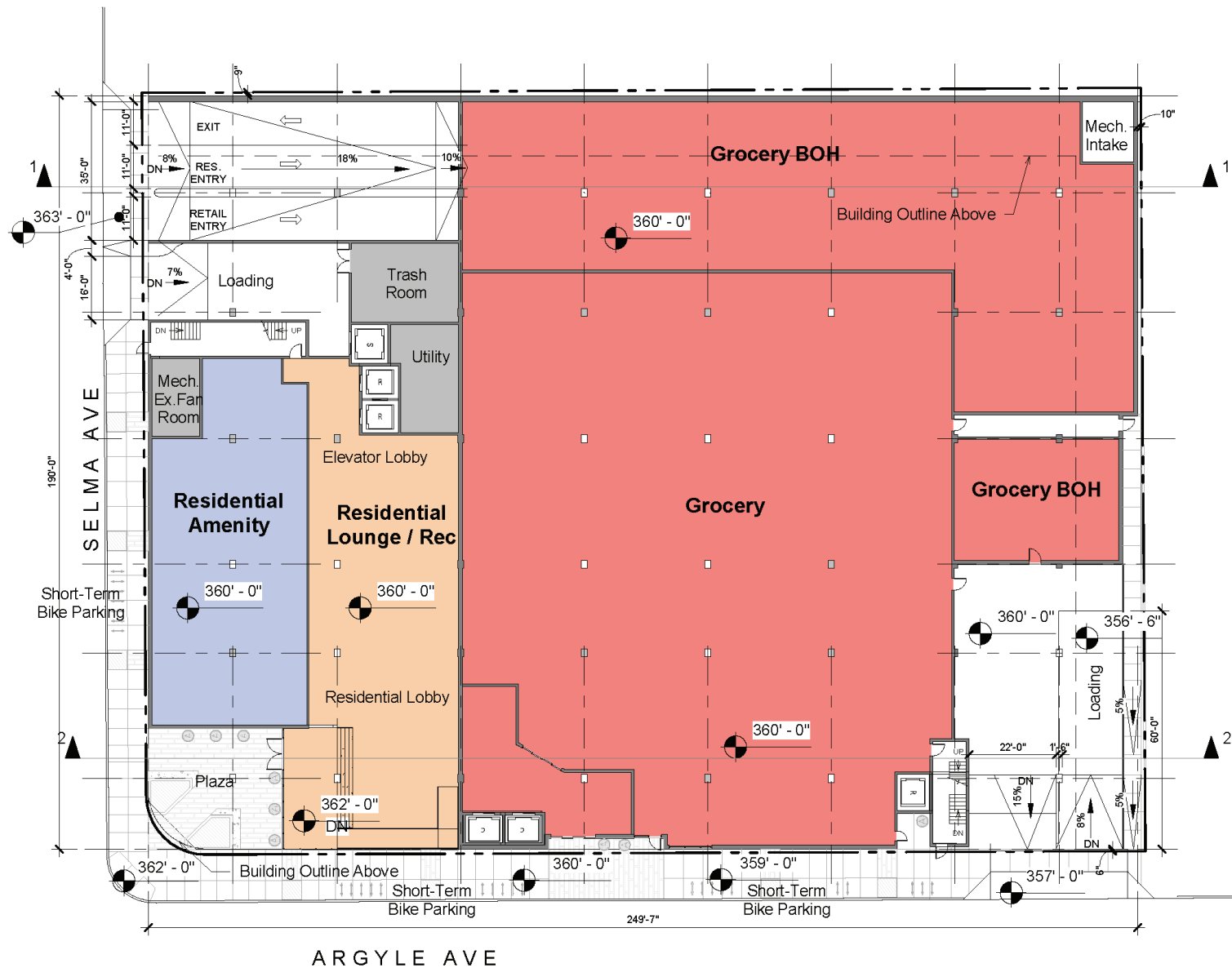
<b>Land Use</b>	<b>Floor Area<sup>a</sup> (sf)</b>
<b>Project with Retail/Restaurant Option</b>	
Residential	236,250 sf (276 du)
Restaurant	15,000 sf
Retail	9,000 sf
<b>Total</b>	<b>260,250 sf</b>
<b>Project with Grocery Store Option</b>	
Residential	233,250 sf (276 du)
Grocery Store	27,000 sf
<b>Total</b>	<b>260,250 sf</b>
<p><i>sf = square feet</i>  <i>du = dwelling unit</i>  <sup>a</sup> <i>Square footage is calculated pursuant to the LAMC definition of floor area for the purpose of calculating FAR. In accordance with LAMC Section 12.03, floor area is defined as “[t]he area in square feet confined within the exterior walls of a building, but not including the area of the following: exterior walls, stairways, shafts, rooms housing building-operating equipment or machinery, parking areas with associated driveways and ramps, space for the landing and storage of helicopters, and basement storage areas.”</i>  <i>Source: Togawa Smith Martin, 2018.</i></p>	

