

IV. Environmental Impact Analysis

F. Land Use

1. Introduction

This section of the Draft EIR provides an analysis of the Project's potential impacts with regard conflicts with policies, plans, or ordinances adopted specifically to mitigate or avoid an environmental impact.

2. Environmental Setting

a. Regulatory Framework

(1) Local

At the local level, several plans and regulatory documents guide development within the City of Los Angeles (City), including the City of Los Angeles General Plan (General Plan) and the Los Angeles Municipal Code (LAMC), which governs land use through specific development and design standards and building and safety codes. The Hollywood Community Plan (Community Plan) constitutes the local land use policy standard for the Project Site and Community Plan area. Applicable plans and associated regulatory documents/requirements are described below.

(a) City of Los Angeles General Plan

State law requires that every city and county prepare and adopt a General Plan, which is a comprehensive long-term document that provides principles, policies, and objectives to guide future development. A number of these principles, policies, and objectives serve to mitigate environmental effects.

The City's General Plan is a policy document originally adopted in 1974 that serves as a comprehensive, long-term plan for future development. The General Plan sets forth goals, objectives, and programs to guide land use policies and to meet the existing and future needs of the community. The General Plan consists of a series of documents which includes the seven State-mandated elements: Land Use, Circulation, Noise, Safety, Housing, Open Space, and Conservation. In addition, the City's General Plan includes elements addressing Air Quality, Infrastructure Systems, and Public Facilities and Services, as well as the City of Los Angeles General Plan Framework Element (Framework

Element). The Land Use Element is comprised of 35 local area plans known as Community Plans that guide land use at the local level. The Project Site is located within the planning boundaries of the Hollywood Community Plan area.

(i) City of Los Angeles General Plan Framework Element

The Framework Element, adopted in December 1996 and readopted in August 2001, sets forth general guidance regarding land use issues for the City and defines citywide policies regarding land use that influence the Community Plans and most of the City's General Plan Elements. Specifically, the Framework Element defines Citywide policies for land use, housing, urban form and neighborhood design, open space and conservation, economic development, transportation, and infrastructure and public services.

(1) Land Use Chapter

The Land Use Chapter of the Framework Element provides objectives to support the viability of the City's residential neighborhoods and commercial and industrial districts and to encourage sustainable growth in appropriate locations. The Land Use Chapter establishes these land use categories, which are described by ranges of intensity/density, heights, and lists of typical uses: Neighborhood Districts, Community Centers, Regional Centers, Downtown Center, Mixed-Use Boulevards, and Industrial Districts. These land use categories are intended to serve as a guideline for the Community Plans and do not convey land use entitlements or affect existing zoning for properties in the City.¹ The Project Site is designated as Regional Center Commercial in the Community Plan and is located within the Hollywood Redevelopment Project Area.²

A Regional Center is defined as a focal point of regional commerce, identity and activity and containing a diversity of uses such as corporate and professional offices, residential, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities, and supporting services. Generally different types of

¹ As indicated in Chapter 1 of the Framework Element, it neither overrides nor supersedes the Community Plans. It guides the City's long-range growth and development policy, establishing citywide standards, goals, policies and objectives for citywide elements and the City's Community Plans. The Framework Element expressly states that it "is not sufficiently detailed to impact requests for entitlements on individual parcels. Community Plans will be more specific and will be the major documents to be looked to for consistency with the General Plan for land use entitlements." The Executive Summary of the Framework Element similarly states that it "does not convey or affect entitlements for any property." Precise determinations are made in the Community Plans.

² City of Los Angeles Department of City Planning, *The Citywide General Plan Framework: An Element of the City of Los Angeles General Plan, Figure 3-1: Long Range Land Use Diagram—Metro*, re-adopted by City Council on August 9, 2001.

Regional Centers will fall within the range of floor area ratios from 1.5:1 to 6.0:1. Some will only be commercially oriented; others will contain a mix of residential and commercial uses. Generally, Regional Centers are characterized by 6- to 20-stories (or higher). Regional Centers are usually major transportation hubs.

(2) Housing Chapter

The overarching goal of the Housing Chapter of the Framework Element is to define the distribution of housing opportunities by type and cost for all residents of the City. The Housing Chapter provides the following policies to achieve this goal through a number of measures:

- Concentrating opportunities for new development in the City's Neighborhood Districts and in Community Centers, Regional Centers, and the Downtown Center, as well as along primary transit corridors/boulevards;
- Providing development opportunities along boulevards located near existing or planned major transit facilities and areas characterized by low-intensity or marginally viable commercial uses with structures that integrate commercial, housing, and/or public service uses; and
- Focusing mixed uses around urban transit stations, while protecting and preserving surrounding low-density neighborhoods from the encroachment of incompatible land uses.

(3) Urban Form and Neighborhood Design Chapter

The Urban Form and Neighborhood Design Chapter of the Framework Element establishes a goal of creating a livable City for existing and future residents. This chapter defines "urban form" as the City's general pattern of building height, development intensity, activity centers, focal elements, and structural elements, such as natural features, transportation corridors, open space, and public facilities. "Neighborhood design" is defined as the physical character of neighborhoods and communities. The Framework Element does not directly address the design of individual neighborhoods or communities, but embodies general neighborhood design and implementation programs that guide local planning efforts and lay a foundation for updating the community plans. The Urban Form and Neighborhood Design Chapter encourages growth in areas that have a sufficient base of both commercial and residential development to support transit service.

(4) Open Space and Conservation Chapter

The Open Space and Conservation Chapter of the Framework Element contains goals, objectives, and policies to guide the provision, management, and conservation of public open space resources, address the outdoor recreational needs of the City's

residents, and guide amendments to the General Plan Open Space Element and Conservation Element. This chapter also includes policies to resolve the City's open space issues. Specifically, this chapter contains open spaces goals, objectives, and policies regarding resource conservation and management, outdoor recreation, public safety, community stability, and resources development.

(5) Economic Development Chapter

The Economic Development Chapter of the Framework Element seeks to identify physical locations necessary to attract continued economic development and investment to targeted districts and centers. Goals, objectives, and policies focus on retaining commercial uses, particularly within walking distance of residential areas, and promoting business opportunities in areas where growth can be accommodated without encroaching on residential neighborhoods.

(6) Transportation Chapter

The goals of the Transportation Chapter of the Framework Element are to provide adequate accessibility to commerce, work opportunities, and essential services, and to maintain acceptable levels of mobility for all those who live, work, travel, or move goods in the City. The Transportation Chapter includes proposals for major transportation improvements to enhance the movement of goods and to provide greater access to major intermodal facilities, such as the ports and airports. As discussed in the Transportation Chapter of the Framework Element, the goals, objectives, policies, and related implementation programs of the Transportation Chapter are set forth in the Transportation Element of the General Plan adopted by the City in September 1999.

As an update to the Transportation Element of the General Plan, the City Council initially adopted Mobility Plan 2035 (Mobility Plan) in August 2015. The Mobility Plan was readopted in January 2016 and amended in September 2016.³ The Mobility Plan was readopted in January 2016 and amended in September 2016.⁴ Accordingly, the goals of the Transportation Chapter of the Framework Element are now implemented through the Mobility Plan, which is discussed further below.

³ *Los Angeles Department of City Planning, Mobility Plan 2035: An Element of the General Plan, approved by City Planning Commission on June 23, 2016 and adopted by City Council on September 7, 2016.*

⁴ *Los Angeles Department of City Planning, Mobility Plan 2035, amended September 2016.*

(7) Infrastructure and Public Services Chapter

The Infrastructure and Public Services Chapter of the Framework Element addresses infrastructure and public service systems, including wastewater, stormwater, water supply, solid waste, police, fire, libraries, parks, power, schools, telecommunications, street lighting, and urban forest. For each of the public services and infrastructure systems, basic policies call for monitoring service demands and forecasting the future need for improvements, maintaining an adequate system/service to support the needs of population and employment growth, and implementing techniques that reduce demands on utility infrastructure or services. Generally, these techniques encompass a variety of conservation programs (e.g., reduced use of natural resources, increased site permeability, watershed management, and others). Attention is also placed on the establishment of procedures for the maintenance and/or restoration of service after emergencies, including earthquakes.

The Project's consistency with applicable goals, objectives, and policies in the Framework Element is discussed in the impact analysis below under **Threshold (b)**. A detailed list of the goals, objectives, and policies of the Framework Element applicable to the Project Site is included in Table 1 of Appendix H of this Draft EIR along with a discussion of whether the Project does or does not conflict with that particular goal, objective, or policy.