Avenue. The ground floor mezzanine level would include additional commercial floor area, as well as additional residential clubhouse open space areas.<sup>6</sup> Levels two through seven would include the 276 residential units, with a pool, courtyard, additional clubhouse open space, and landscaped yards provided at the second level. The proposed residential unit mix is anticipated to include 46 studio units, 196 one-bedroom units, and 34 two-bedroom units of varying sizes and configurations. Vehicular parking would be provided in four subterranean levels. Long-term bicycle parking would be provided in the 1st subterranean level. Overall, the proposed building would contain approximately 260,250 square feet of floor area.

<sup>6</sup> *The mezzanine FAR would be part of the total FAR for the Project and is included in the analysis presented in this Draft EIR.*



**Figure II-3**  
Conceptual Site Plan Ground Level (Retail/Restaurant)



**Figure II-4**  
Conceptual Site Plan Ground Level (Grocery Store)

## **b. Building Design**

As shown in Figure II-5 on page II-12, the proposed mid-rise building has been designed to be modern in style and to integrate into the Selma Avenue and Argyle Avenue street frontages while promoting a pedestrian environment. Specifically, the façade of the building has been articulated along all street frontages through the use of balconies, recessed windows, and architectural treatments. The building's architectural mass is also broken down by giving priority to building corners and clearly delineating the Project's commercial base from the residential units above. In addition, the proposed neighborhood-serving commercial uses at the ground level are intended to promote pedestrian activity and further activate the streets in the surrounding area. Furthermore, the Project would include the development of sidewalks in conformance with all applicable with Mobility Plan and other City requirements that would be separated from the street with trees, bike parking, and other landscape features. Figure II-6 and Figure II-7 on pages II-13 and II-14 provide conceptual views of the proposed building's northwest corner and southeast corner, respectively.

## **c. Open Space and Recreational Amenities**

The Project would include a lobby/lounge, clubhouse, and outdoor patio area located on the ground floor. On the second level, a pool and courtyard would be provided, along with a residential amenity areas and landscaped rear and side yard setback areas which will be used as planting areas. The Project also includes an outdoor terrace on Level 7. Private balconies would be provided for the majority of units in the Project.

For the retail/restaurant option, the Project would provide a minimum of 28,665 square feet of open space, consisting of 9,939 square feet of common outdoor areas, 11,800 square feet of private outdoor areas in the form of residential balconies, and 6,926 square feet of common interior areas. The grocery store option would provide 28,785 square feet of open space, with 7,046 square feet of common interior open space in addition to 9,939 square feet of common outdoor areas and 11,800 square feet of private outdoor areas in the form of residential balconies. The additional common open space would be located on Level 1.

As part of the Project, the six existing ficus and evergreen pear street trees along Selma and Argyle Avenues are expected to be removed, as well as the one lemon gum tree located on the Project Site. In addition, a minimum of 69 new trees would be planted along the parkways and on the Project Site, in accordance with LAMC requirements.



**Figure II-5**  
Conceptual Rendering



**Figure II-6**  
Conceptual Views – West & North





**Figure II-7**  
Conceptual Views – East & South

## **d. Signage and Lighting**

Project signage would be designed to be aesthetically compatible with the proposed architecture of the Project and other signage in the area. Proposed signage would include mounted project identity signage, building and commercial tenant signage, and general ground-level and wayfinding pedestrian signage. Wayfinding signs would be located at parking garage entrances, elevator lobbies, vestibules, and residential corridors. No off-site advertising is proposed as part of the Project, and all signage would comply with the requirements of the LAMC and HSSUD.

Exterior lighting along the public areas would include pedestrian-scale fixtures and elements. Low-level exterior lights would also be incorporated on the building and along pathways for security and wayfinding purposes as well as to accent signage, architectural features, and landscaping elements throughout the site. Project lighting would be shielded and directed on site in order to minimize light trespass from the Project Site. All new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations, and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

## **e. Access, Circulation, and Public Transportation**

Both options would provide vehicular access for both the commercial and residential components of the Project would be from Selma Avenue via two driveways. One driveway would provide one-way ingress and egress for delivery trucks to a loading zone, while the second driveway would provide two-way ingress and egress for vehicular access to the Project's below-grade parking areas. Additionally, the grocery store option would also include an additional driveway for delivery trucks to access a loading area off of Argyle Avenue, adjacent to the Palladium Residence project site.

Pedestrian access to the ground-floor neighborhood-serving commercial uses would be from both Argyle and Selma Avenues. Pedestrian access to the grocery store, if constructed, would be from Argyle Avenue, as well as an elevator and stairs to the parking garage. Project residents would access the Project Site from a residential lobby located on Argyle Avenue. The residential uses would also be accessed from all levels of the parking garage.

There are multiple public transportation opportunities in the Project Site's immediate area. In particular, the Metro Red Line Hollywood/Vine Station is located 0.2 mile northwest of the Project Site. Additionally, Metro and Los Angeles Department of Transportation (LADOT) operate numerous bus lines with stops located in close proximity to the Project Site.

## f. Parking

Parking for the proposed uses would be provided in accordance with LAMC requirements. Pursuant to LAMC Section 12.22-A,25(d)(1), the Project is required to provide one vehicle parking space for each residential dwelling unit with 0–1 bedroom and two parking spaces for each residential dwelling unit with 2–3 bedrooms. Pursuant to LAMC Section 12.21-A,4(x)(3)(2), the Project is required to provide one vehicle parking space for each 500 square feet of commercial floor area. As shown in Table II-3 on page II-17, 358 vehicle parking spaces would be required, without taking potential bicycle parking reductions into account,<sup>7</sup> if the retail and restaurant option is constructed. For the grocery store option, 364 vehicle parking spaces would be required, again without taking potential bicycle parking reductions into account. The Project would provide up to 412 vehicle parking spaces in four subterranean levels under both options.

Pursuant to LAMC Section 12.21-A,16(a), the Project would be required to provide 158 residential bicycle parking spaces consisting of 14 short-term spaces and 144 long-term spaces under both options. Under the retail and restaurant option, an additional 12 short-term commercial spaces and 12 long-term commercial spaces would be required, and under the grocery store option, an additional 14 short-term commercial spaces and 14 long-term commercial spaces would be required. Accordingly, the Project with retail and restaurant uses would provide a total of 182 bicycle parking spaces, which would include 26 short-term spaces and 156 long-term spaces. For the grocery store option, the Project would provide a total of 186 bicycle parking spaces, which would include 28 short-term spaces and 158 long-term spaces.

## g. FAR, Density, and Setbacks

As set forth below, the Project is requesting a General Plan Amendment to change the Project Site's land use designation from Commercial Manufacturing to Regional Center Commercial, to be consistent with the land use designations of the surrounding properties. The Project is also seeking a Vesting Zone and Height District Change to remove the Project Site's existing Q condition and change to Height District 2, resulting in a rezoning from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN. Following the approval of these requests, the Project Site's land use designation and zoning, coupled with the Project's mix of residential and commercial uses, would permit density equivalent to the R5 (Multiple Residential)

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<sup>7</sup> Pursuant to LAMC Sections 12.21 A.4 and 12.21 A.16, one required vehicular parking space may be replaced by four bicycle parking spaces, up to a maximum reduction of 15 percent for the Project's residential vehicular parking and 30 percent for the Project's commercial vehicular parking, due to the Project Site's location within 1,500 feet of the Metro Red Line Hollywood/Vine Station.