(ii) Mobility Plan 2035

The overarching goal of the Mobility Plan is to achieve a transportation system that balances the needs of all road users. As an update to the City's General Plan Transportation Element, the Mobility Plan incorporates "complete streets" principles. In 2008, the California State Legislature adopted Assembly Bill (AB) 1358, The Complete Streets Act, which requires local jurisdictions to "plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation, in a manner that is suitable to the rural, suburban or urban context." The Mobility Plan includes the following five main goals that define the City's high-level mobility priorities:⁵

- Safety First;
- World Class Infrastructure;

⁵ Los Angeles Department of City Planning, *Mobility Plan 2035*, amended September 2016.

- Access for All Angelenos;
- Collaboration, Communication, and Informed Choices; and
- Clean Environments and Healthy Communities.

Each of the goals contains objectives and policies to support the achievement of those goals. The Project's consistency with applicable policies in the Mobility Plan is discussed in the impact analysis below under **Threshold (b)**. A detailed list of the goals, objectives, and policies of the Mobility Plan applicable to the Project Site is included in Table 2 of Appendix H of this Draft EIR along with a discussion of whether the Project does or does not conflict with that particular goal, objective, or policy.

(iii) City of Los Angeles General Plan Conservation Element

The City of Los Angeles General Plan includes a Conservation Element. The Conservation Element incorporates natural open space, agricultural, and other open space features of the State's General Plan requirements and references other city plans that address mandated subjects, including water supply and demand, which is addressed by city water plans and the Infrastructure Systems Element. The Conservation Element primarily addresses preservation, conservation, protection, and enhancement of the City's natural resources.⁶

The Project's consistency with applicable policies in the Conservation Element is discussed in the impact analysis below under **Threshold (b)**.

(iv) City of Los Angeles General Plan Housing Element

Adopted in December 2013, the Housing Element 2013–2021 of the General Plan identifies four primary goals and associated objectives, policies and programs. The goals are as follows:

- A City where housing production and preservation result in an adequate supply of ownership and rental housing that is safe, healthy, sanitary, and affordable to people of all income levels, races, ages, and suitable for their various needs;
- A City in which housing helps to create safe, livable and sustainable neighborhoods;
- A City where there are housing opportunities for all without discrimination; and

⁶ *City of Los Angeles Conservation Element of the General Plan, adopted September 26, 2001, p. I-2.*

- A City committed to ending and preventing homelessness.

The Project's consistency with the applicable goals, objectives, and policies set forth in the Housing Element of the General Plan is discussed in the impact analysis below under **Threshold (b)**. A detailed list of the goals, objectives, and policies of the Housing Element applicable to the Project Site is included in Table 3 of Appendix H of this Draft EIR along with a discussion of whether the Project does or does not conflict with that particular goal, objective, or policy.

(v) Hollywood Community Plan

The Community Plan is one of 35 community plans of the City that implement the land use policies of the Framework Element. Adopted on December 13, 1988 and readopted in 2014, the specific purpose of the Community Plan is to promote an arrangement of land use, circulation, and services that encourages and contributes to the economic, social and physical health, safety, welfare, and convenience of the Hollywood Community within the framework of the City. In addition, the Community Plan serves to guide the development, betterment, and change of the community to meet existing and anticipated needs and conditions, as well as to balance growth and stability, reflect economic potentials and limits, land development and other trends, and to protect investment to the extent reasonable and feasible.⁷

As shown in Figure IV.F-1 on page IV.F-8, the Community Plan's land use designation for the Project Site, pursuant to the Community Plan, is Regional Center Commercial, as further discussed below. The Project Site has two zoning designations under the LAMC. The two lots facing Hollywood Boulevard (the Hollywood Parcels) are zoned C4-2D-SN (Commercial, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District). The balance of the Project Site (the Wilcox Parcels) is zoned C4-2D (Commercial Height District 2 with Development Limitation). The Project's consistency with applicable land use goals, objectives, and policies in the Community Plan is discussed in the impact analysis below under **Threshold (b)**. A detailed list of the goals, objectives, and policies of the Community Plan applicable to the Project Site is included in Table 4 of Appendix H of this Draft EIR along with a discussion of whether the Project does or does not conflict with that particular objective or policy.

⁷ *The Los Angeles Department of City Planning is currently preparing the Hollywood Community Plan Update (www.hcpu2.org). As of December 2019, under the current draft, the Project Site's land use designation is proposed to be Regional Center Commercial, with a proposed zone of C4-2D-CPIO. For purposes of this Draft EIR, the analysis is limited to the designations under the currently adopted Hollywood Community Plan.*

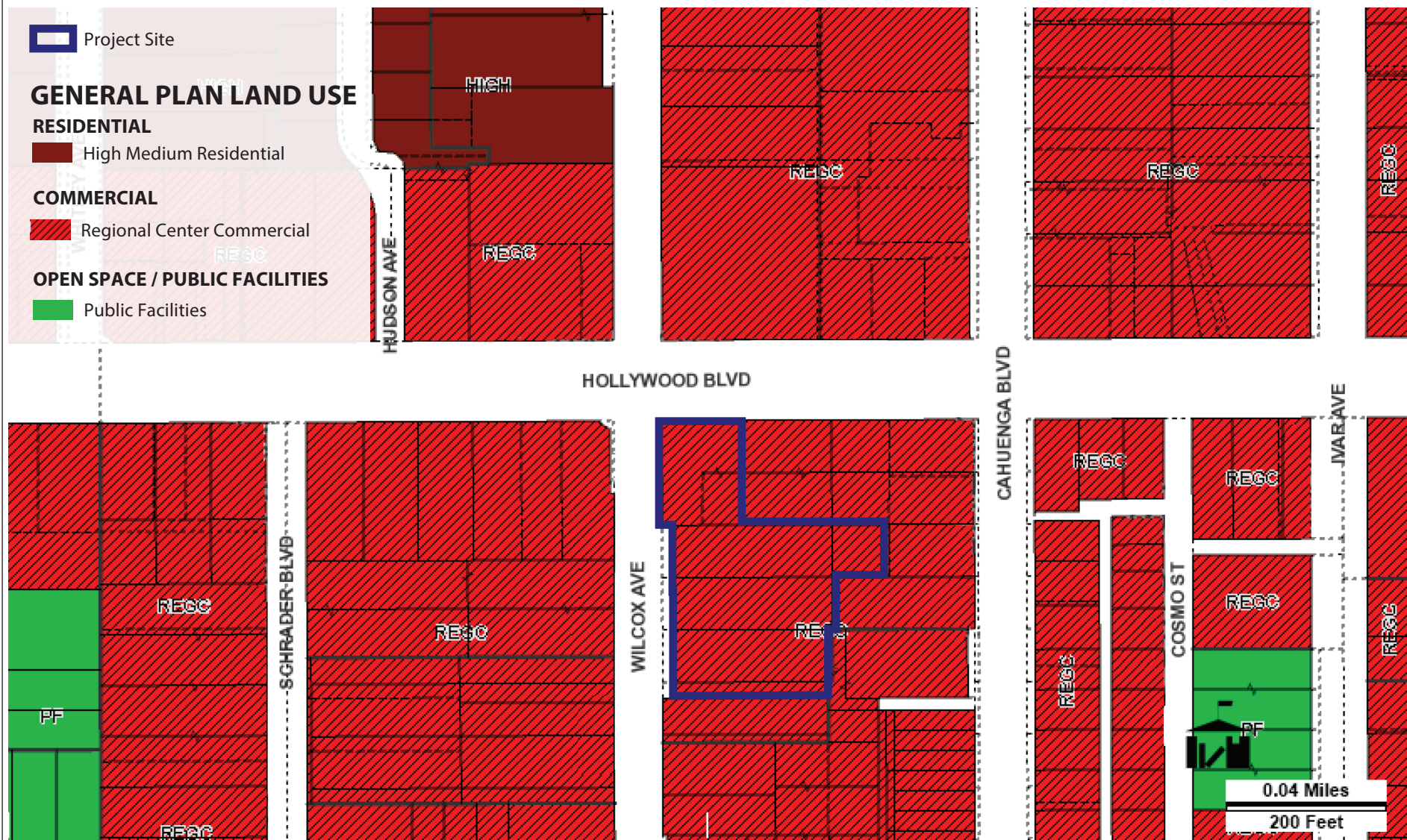


Figure IV.F-1
Land Use Designations on the Project Site

(b) Citywide Design Guidelines

The Citywide Design Guidelines serve to implement the Framework Element's urban design principles and are intended to be used by City of Los Angeles Department of City Planning (DCP) staff, developers, architects, engineers, and community members in evaluating project applications, along with relevant policies from the Framework Element and Community Plans. By offering more direction for proceeding with the design of a project, the Citywide Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. The Citywide Design Guidelines, which were initially adopted by the City Planning Commission in July 2013 and updated in October 2019, are intended as performance goals and not zoning regulations or development standards and, therefore, do not supersede regulations in the LAMC. The guidelines are intended to "carry out the common design objectives that maintain neighborhood form and character while promoting quality design and creative infill development solutions" and are organized around Pedestrian-First Design, 360 Degree Design, and Climate-Adapted Design. The Project's consistency with the guidelines adopted for the purpose of avoiding or mitigating an environmental effect is discussed in the impact analysis below under **Threshold (b)**.