**Table II-3  
Vehicular Parking**

Use Type	Units/ Square Feet/Rooms	LAMC Requirement	No. of Spaces Required
<b>Commercial</b>			
Retail/Restaurant Option	24,000 sf	1 space/500 sf <sup>a</sup>	48
Grocery Store Option	27,000 sf	1 space/500 sf <sup>a</sup>	54
<b>Residential</b>			
Studio	46 units	1 space/unit <sup>b</sup>	46
1 bedroom	190 units	1 space/unit	196
2 bedroom	40 units	2 spaces/unit	68
<b>Total Vehicle Parking Required with Retail/Restaurant Option<sup>c</sup></b>			<b>358</b>
<b>Total Vehicle Parking Required with Grocery Store Option<sup>c</sup></b>			<b>364</b>
<b>Total Proposed Vehicle Parking with Either Option</b>			<b>412</b>
<p><i>sf = square feet</i></p> <p><sup>a</sup> Commercial parking requirement pursuant to the Site's location within the Hollywood Redevelopment Plan area (LAMC Section 12.21-A, 4(x)(3)(2)).</p> <p><sup>b</sup> Density Bonus Parking Option No. 1 (LAMC Section 12.22-A, 25(d)(1)).</p> <p><sup>c</sup> Vehicle parking totals do not reflect potential bicycle parking reductions.</p> <p>Source: Togawa Smith Martin, 2018.</p>			

zone, or one dwelling unit per 200 square feet of lot area, pursuant to LAMC Section 12.22-A, 18.

Following an anticipated 15-foot radius corner dedication at Selma and Argyle, the Site will include 48,403 square feet of lot area, which permits a maximum base density of 243 dwelling units. Pursuant to State density bonus law and LAMC Section 12.22-A, 25, the Project would set aside 5 percent of the base density units (or 13 units) for Very Low Income households. This qualifies the Project for up to a 20 percent density bonus, or a maximum of 292 units. The Project's proposed unit count of 276 units is below this maximum (and equivalent to an approximately 14 percent density bonus).

Following approval of the requested General Plan Amendment and Vesting Zone and Height District Change, the base FAR for the Site would be 4.5:1, consistent with the floor area limits contemplated by both the Community Plan and Hollywood Redevelopment Plan (Redevelopment Plan) for properties designated as Regional Center Commercial. Pursuant to State density bonus law and LAMC Section 12.22-A, 25(f), the Project's provision of 5 percent Very Low Income units allows the use of one on-menu development

incentive, which the Applicant has elected to utilize as a 20-percent increase in floor area.<sup>8</sup> This permits the maximum FAR for the Site to increase from 4.5:1 to 5.4:1, or 261,376 square feet. The Project's proposed floor area of 260,250 square feet is below this maximum amount.

In connection with the Project's requested Vesting Tentative Tract Map, the Applicant is requesting that Argyle Avenue be designated the Site's front yard, to correlate to the orientation of the Project and the proposed location of its primary commercial and residential entrances. In accordance with the LAMC, the Project would be constructed up to the property line along Selma and Argyle Avenues, and would provide a southerly side yard and an easterly rear yard starting at the first level containing residential units. The Applicant is requesting that the Advisory Agency approve up to a 20-percent reduction in the required rear yard pursuant to LAMC Section 17.03.