(c) City of Los Angeles Walkability Checklist

The City of Los Angeles Walkability Checklist Guidance for Entitlement Review (Walkability Checklist) is part of a proactive implementation program for the urban design principles contained in the Urban Form and Neighborhood Design Chapter of the Framework Element. DCP staff use the Walkability Checklist in evaluating a project's entitlement applications and in making findings of conformance with the policies and objectives of the General Plan and the local community plan. The Walkability Checklist is also intended to be used by architects, engineers, and all community members to create enhanced pedestrian movement, and access, comfort, and safety, thereby contributing to improving the walkability of the City. The City Planning Commission adopted the Walkability Checklist in 2007 and directed that it be applied to all projects seeking discretionary approval for new construction. The final Walkability Checklist was completed in November 2008.⁸

In the field of urban design, walkability is the measure of the overall walking conditions in an area. Different factors have been identified with regard to enhancing walkability in the private versus public realms. Specific factors influencing walkability within the private realm (private areas of projects) include building orientation, building frontages,

⁸ City of Los Angeles Department of City Planning, *Walkability Checklist Guidance for Entitlement Review*, November 2008.

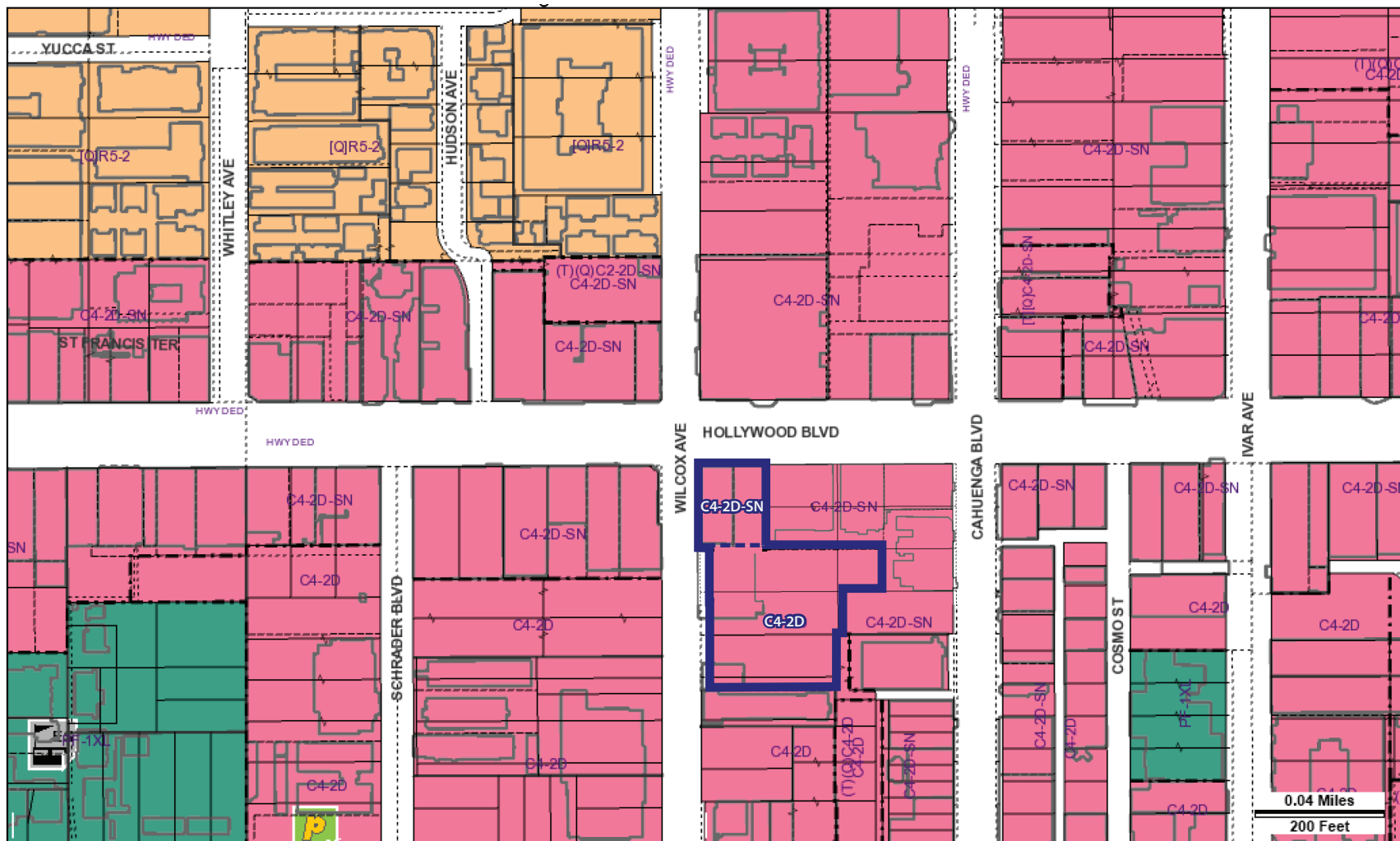
signage and lighting, on-site landscaping, and off-street parking and driveways. Contributors influencing walkability within the public realm include sidewalks, crosswalks/ street crossings, on-street parking, and utilities. Street connectivity, access to transit, aesthetics, landscaping, and street furniture are additional components that are discussed in the Walkability Checklist as they also influence the pedestrian experience.

As with the design principles included in the Urban Form and Neighborhood Design Chapter of the Framework Element, the guidelines provided in the Walkability Checklist are not appropriate for every project. The primary goal is to consider the applicable guidelines in the design of a project, thereby improving pedestrian access, comfort, and safety in the public realm. The Project's consistency with applicable design guidelines in the Walkability Checklist is discussed in the impact analysis below under **Threshold (b)**.

(d) Los Angeles Zoning Code

The City of Los Angeles Zoning Code (Chapter 1 of the LAMC) regulates development through zoning designations and development standards. As shown in Figure IV.F-2 on page IV.F-11, the Project Site has two zoning designations under the LAMC. The two lots of the Project Site facing Hollywood Boulevard (the Hollywood Parcels) are zoned as C4-2D-SN (Commercial, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District). The balance of the Project Site (the Wilcox Parcels) is zoned C4-2D (Commercial Height District 2 with Development Limitation). The C4 zones permit a wide array of land uses, such as retail stores, offices, hotels, schools, parks, and theaters. The C4 zone, in conjunction with the Project Site's Regional Center Commercial land use designation, and pursuant to LAMC Section 12.22-A,18, also permits any land use permitted in the R5 (Multiple Residential) zone, which includes multi-family dwellings with a minimum lot area of 200 square feet per dwelling unit. The Height District 2 designation, in conjunction with the C4 zone, does not impose a maximum building height limitation but does impose a maximum FAR of 6:1. The "D" limitation of the Project Site's zoning limits the total floor area contained in all buildings on the Hollywood Parcels to a maximum FAR of 2:1 (per Ordinance No. 165,660, adopted in 1990) and restricts height to maximum of 45 feet; however, a project could exceed the 2:1 FAR subject to certain conditions.⁹ There is no height limitation on the Wilcox Parcels.

⁹ *The conditions are: a) The Community Redevelopment Agency Board finds that the project conforms to: (1) the Hollywood Redevelopment Plan, (2) a Transportation Program adopted by the Community Redevelopment Agency Board pursuant to Section 518.1 of the Redevelopment Plan, (3) the Hollywood Boulevard District urban design plan as approved by the City Planning Commission and adopted by the CRA Board pursuant to Sections 501 and 506.2.1 of the Hollywood Redevelopment Plan; and, if applicable, (4) any Designs for Development adopted pursuant to Section 503 of the Redevelopment Plan; and b) the Project complies with the following two requirements: A Disposition and Development Agreement or Owner Participation Agreement has been executed by the Community Redevelopment Agency Board; and the Project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC Section 12.24-B.3.*



GENERALIZED ZONING



Figure IV.F-2

Zoning Designations for the Project Site and Vicinity

The Hollywood Parcels have the SN designation which indicates that these parcels are located in the Hollywood Signage Supplemental Use District (HSSUD).

(e) Community Redevelopment Agency of Los Angeles (CRA/LA) Hollywood Redevelopment Plan

The Hollywood Redevelopment Plan (Redevelopment Plan) was adopted by the City Council on May 7, 1986, and most recently amended on October 31, 2003. The Redevelopment Plan was adopted to support the California Community Redevelopment Law and as such, was designed to improve economically and socially disadvantaged areas, redevelop or rehabilitate under- or improperly utilized properties, eliminate blight, and improve the public welfare.¹⁰

On December 29, 2011, the California Supreme Court issued its decision in the *California Redevelopment Association v. Matosantos* case, which involved challenging the constitutionality of ABX1 26, the bill that dissolved all redevelopment agencies in California. The decision upheld ABX1 26, which therefore led to the dissolution of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA). The dissolution of the agencies became effective February 1, 2012. ABX1 26, however, did not dissolve adopted redevelopment plans. Therefore, the Redevelopment Plan and its requirements for development within the Redevelopment Area are still in effect.

As the City of Los Angeles initially elected not to become the successor agency to the CRA/LA, a Designated Local Authority (DLA) was formed and the Governor of California appointed its three-member board to wind down the operations of the former CRA/LA. From 2012 to 2019, the DLA implemented and enforced the requirements of the Redevelopment Plan. On November 11, 2019, Ordinance No. 186,325 became effective, which transferred the DLA's land use authority under the redevelopment plans to DCP and established a process by which DCP will review projects for consistency with applicable redevelopment plan regulations. Accordingly, this Draft EIR addresses the Project's consistency with the Redevelopment Plan, and assumes its applicability until action from the City makes the Redevelopment Plan no longer applicable to the Project Site.

The Hollywood Redevelopment Project Area (Redevelopment Area) encompasses approximately 1,107 acres and is bounded approximately by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south,

¹⁰ *Community Redevelopment Agency of the City of Los Angeles, Redevelopment Plan for the Hollywood Redevelopment Project, as first amended on May 20, 2003 (Ordinance No. 175,236).*

and La Brea Avenue on the west.¹¹ The Project Site is located within the boundaries of the Redevelopment Area. The Redevelopment Plan Map, included as Exhibit A.1 to the Redevelopment Plan, designates the Project Site for Regional Center Commercial land uses. This designation is consistent with the Community Plan's designation of Regional Center Commercial for the Project Site.

According to the Redevelopment Plan, Regional Center Commercial uses shall generally provide goods and services which are designed in a manner that appeals to a regional market as well as to local markets and includes uses such as theaters, restaurants, hotels, offices, and retail or service businesses.¹² Section 506.3 of the Redevelopment Plan also encourages the development of new and rehabilitated residential uses in the Regional Center Commercial Land Use designation. Development in the Regional Center Commercial designation is limited to a FAR of 4.5:1.

The Project's consistency with applicable goals, objectives, and policies in the Redevelopment Plan is provided below under **Threshold (b)**.

(f) Transit Priority Area in the City of Los Angeles

In September 2013, Governor Edmund G. "Jerry" Brown signed SB 743, which made several changes to CEQA for projects located in areas served by transit. Among other things, SB 743 added Public Resources Code (PRC) Section 21099, which provides that "aesthetic and parking impacts of a residential, mixed-use residential, or employment center project on an infill site within a transit priority area shall not be considered significant impacts on the environment." PRC Section 21099(a) defines the following:

- "Infill site" means a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.
- "Transit priority area" means an area within 0.5 miles of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations."

¹¹ CRA/LA, *A Designated Local Authority, Hollywood Project Area Overview*, www.crala.org/internet-site/Projects/Hollywood/, accessed January 29, 2020.

¹² *Hollywood Redevelopment Plan*, May 20, 2003.

PRC Section 21064.3 defines “major transit stop” as “a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.”

The Project Site is well-served by public transportation, as the Hollywood/Vine station of the Los Angeles County Metropolitan Transportation Authority (Metro) Metro Red Line is located approximately 0.25 mile east of the Project Site. In addition, as discussed in detail in Section IV.I, Transportation, of this Draft EIR, numerous bus lines have stops along Hollywood Boulevard near the Project Site. Therefore, the Project is located in a transit priority area (TPA). As such, the Project’s aesthetic and parking impacts shall not be considered significant impacts on the environment pursuant to PRC Section 21099.

(g) Other City of Los Angeles Environmental Policies, Ordinances, and Plans

The City of Los Angeles has adopted various environmental plans, policies, and ordinances, such as the Los Angeles Green Building Code (Chapter IX, Article 9, of the LAMC), Public Recreation Plan, 2010 Bicycle Plan, Los Angeles Department of Water and Power (LADWP) 2015 Urban Water Management Plan (UWMP), Sustainable City pLAN/L.A.’s Green New Deal, and the Recovering Energy, Natural Resources and Economic Benefit from Waste for Los Angeles (RENEW LA) Plan. These plans, policies, and ordinances are discussed in their respective environmental topic sections throughout Section IV, Environmental Impact Analysis, of this Draft EIR, and in the Initial Study prepared for the Project, which is included in Appendix A of this Draft EIR.

(2) Regional

Regional land use plans that govern the project area include the Southern California Association of Governments’ (SCAG) 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (2016–2040 RTP/SCS), and Regional Comprehensive Plan and the South Coast Air Quality Management District’s (SCAQMD) Air Quality Management Plan (AQMP), which addresses the attainment of State and federal ambient air quality standards throughout the South Coast Air Basin. These plans are described below.

(a) Southern California Association of Governments 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (2016–2040 RTP/SCS)

SCAG’s 2016–2040 RTP/SCS, adopted on April 7, 2016, presents a long-term transportation vision through the year 2040 for the six-county region of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. The mission of the 2016–2040 RTP/SCS is to provide “leadership, vision and progress which promote

economic growth, personal well-being, and livable communities for all Southern Californians.” The 2016–2040 RTP/SCS places a greater emphasis on sustainability and integrated planning compared to previous versions of the RTP, and identifies mobility, accessibility, sustainability, and high quality of life, as the principles most critical to the future of the region. As part of this new approach, the 2016–2040 RTP/SCS establishes commitments to develop a Sustainable Communities Strategy to reduce per capita greenhouse gas (GHG) emissions through integrated transportation, land use, housing and environmental planning in order to comply with SB 375, improve public health, and meet the National Ambient Air Quality Standards (NAAQS). The 2016–2040 RTP/SCS also establishes High-Quality Transit Areas, which are described as generally walkable transit villages or corridors that are within 0.5 mile of a well-served transit stop or a transit corridor with 15-minute or less service frequency during peak commute hours. Local jurisdictions are encouraged to focus housing and employment growth within High Quality Transit Areas (HQTAs). The Project Site is located within an HQTA as designated by the 2016–2040 RTP/SCS.^{13,14}

The Project’s consistency with the applicable goals of the 2016–2040 RTP/SCS is discussed in the impact analysis below under **Threshold (b)**. A detailed list of the goals of the 2016–2040 RTP/SCS applicable to the Project Site is included in Table 5 of Appendix H of this Draft EIR along with a discussion of whether the Project does or does not conflict with that particular goal.

(b) South Coast Air Quality Management District Air Quality Management Plan

SCAQMD was established in 1977 pursuant to the Lewis-Presley Air Quality Management Act. SCAQMD is responsible for developing plans for ensuring air quality in the South Coast Air Basin conforms with federal and State air pollution standards. In conjunction with SCAG, SCAQMD has prepared the 2016 AQMP establishing a comprehensive regional air pollution control program including air pollution control strategies leading to the attainment of State and federal air quality standards in the South Coast Air Basin. Refer to Section IV.A, Air Quality, of this Draft EIR for an analysis of the Project’s consistency with the AQMP.

¹³ SCAG, 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy, adopted April 2016.

¹⁴ Los Angeles County Metropolitan Transportation Authority (Metro), High Quality Transit Areas—Southwest Quadrant map.

b. Existing Conditions

(1) Project Site

As discussed in Section II, Project Description, of this Draft EIR, the Project Site is currently occupied by four low-rise commercial buildings and surface parking. This includes the “Attie Building,” which is a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, which will be rehabilitated and restored as part of the Project.¹⁵ The Project Site includes two ornamental trees along Hollywood Boulevard and two ornamental trees located within the surface parking lot.