## **h. Sustainability Features**

The Project has been designed and would be constructed to incorporate environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code and CALGreen. These standards would reduce energy and water usage and waste and, thereby, reduce associated greenhouse gas emissions and help minimize the impact on natural resources and infrastructure. The design of the Project will also incorporate features of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) program to be capable of meeting the standards of LEED® Certified or equivalent green building standards. The sustainability features to be incorporated into the Project would include the following:

### **(1) Water Conservation**

- High-efficiency toilets (maximum 1.28 gallons per flush), including dual-flush water closets, and no-flush or waterless urinals in all non-residential restrooms as appropriate.
- Non-residential restroom faucets with a maximum flow rate of 0.5 gallon per minute and non-residential kitchen faucets (except restaurant kitchens) with a maximum flow rate of 1.5 gallons per minute. Restaurant kitchen faucets shall

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<sup>8</sup> As previously noted, the Project's entitlement applications, including its vesting tentative tract map application, were deemed complete by the City on October 16, 2016, prior to the passage of Measure JJJ. Therefore, the Project is vested against the provisions of Measure JJJ, which has been interpreted by the City to not allow the utilization of a density bonus in conjunction with a General Plan Amendment or Zone/Height District Change.

have pre-rinse self-closing spray heads with a maximum flow rate of 1.6 gallons per minute.

- Non-residential restroom faucets of a self-closing design (i.e., that would automatically turn off when not in use).
- Residential bathroom faucets with a maximum flow rate of 1.0 gallon per minute. and kitchen faucets with a maximum flow rate of 1.5 gallons per minute. No more than one showerhead per shower stall, with a flow rate no greater than 1.75 gallons per minute.
- High-efficiency clothes washers either within individual units (with water factor of 6.0 or less) and/or in common laundry rooms (commercial washers with water factor of 7.5 or less).
- Installation of tankless and on-demand water heaters in commercial kitchens and restrooms, when appropriate.
- Individual metering and billing for water use of all residential uses and exploration of such metering for commercial spaces.
- Installation of a leak detection system for any swimming pool, Jacuzzi, or other comparable spa equipment introduced on-site.
- Installation of high-efficiency Energy Star-rated dishwashers in all residential units, and within kitchen/food preparation areas minimum per City ordinance requirements.
- Use of landscape contouring to minimize precipitation runoff.
- Use of LID flow-through planters within common site areas that are not located above subterranean parking, where required.

## (2) Energy Conservation and Efficiency

- Installation of Energy Star-labeled products and appliances where required.
- Exceeding Title 24, Part 6, California Energy Code baseline standard requirements by 10 percent for energy efficiency, based on the 2016 Energy Efficiency Standards requirements. Examples of design methods and technologies that could be implemented may include, but not be limited to, high performance glazing on windows, appropriately-oriented shading devices, high efficiency boilers (if single metered), instantaneous water heaters (if individual meters), and enhanced insulation to minimize solar and thermal gain.
- Application of energy-saving technologies and components to reduce the project's electrical usage-profile. Examples of these components include



compact fluorescent light bulbs (CFL), energy saving lighting schemes such as occupancy-sensing controls (where applicable), use of light-emitting diode (LED) lighting or other energy-efficient lighting technologies where appropriate, and energy-efficient heating and cooling equipment.

### (3) Transportation

- Provision of on-site bicycle storage for visitors and employees.
- Accessibility to multiple public transportation lines adjacent to the Project Site.
- Allocation of preferred parking for alternative-fuel vehicles, low-emitting, and fuel-efficient and ride-sharing vehicles.
- Provision of electric vehicle charging stations in accordance with LAMC requirements (i.e., provide electric vehicle supply wiring equal to 5 percent of the total number of parking spaces).

### (4) Air Quality

- Participation in fundamental refrigerant management to preclude the use of chlorofluorocarbons (CFCs) in HVAC systems.
- Use of adhesives, sealants, paints, finishes, carpet, and other materials that emit low quantities of volatile organic compounds (VOCs) and/or other air quality pollutants.

### (5) Solid Waste

- Provide on-site recycling containers to promote the recycling of paper, metal, glass, and other recyclable materials and adequate storage areas for such containers.