As previously discussed, and as shown above in Figure IV.F-1 on page IV.F-8, under the Community Plan, the Project Site is currently designated as Regional Center Commercial. As shown in Figure IV.F-2 on page IV.F-11, the Project Site is zoned by the LAMC as C4-2D-SN (Commercial, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District) and C4-2D (Commercial, Height District 2 with Development Limitation). The Project is also located within a SCAG-designated HQTa and TPA pursuant to PRC Section 21099.

(2) Surrounding Uses

As shown in the aerial photograph in Figure II-2 in Section II, Project Description, of this Draft EIR, the Project Site is located in a highly urbanized area characterized by medium to high-density, low- and high-rise commercial and multi-family structures. Surrounding uses include a one-story retail building immediately to the east on Hollywood Boulevard, a three-story hotel to the south, the five-story Hollywood Pacific Theatre (also known as the Warner Pacific Theatre or Warner Hollywood Theatre) building to the north across Hollywood Boulevard, and one-story commercial buildings and surface parking to the west across Wilcox Avenue. The newly constructed ten-story Dream Hotel is also located southeast of the Project Site within the same block.

¹⁵ The HBCED is a 12-block area of the commercial core of Hollywood that contains examples of architecture from the 1920s and 1930s. The district includes 63 contributing properties and was listed in the National Register of Historic Places in 1984. Source: Hollywood Heritage, Inc., “Policies and Procedures,” www.hollywoodheritage.org/policies-and-procedures, accessed January 7, 2020; National Park Service, National Register of Historic Places Inventory—Nomination Form, Hollywood Boulevard Commercial and Entertainment District, 1985.

3. Project Impacts

a. Thresholds of Significance

In accordance with the State CEQA Guidelines Appendix G, the Project would have a significant impact related to land use if it would:

Threshold (a): Physically divide an established community; or

Threshold (b): Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect;

For this analysis, the Appendix G Thresholds listed above are relied upon. The analysis utilizes factors and considerations identified in the City's 2006 L.A. CEQA Thresholds Guide, as appropriate, to assist in answering the Appendix G Threshold questions. The *L.A. CEQA Thresholds Guide* identifies the following factors to evaluate land use:

(1) Land Use Consistency

- Whether the proposal is inconsistent with the adopted land use/density designation in the Community Plan, redevelopment plan or specific plan for the site; and
- Whether the proposal is inconsistent with the General Plan or adopted environmental goals or policies contained in other applicable plans.

(2) Land Use Compatibility

- The extent of the area that would be impacted, the nature and degree of impacts, and the types of land uses within that area;
- The extent to which existing neighborhoods, communities, or land uses would be disrupted, divided, or isolated, and the duration of the disruptions; and
- The number, degree, and type of secondary impacts to surrounding land uses that could result from implementation of the project.

b. Methodology

(1) Physically Divide a Community

The intent of the analysis is to determine whether the Project would be compatible with surrounding uses in relation to use, size, intensity, density, scale, and other physical and operational factors. The analysis is intended to determine whether existing communities or land uses would be disrupted, divided, or isolated by the Project, with consideration given to the duration of any disruptions. The analysis is based on aerial photography, land use maps, and field surveys in which surrounding uses have been identified and characterized. The analysis addresses general land use relationships and urban form based on a comparison of existing land use relationships in the vicinity of Project Site under existing conditions, at the time the Notice of Preparation was issued, to the conditions that would occur with Project implementation.

(2) Conflict with Applicable Goals, Objectives, and Policies Adopted for the Purpose of Avoiding or Mitigating an Environmental Effect

The determination of consistency with applicable land use policies and ordinances is based upon a review of the previously identified planning and zoning documents that were adopted to mitigate or avoid an environmental effect. CEQA Guidelines Section 15125(d) requires that an EIR discuss any inconsistencies with applicable plans. A conflict between a project and an applicable plan is not necessarily a significant impact under CEQA unless the inconsistency will result in an adverse physical change to the environment that is a “significant environmental effect” as defined by CEQA Guidelines Section 15382. Specifically, as provided in Continuing Education of the Bar, Practice Under the California Environmental Quality Act, Section 12.34:

...[I]f a project affects a river corridor, one standard for determining whether the impact is significant might be whether the project violates plan policies protecting the corridor; the environmental impact, however, is the physical impact on the river corridor.

Analysis of conflicts and consistency with applicable plans is included in this section of the Draft EIR. Under State Planning and Zoning law (Government Code Section 65000, et seq.) strict conformity with all aspects of a plan is not required. Generally, plans reflect a range of competing interests and agencies are given great deference to determine consistency with their own plans. A proposed project should be considered consistent with a general plan or elements of a general plan if it furthers one or more policies and does not obstruct other policies. Generally, given that land use plans reflect a range of competing interests, a project should be consistent with a plan’s overall goals and objectives but need not be in perfect conformity with every plan policy.

c. Project Design Features

No specific project design features are proposed with regard to land use.

d. Analysis of Project Impacts

Threshold (a): Would the Project physically divide an established community?

(1) Impact Analysis

The Project is a mixed-use development that would provide new residential and community-serving retail, office, and restaurant uses that would be compatible with and would complement existing and future development within the Project area. Implementation of the Project would result in further infill of an already developed community with similar and compatible land uses. There is no existing residential use on the Project Site or a residential area that would be physically separated or otherwise disrupted by the Project, as development of the Project would occur within the boundaries of the Project Site as it currently exists.

In summary, the Project would be contained within the Project Site and would be compatible with surrounding development. Thus, the Project would not physically divide, disrupt, or isolate an established community, and Project impacts with respect to Threshold (a) would be less than significant.

(2) Mitigation Measures

The Project's impact with regard to the physical division of an established community would be less than significant. Therefore, no mitigation measures are required.

(3) Level of Significance After Mitigation

Project-level impacts related to the physical division of an established community would be less than significant without mitigation. Therefore, no mitigation measures were required, and the impact level remains less than significant.

Threshold (b): Would the Project conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

(1) Impact Analysis

(a) Local Plans and Applicable Policies

As discussed above, various local plans and regulatory documents guide development of the Project Site. The following discussion addresses the Project's consistency with the applicable goals, objectives, and policies of the General Plan, including the Framework Element, the Mobility Plan, Conservation Element, and the Housing Element; Community Plan; the Citywide Design Guidelines; and the Walkability Checklist.

(i) Los Angeles General Plan

(1) City of Los Angeles General Plan Framework Element

The Project's general consistency with the applicable objectives and policies that support the goals set forth in the Framework Element is discussed in detail in Table 1 of Appendix H of this Draft EIR. Provided below is a general discussion of whether the Project would conflict with any applicable goals, objectives, and policies of the General Plan adopted for the purpose of avoiding or mitigating an environmental effect.

(a) Land Use Chapter

The Framework Element Land Use Diagrams designate districts, centers and mixed-use boulevards. The Project Site is located in an area that is identified as a Regional Center on the Framework Element's Long Range Land Use Diagram for the City's Metro area. The Project would support and would be consistent with the Framework Element Land Use Chapter as it would contribute to the needs of the City's existing and future residents, businesses, and visitors by providing 260 multi-family residential units, up to 10 percent of which would be workforce housing, and approximately 17,800 square feet of community-serving retail, restaurant, and office uses. In addition, development of the Project in an area with convenient access to public transit and opportunities for walking and biking would promote an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled (VMT), and air pollution, while supporting the City's objective to encourage new multi-family residential, retail, restaurant, and office uses along primary transit corridors/boulevards and in designated Regional Centers.

In addition, by adding community-serving retail and restaurant space and the residential amenities on Wilcox Avenue, the Project would promote a pedestrian-friendly environment. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Land Use Chapter.

(b) Housing Chapter

The Project would support the City's objective to plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types, through the development of 260 new multi-family residential units, consisting of 20 studios, 140 one-bedroom units, 87 two-bedroom units, and 13 three-bedroom units. Of the 260 residential units, up to 10 percent would be designated as workforce housing. In addition, the Project would encourage the location of new multi-family housing to occur in proximity to transit by locating the Project in an area well-served by public transit, including bus stops along Hollywood Boulevard and the Metro Red Line Hollywood/Vine Station located approximately 0.25 mile east of the Project Site. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Housing Chapter.

(c) Open Space and Conservation Chapter

The Project would include a variety of open space and recreational amenities for residents and visitors. On the ground floor, the Project would provide a landscaped and seating area for patrons of the proposed restaurant use located south of the Attie Building. The residential recreational amenities would be provided on Levels 1, 2, 4, and 12. The Project's outdoor residential amenities would include a dog run, pool, spa, lounge seating, barbecue area, chaise lounge, cabanas, fitness and yoga area, fire pit, fireplace, and a variety of landscaped seating areas. The Project's indoor residential amenities would include a theater, music room and library, yoga studio, fitness room, and lounge. In addition, the Project would provide 3,500 square feet of outdoor private open space. In total, the Project would provide approximately 33,750 square feet of open space, which would exceed the 29,150 square feet required by the LAMC. Furthermore, the Project would incorporate elements that promote individual and community safety throughout the Project Site, including open space areas that are well-lit and equipped with a closed-circuit camera system to allow for constant monitoring of such areas to ensure public safety and security at all times. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Open Space and Conservation Chapter.