### (6) Water Quality

- Reduce stormwater runoff through the introduction of new landscaped areas throughout the Project Site.
- During construction of the Project, Best Management Practices (BMPs) would be implemented to control stormwater runoff and minimize pollutant loading and erosion effects.
- During operation, BMPs will be employed to control stormwater runoff and detain post-project flows to at minimum pre-project conditions would be implemented.

- During operation, BMPs would be implemented to minimize pollutant loading in stormwater runoff.

### (7) Noise Management

- All building outdoor mounted mechanical and electrical equipment for the Project would be designed to meet the noise requirements of LAMC, Chapter XI, Section 112.02

### (8) Construction and Design Elements

- Contractors will reference Partnership for Advancing Technology in Housing (PATH) and other current references for state-of-the-art construction methods, materials, and mechanical equipment and utilize same where applicable.
- Recycling and reuse of building and construction materials to the maximum extent feasible, including the on-site recycling and reuse of concrete removed during demolition and salvaging of existing appliances and fixtures.
- Waste diversion accounting will be utilized.

## i. Project Construction and Scheduling

Construction of the Project would commence with demolition of the existing structures and surface parking lot, followed by grading and excavation for the subterranean parking garage. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. Project construction is anticipated to occur over a 30 month period and be completed in 2023. The estimated depths of excavation expected for the subterranean parking and building foundations would be up to approximately 50 feet below grade. It is estimated that approximately 89,000 cubic yards of soil export would be hauled from the Project Site during the excavation phase.

As part of the Project, a Construction Traffic Management Plan and Truck Haul Route Program would be implemented during construction to minimize potential conflicts between construction activity and through traffic. The Construction Traffic Management Plan and Truck Haul Route Program would be subject to LADOT review and approval. Haul trucks leaving the Project Site are anticipated to travel north on Argyle Avenue to US-101 South, south on US-101 to CA-2/N. Alvarado Street, north on CA-2 to CA-134 East, east on CA-134 to Figueroa Street exit, exit at Figueroa Street then head north on Scholl Canyon Road to arrive at the Scholl Canyon Landfill. Haul trucks would come to the site from the US-101 Freeway southbound to Gower Street, turn right onto Selma Avenue, and proceed to the Project Site.

## 5. Necessary Approvals

The City of Los Angeles has the principal responsibility for approving the Project. Approvals required for development of the Project may include, but are not limited to, the following:

- Pursuant to LAMC Section 11.5.6, a General Plan Amendment to the Hollywood Community Plan from Commercial Manufacturing to Regional Center Commercial;
- Pursuant to LAMC Section 12.32-F and Q, a Vesting Zone/Height District Change [Q]C4-1VL-SN to (T)(Q)C4-2D-SN to remove the Project Site's existing Q condition prohibiting residential uses (per Ordinance No. 165,662), and to establish Height District No. 2 with a base FAR of 4.5:1;
- Pursuant to LAMC Section 12.22-A,25, a Density Bonus Compliance Review for a total of 276 residential units (reflecting a 14-percent density bonus) with 5 percent of the Project Site's permitted base density (13 units) set aside as Very Low Income Household Units and utilizing Parking Option No. 1. Pursuant to LAMC Section 12.22-A,25(f)(4)(i), an On-Menu Incentive to permit a 20-percent increase in the allowable FAR (from 4.5:1 to 5.4:1);
- Pursuant to LAMC Section 12.24-W,1, a Master Conditional Use Permit (CUB) for the sales and/or dispensing of alcoholic beverages for three (3) on-site full line permits in connection with the Project's proposed restaurant uses; or one (1) off-site full line permit in connection with the Project's grocery store option;
- Pursuant to LAMC Section 16.05, Site Plan Review;
- Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map to create one ground lot comprising the entire Project Site and multiple above and/or below grade airspace lots, to effectuate a proposed airspace vacation, to designate Argyle Avenue as the Site's front yard, to allow up to a 20-percent reduction in the Project's required rear yard pursuant to LAMC Section 17.03, and to grant approval of a haul route;
- Construction permits, including building, grading, excavation, foundation, and associated permits;
- Other discretionary and ministerial permits and approvals that may be deemed necessary.