(d) Economic Development Chapter

The Project would support the City's objective to establish a balance of land uses through the development of a mixed-use project with residential and retail, restaurant, and office uses in an area well-served by public transit. The proposed community-serving retail, restaurant, office uses would complement the employment base (e.g., existing residential, commercial, office, hotels, and entertainment venues) of the Hollywood Community Plan area, provide amenities to meet the needs of local residents, and serve to reduce VMT by locating housing and jobs in an area well served by public transit. Thus,

the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Economic Development Chapter.

(e) Infrastructure and Public Services Chapter

The Project would support the City's policy and objectives pertaining to effective and efficient approaches to protecting water quality by implementing a SWPPP during construction that would include BMPs and other erosion control measures to minimize the discharge of pollutants in stormwater runoff. During operation, the Project would include BMPs to collect, detain, treat, and discharge runoff on-site before discharging into the municipal storm drain system as part of the SUSMP. Implementation of Project BMPs would minimize the discharge of pollutants from the Project Site. Furthermore, as discussed in Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, LADWP would be able to meet the water demand for the Project, as well as existing and planned water demands of its future service area. In addition, as discussed in Section IV.K.2, Utilities and Service Systems—Wastewater, of this Draft EIR, the Project would not exceed wastewater treatment requirements of the LARWQCB, and LASAN is anticipated to make a determination that it has adequate treatment capacity to serve the Project's projected demand in addition to existing commitments. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Infrastructure and Public Services Chapter.

(f) Conclusion

Based on the analysis above, the Project would not conflict with the relevant goals, objectives, and policies of the Framework Element.

(2) Mobility Plan 2035

The Project's general consistency with the applicable goals, objectives, and policies set forth in the Mobility Plan adopted for the purpose of avoiding or mitigating an environmental effect is discussed in Table 2 of Appendix H of this Draft EIR.

Project would support the City's policy to provide for safe passage of all modes of travel during construction by preparing and implementing a Construction Traffic Management Plan that would incorporate safety measures around the construction site to reduce the risk to pedestrian activity near the work area; minimize the potential conflicts between construction activities, street traffic, transit stops, and pedestrians; and reduce congestion to public streets and highways. The Project would ensure high quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

During operation, the Project would recognize all modes of travel by providing adequate vehicular and pedestrian access and providing bicycle facilities. Specifically, the Project would include 304 bicycle parking spaces on Level 1 and widen the sidewalk by five feet along a portion of Wilcox Avenue. The Project would also enhance pedestrian activity along Hollywood Boulevard and Wilcox Avenue through building design and proposed streetscape amenities by providing ground-level, community-serving retail and restaurant use. Streetscape amenities provided by the Project would include a row of street trees on Wilcox Avenue, pedestrian-scale lighting fixtures and elements, and landscaped outdoor seating areas. Additionally, given the location of the Project Site along and in proximity to major transit corridors, the Project would provide all residents, guests, employees, and patrons of the on-site uses convenient access to transit services. The Project would also include a Transportation Demand Management (TDM) Program pursuant to Project Design Feature TR-PDF-2 to reduce peak-hour vehicular traffic to and from the Project Site by 15 percent. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Mobility Plan.

(3) Los Angeles General Plan Conservation Element

As identified in Subsection 2.a.(1)(a)(ii), the Conservation Element primarily address the preservation, conservation, protection, and enhancement of the City's natural resources. The Project's consistency with this objective and this policy is analyzed below.

As discussed in the Initial Study included in Appendix A of this Draft EIR, the Project Site is currently developed with four low-rise commercial buildings and surface parking lot and does not contain any natural resources. Landscaping within the Project Site is limited. Two ornamental trees are located along Hollywood Boulevard and two ornamental trees are located within the surface parking lot. These existing trees consist of various non-native species that are not subject to the City of Los Angeles Protected Tree Relocation and Replacement Ordinance (Ordinance No. 177404).¹⁶ As discussed in the Initial Study included as Appendix A of this Draft EIR, due to the improved nature of the Project Site and the surrounding areas, and lack of large expanses of open space areas, species likely to occur on-site are limited to small terrestrial and avian species typically found in developed settings. Therefore, the Project would not have a substantial adverse effect, either directly or through habitat modification, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service. No riparian or other sensitive natural community exists on the Project Site or in

¹⁶ *The City of Los Angeles Protected Tree Relocation and Replacement Ordinance (Ordinance No. 177,404) protects Oak, Southern California Black Walnut, Western Sycamore, and California Bay tree species that are native to Southern California, and excludes trees grown by a nursery or trees planted or grown as part of a tree planting program.*

the immediate surrounding area. No water bodies or federally protected wetlands as defined by Section 404 of the Clean Water Act exist on the Project Site or in the immediate vicinity of the Project Site. The areas surrounding the Project Site are fully developed and there are no large expanses of open space areas within and surrounding the Project Site which provide linkages to natural open spaces areas and which may serve as wildlife corridors. Accordingly, development of the Project would not interfere substantially with any established native resident or migratory wildlife corridors or impede the use of native wildlife nursery sites. Furthermore, no water bodies that could serve as habitat for fish exist on the Project Site or in the vicinity of the Project Site.

Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Conservation Element.

(4) Los Angeles General Plan Housing Element

The Project's consistency with the applicable policies set forth in the Housing Element of the General Plan is discussed in detail in Table 3 of Appendix H of this Draft EIR.

The Project would provide a variety of housing types (i.e., studio, one-, two-, and three-bedroom units) in an area that is pedestrian-friendly and served by public transit. Specifically, the Project would develop 260 new multi-family residential units, consisting of 20 studios, 140 one-bedroom units, 87 two-bedroom units, and 13 three-bedroom units. Of the 260 residential units, up to 10 percent would be designated as workforce housing. In addition, the Project would encourage the location of new multi-family housing to occur in proximity to transit by locating the Project in a designated HQT and TPA, with transit options including bus stops along Hollywood Boulevard and the Metro Red Line Hollywood/Vine Station located approximately 0.25 mile east of the Project Site. The Project would also promote the construction of green buildings by incorporating sustainable design features, including energy conservation, water conservation, alternative transportation programs, a pedestrian- and bicycle-friendly site design, and waste reduction measures. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Housing Element.

(5) Hollywood Community Plan

The Project's general consistency with the objectives and policies set forth in the Community Plan is discussed in detail in Table 4 of Appendix H of this Draft EIR.

The Project would be generally consistent with the objectives and policies that support the goals of the Community Plan. The Project would support the City's objectives and policies to coordinate the development of the Hollywood area with that of other parts of

the City of Los Angeles and the metropolitan area. The Project would introduce 260 residential units (consisting of studio, one-, two-, and three-bedroom units), up to 10 percent of which would be workforce housing, that would provide needed housing in the Hollywood Community Plan area. The Project would make provisions for the housing required to satisfy the varying needs and desires of all economic segments of the Community Plan area by developing new residential and community-serving retail, restaurant, and office uses in Hollywood. The proposed uses would be located in a designated HQTa and TPA, which would reduce VMT.

Furthermore, the Project would provide a variety of open space areas within the Project Site, including recreational amenities for residents and a ground floor courtyard and landscaped seating area for patrons of the commercial use proposed by the Project. The residential recreational amenities would be provided on Levels 1, 2, 4, and 12. Level 1 will include a lounge, internet café, and an outdoor courtyard on the south side of the building for resident use. On Level 2, the Project would include an indoor theater and an outdoor dog run deck with seating areas. On Level 4, the Project would include a pool deck featuring a swimming pool and spa, a fire pit, a barbecue area, a chaise lounge, and cabanas, and a courtyard would provide an outdoor yoga and fitness area and additional seating areas. An indoor music room and library would also be featured on Level 4. On Level 12, a sky deck would provide a fireplace, barbecue counters, and landscaped family-style seating areas. In total, the Project would provide approximately 33,750 square feet of open space, which would exceed the 29,150 square feet required by LAMC.

The Project would include street improvements to comply with the requirements of the Mobility Plan. Accordingly, the Project would provide opportunities to improve Hollywood's pedestrian environment, recognizing the various alternative modes of transportation available in the immediate vicinity of the Project Site.

Therefore, the Project would not conflict with the goals, objectives, and policies set forth in the Community Plan.

(ii) Citywide Design Guidelines

The Citywide Design Guidelines are intended as performance goals and not zoning regulations or development standards. Although each of the Citywide Design Guidelines should be considered in a project, not all will be appropriate in every case. As detailed below, the Project would not conflict with the applicable Citywide Design Guidelines.

Guideline 1: Promote a safe, comfortable, and accessible pedestrian experience for all.

The Project would enhance the streetscape adjacent to the Project Site along Hollywood Boulevard and Wilcox Avenue by implementing a variety of measures that would encourage pedestrian activity and activate the public realm. The Project would retain two street trees along Hollywood Boulevard and provide a new row of street trees along Wilcox Avenue. In addition, the Project would include low-level exterior lights adjacent to the buildings and along pathways that would serve to enhance the safety of pedestrians at night. The Project would also include pedestrian-accessible, ground floor commercial uses that would be designed with articulation and window treatments that would enhance the streetscape. Lastly, the Project would repair and improve the sidewalks along the Project frontage, including widening a portion of the sidewalk along Wilcox Avenue. These Project elements would provide additional pedestrian amenities for the community and provide a safe, comfortable, and accessible pedestrian experience for all.

Guideline 2: Carefully incorporate vehicular access such that it does not degrade the pedestrian experience.

The Project would include the removal of surface parking within the Project Site. All Project parking would be located within two levels of subterranean, one level of at-grade, and two levels of above-grade parking. Driveways and parking areas would be unobtrusive as the only curb cut is a single two-lane driveway on Wilcox Avenue that provides access to resident drop-off, loading, trash areas, and structured parking for residents and commercial patrons. The parking areas on Levels 1 and 2 would be hidden from view on Wilcox Avenue by the double-height ground floor commercial space, residential lobby, and amenity areas. Similarly, on Level 3, the apartments lining the elevation along Wilcox Avenue would hide the above grade parking from the street. Thus, the parking garage and driveways would not be highly visible from surrounding areas, which would serve to enhance the pedestrian environment.

Guideline 3: Design projects to actively engage with streets and public space and maintain human scale.

The Project would retain two street trees along Hollywood Boulevard and provide a new row of street trees along Wilcox Avenue. The retained and proposed trees along Hollywood Boulevard and Wilcox Avenue would also provide shading to users of the sidewalks. As such, the Project would provide a balance between landscaping and paved areas used by the public, as well as Project residents and patrons of the retail and restaurant uses located on the ground floor of the Project. In addition, the courtyard south of the Attie Building, which could be used as outdoor seating for the proposed restaurant use, would be publicly accessible but would also create a sense of enclosure and safety. Furthermore, the retail and restaurant uses would be designed with glass windows, evoking

a sense of connection between the visible interior and the open space where people may sit, eat, or socialize.

Guideline 8: Protect the site's natural resources and features.

As discussed in the Project's Initial Study included as Appendix A of this Draft EIR, the Project Site is located in an urbanized area and is currently developed with four low-rise commercial buildings and associated surface parking. Landscaping within the Project Site is limited, with ornamental trees located along Hollywood Boulevard and two trees within the surface parking lot which would be removed during construction. None of the trees are protected by the City's Protected Tree Relocation and Replacement Ordinance trees would be replaced on-site pursuant to City requirements.

Guideline 9: Configure the site layout, building massing, and orientation to lower energy demand and increase the comfort and well being of users.

As discussed in Section II, Project Description, of this Draft EIR, the Project's design would incorporate energy-efficient design methods and technologies, such as high performance window glazing; passive energy efficiency strategies, such as façade shading, roof overhangs, porches, and inner courtyards; high efficiency domestic heaters; and enhanced insulation to minimize solar heat gain. The Project would also include operable windows, shading of unit fenestration through balcony overhangs to prevent excess heat, use of natural light and installation of photovoltaic panels.

Guideline 10: Enhance green features to increase opportunities to capture stormwater and promote habitat.

As discussed in the Project's Initial Study included as Appendix A of this Draft EIR, the Project would manage stormwater through a capture and reuse system. Runoff stored in a cistern will be pumped up for irrigation of the new landscaping around the Project Site and high flow outlets for the rainwater harvesting cistern will be routed to discharge.

(iii) City of Los Angeles Walkability Checklist

The Walkability Checklist consists of a list of design elements intended to improve the pedestrian environment, protect neighborhood character, and promote high quality urban form. As stated within the Walkability Checklist, while each of the implementation strategies should be considered for a project, not all will be appropriate for every project, and each project will involve a unique approach. The Walkability Checklist is tailored primarily for the new construction of residential and commercial mixed-use use projects. The Walkability Checklist addresses the following topics relevant to this analysis, each of

which is discussed further below, as applicable: sidewalks; crosswalks/street crossings; building orientation; off-street parking and driveways; on-site landscaping; building façade; and building signage and lighting.

The Project would incorporate, where applicable, many of the implementation strategies presented in the Walkability Checklist, and would include a number of relevant design elements in order to foster a visually appealing pedestrian environment. The primary objectives defined for sidewalks address facilitating pedestrian movement and enriching the quality of the public realm by providing appropriate connections and street furnishings in the public right-of-way. Recommended implementation strategies that would be incorporated into the Project include creating a continuous and predominantly straight sidewalk and open space; creating a buffer between pedestrians and moving vehicles by the use of landscaping (i.e., rows of street trees along Hollywood Boulevard and Wilcox Avenue, pedestrian lighting); providing adequate sidewalk widths; utilize street furnishings to create a consistent rhythm; and incorporating closely planted shade-producing street trees. The Project would also widen a portion of the sidewalk along Wilcox Avenue.

The Walkability Checklist strategies regarding crosswalks and street crossings do not apply to the Project because no crosswalks or street crossings are located or proposed within the Project Site.

Within the Walkability Checklist, building orientation addresses the relationship between building and street as a means of improving neighborhood character and the pedestrian environment. Recommended implementation strategies that would be incorporated into the Project include designing grade level entrances from the public right-of-way for pedestrians; creating primary entrances for pedestrians that are easily accessible from transit stops; making primary entrances to buildings visible from the street and sidewalk; maintaining at least one entrance from the public way at retail establishments with doors unlocked during regular business hours; incorporating transitions from the sidewalk to the front door such as grade separation or landscaping; complying with ADA requirements at primary pedestrian entrances; providing direct access to building entrances from sidewalks and streets; locating buildings at the front property line or at the required setback to create a strong street wall; and using architectural features to provide continuity at the street where openings occur.

In terms of off-street parking and driveways, the primary objective of the Walkability Checklist is to ensure pedestrian safety. Recommended implementation strategies that would be incorporated into the Project include maintaining continuity of the sidewalk; locate parking behind buildings rather than directly exposed to the adjacent major street; accommodating vehicle access to and from the Project Site with as few driveways as possible; limiting the width of each driveway to the minimum width required; incorporate

architectural features on parking structure facades that respond to the neighborhood context and that contribute to “placemaking”; illuminating all parking areas and pedestrian walkways; and using architectural features to provide continuity at the street where openings occur due to driveways or other breaks in the sidewalk and building wall.

The Walkability Checklist also calls for the use of on-site landscaping to contribute to the environment, add beauty, increase pedestrian comfort, add visual relief to the street, and extend the sense of the public right-of-way. As previously described, the Project would increase the amount of landscaping and provide streetscape improvements adjacent to the Project Site. In so doing, the Project would achieve the following implementation strategies: providing plantings that complement pedestrian movement and views, and providing plantings that complement the character of the built environment.

The Walkability Checklist objective related to building façades is to create/reinforce neighborhood identity and a richer pedestrian environment. As discussed above, the Project would address many of the relevant implementation strategies, including incorporating different textures, colors, materials, screening, and distinctive architectural features that add visual interest; adding scale and interest to building façades by articulated massing; reinforcing the existing façade rhythm along the street with architectural elements; discouraging blank walls; providing windows at the street; and devoting 75 percent of façades for ground floor retail uses to pedestrian entrances and pedestrian-level display windows.

In addition, as intended in the Walkability Checklist, building signage and lighting would be designed to strengthen the pedestrian experience, neighborhood identity, and visual coherence. Project signage and lighting would be designed to achieve the following in support of the Walkability Checklist: including signage at a height and of a size that is visible to pedestrians, assists in identifying the structure and its use, and facilitates access to the building entrance; providing adequate lighting levels to safely light pedestrian paths; utilizing adequate, uniform, and glare-free lighting to avoid uneven light distribution, harsh shadows, and light spillage; and using fixtures that are “dark sky” compliant. No off-premises billboard advertising is proposed as part of the Project. The three existing billboards, located on the roof of the Attie Building, would remain.

Based on the Project elements previously described and the analysis herein, the Project would support the applicable Walkability Checklist objectives and implement relevant strategies. As such, the Project would not conflict with the relevant aspects of the Walkability Checklist.

(iv) Hollywood Redevelopment Plan

The Project Site is currently designated as Regional Center Commercial by both the Community Plan and the Redevelopment Plan. The Project would construct a mixed-use development consisting of residential uses and community-serving retail, office, and restaurant uses. According to Section 506.2 of the Redevelopment Plan, Regional Center Commercial uses shall generally provide goods and services which are designed in a manner that appeals to a regional market as well as to local markets and includes uses such as theaters, restaurants, hotels, offices, and retail or service businesses. Thus, the types of land uses proposed by the Project would be consistent with the existing Regional Center Commercial land use designation.

As set forth in Section 506.2.3 of the Redevelopment Plan, the Regional Center Commercial designation allows development at a FAR of 4.5:1, and imposes additional standards for approving projects with FARs of up to 6:1. As discussed in detail under Subsection 3.c.(3)(a)(iii) below, the Project would result in a maximum FAR of up to 4.5:1 with approval of a Vesting Zone/Height District change. Therefore, the Project would be consistent with the base FAR of 4.5:1 permitted under the Regional Center Commercial land use designation in the Redevelopment Plan.

Section 300 of the Redevelopment Plan sets forth 16 goals for the Redevelopment Plan. Of these, the relevant goals applicable to the Project include:

- Goal 3—Promote a balanced community meeting the needs of the residential, commercial, industrial, arts and entertainment sectors;
- Goal 7—Promote the development of Hollywood Boulevard within the Hollywood commercial core as a unique place which: a) reflects Hollywood's position as the entertainment center; c) contains active retail and entertainment uses at the street level; d) provides for residential uses; e) is pedestrian oriented; and g) recognizes and reinforces its history and architecture;
- Goal 9—Provide housing choices and increase the supply and improve the quality of housing for all income and age groups, especially for persons with low and moderate incomes; and to provide home ownership opportunities and other housing choices which meet the needs of the resident population;
- Goal 10—Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood;

- Goal 11—Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria;
- Goal 12—Support and encourage a circulation system which will improve the quality of life in Hollywood, including pedestrian, automobile, parking and mass transit systems with an emphasis on serving existing facilities and meeting future needs.

The Project would contribute to these goals. Specifically, the Project would contribute to Goal 3 by providing a mix of residential and community-serving retail, office, and restaurant uses that would promote a balanced community within the Redevelopment Area. The Project would contribute to Goal 7 by introducing new retail and restaurant uses at the street level with human-scale frontage designs, which would complement or borrow historic and architectural cues of the Attie Building. The Project would also provide landscaping and a courtyard along the pedestrian walkways to engage the public, while residential amenities would also be offered to residents of the proposed mixed-use building. The Project would contribute to Goal 9 by providing 260 new residential units consisting of a mix of 20 studios, 140 one-bedroom units, 87 two-bedroom units, and 13 three-bedroom units in varying sizes and configurations. Thus, the Project would increase the supply of housing in the Hollywood community, provide additional housing choices, and improve the quality of housing for a range of household types within the Redevelopment Area. In conformance with Goal 10, Project would provide new mixed-use development on an infill site in conformance with the Redevelopment Plan's use and density standards, without intruding on nearby residential neighborhoods. Moreover, as discussed in Section IV.H.1, Public Services—Fire Protection; Section IV.H.2, Public Services—Police Protection; Section IV.H.3, Public Services—Schools; Section IV.H.4, Public Services—Libraries; Section IV.H.5, Public Services—Parks and Recreation; Section IV.I, Transportation; Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.K.2, Utilities and Service Systems—Wastewater; and Section IV.K.3, Utilities and Service Systems—Energy Infrastructure, of this Draft EIR, public facilities would not be significantly impacted by the Project, and the Project would provide on-site open space and recreational amenities to support its residents and visitors. With respect to Goal 11, the Project would rehabilitate and restore the existing Attie Building and the proposed new development would take design cues from nearby historic Hollywood buildings. Furthermore, the Project would support Goal 12 by promoting the use of public transportation and a reduction in vehicle miles traveled by concentrating new development in a designated HQT and TPA. Specifically, Metro and LADOT would provide a variety of transit options to Project residents and visitors, including bus lines along Hollywood Boulevard and the Metro Hollywood/Vine Station located approximately 0.25 mile east of the Project Site. The Project would also provide a total of 304 bicycle parking spaces,

including 286 short- and long-term residential spaces and 18 short- and long-term commercial spaces that would promote the use of alternative transportation. Based on the analysis above, the Project would not conflict with the applicable goals, objectives, and policies of the Redevelopment Plan.

(b) 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (2016–2040 RTP/SCS)

The Project's general consistency with the applicable goals, objectives, and policies set forth in the 2016–2040 RTP/SCS is discussed in detail in Table 5 of Appendix H of this Draft EIR. As detailed therein, the Project would be generally consistent with the whole of applicable goals, objectives, and policies set forth in the 2016–2040 RTP/SCS adopted for the purpose of avoiding or mitigating an environmental effect. Specifically, the Project would support the goals of the 2016–2040 RTP/SCS to maximize the productivity of the region's transportation system as well as protect the environment and health of the region's residents by improving air quality and encouraging active transportation (e.g., bicycling and walking). The Project would be developed within an existing urbanized area that provides an established network of roads and freeways that provide local and regional access to the area, including the Project Site. In addition, the Project Site is served by a variety of nearby mass transit options, including a number of bus lines. The availability and accessibility of public transit in the vicinity of the Project Site is documented by the Project Site's location within a SCAG-designated HQT and TPA, as defined PRC Section 21099. In addition, the Project would provide bicycle parking spaces for the proposed uses that would serve to promote walking and use of bicycles. The Project would also include adequate parking to serve the proposed uses and would provide charging stations to serve electric vehicles. As such, the Project would maximize mobility and accessibility by providing opportunities for the use of several modes of transportation, including convenient access to public transit and opportunities for walking and biking. Therefore, the Project would not conflict with the applicable goals, objectives, and policies of the 2016–2040 RTP/SCS.

(c) Conclusion

Based on the analysis provided above, the Project would not conflict with the whole of applicable goals, objectives, and policies in local and regional plans that were adopted to mitigate or avoid an environmental effect. Therefore, the Project would not be in substantial conflict with relevant environmental policies in applicable plans. As such, impacts related to land use consistency would be less than significant.

(2) Mitigation Measures

The Project's impact with regard to conflicts with applicable land use plans would be less than significant. Therefore, no mitigation measures are required.

(3) Level of Significance After Mitigation

Project-level impacts with regard to conflicts with land use plans were determined to be less than significant without mitigation. Therefore, no mitigation measures were required, and the impact level remains less than significant.

e. Cumulative Impacts

(1) Impact Analysis

(a) Physically Divide a Community

As indicated in Section III, Environmental Setting, of this Draft EIR, there are 107 related projects in the vicinity of the Project Site as well as the Hollywood Community Plan Update. The related projects generally consist of infill development and redevelopment of existing uses. As such, similar to the Project, the proposed construction associated with the related projects would be confined to the related project sites and would not physically divide a community. The uses proposed by the related projects, including multi-family residential, commercial, office, and hotel uses would also be compatible with the various developments planned throughout Hollywood as well as with existing uses. **As such, cumulative impacts related to the physical division of a community would be less than significant.**

(b) Conflict with Applicable Goals, Objectives, and Policies Adopted for the Purpose of Avoiding or Mitigating an Environmental Effect

As with the Project, the related projects would be required to comply with relevant land use policies and regulations. Therefore, as with the Project, the related projects would not conflict with applicable land use plans. Specifically, like the Project, related projects would be required to comply with certain regulations and City goals, objectives, and policies to reduce emissions during construction as well as using clean materials and energy efficient appliances, consistent with the City's Green Building Code. In support of the City's goal to reduce vehicle miles traveled, it is anticipated that related projects would also implement various methods to promote alternative modes of transportation, including providing bicycle parking spaces, which is a City requirement. **Overall, cumulative impacts related to conflict with land use plans would be less than significant.**

(2) Mitigation Measures

Cumulative impacts with regard to land use would be less than significant. Thus, no mitigation measures would be necessary.

(3) Level of Significance After Mitigation

Cumulative impacts related to land use would be less than significant without mitigation. Therefore, no mitigation measures were required, and the impact level remains less than significant.