

IV. Environmental Impact Analysis

D. Land Use and Planning

1. Introduction

This section of the Draft EIR provides an analysis of the Project's potential impacts with regard to conflicts with land use plans, policies, and/or regulations adopted for the purpose of avoiding or mitigating an environmental effect.

2. Environmental Setting

a. Regulatory Framework

(1) Local

At the local level, several plans and regulatory documents guide development within the Project Site. As described in Section II, Project Description, of this Draft EIR, the Project Site is located within the Hollywood Community Plan area of the City of Los Angeles (City). The Hollywood Community Plan constitutes the local land use policy standards of the City of Los Angeles General Plan (General Plan) for the Hollywood area, and the City of Los Angeles Municipal Code (LAMC) governs land use through specific development and design standards, as well as building and safety codes. The Project Site is also located within the boundaries of the Hollywood Redevelopment Plan area. Applicable plans and associated regulatory documents and 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. The City of Los Angeles General Plan, originally adopted in 1974, is a comprehensive long-term document that provides principles, policies, and objectives to guide future development and to meet the existing and future needs of the City. The General Plan consists of a series of documents, including the seven elements mandated by the State of California: Land Use, Transportation, Noise, Safety, Housing, Open Space, and Conservation. In addition, the City's General Plan includes elements addressing Air Quality, Infrastructure Systems, Public Facilities and Services, Health and Wellness, as well as the Citywide General Plan Framework Element (Framework Element). The General Plan's Land Use Element is comprised of 35 local area plans known as community plans

that guide land use at the local level. As discussed above, the Project Site is located within the boundaries of the Hollywood Community Plan.

(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 primary 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 land use categories which are broadly described by ranges of intensity/density, heights, and lists of typical uses. The designated land use categories are Neighborhood Districts, Community Centers, Regional Centers, Downtown Center, Mixed-Use Boulevards, and Industrial Districts. However, these land use categories do not connote land use entitlements or affect existing zoning for properties in the City and are intended to serve as guidelines for the Community Plans.¹

(2) Housing Chapter

The Housing Chapter of the Framework Element presents an overview of the critical issues related to housing in Los Angeles, provides goals to guide future action, and sets forth policies to address housing issues. The Housing Chapter's overarching goal is to define the distribution of housing opportunities by type and cost for all residents of the City. The Housing Chapter provides 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;

¹ *As indicated in Chapter 1 of the General Plan Framework, the General Plan Framework 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 Community Plans. The General Plan Framework is flexible, suggesting a range of uses within its land use definitions. Precise determinations are made in the Community Plans.*

- 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 establishes the goal of creating a livable City for existing and future residents that is attractive to future investment, and a City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales. Within this chapter, “urban form” is defined as the general pattern of building height and development intensity and the structural elements that define the City physically, such as natural features, transportation corridors, open space, public facilities, as well as activity centers and focal elements. “Neighborhood design” is defined as the physical character of neighborhoods and communities within the City. 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 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 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, 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, 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 2016.² Accordingly, the goals of the Transportation Chapter of the Framework Element are now implemented through the Mobility Plan.

(7) Infrastructure and Public Services Chapter

The Infrastructure and Public Services Chapter of the Framework Element addresses infrastructure and public service systems (many of which are interrelated), 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, where appropriate. 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 General Plan Framework is analyzed in Table IV.D-1 on page IV.D-23 and the corresponding discussion in the impact analysis below.

(ii) Los Angeles General Conservation Element

The City of Los Angeles General Plan includes a Conservation Element, which addresses the preservation, conservation, protection, and enhancement of the City's

² City of Los Angeles, Department of City Planning, *Mobility Plan 2035*, adopted September 2016.

natural resources. Section 5 of the Conservation Element recognizes the City's responsibility for identifying and protecting its cultural and historical heritage. The Conservation Element established an objective to protect important cultural and historical sites and resources for historical, cultural, research, and community educational purposes and a corresponding policy to continue to protect historic and cultural sites and/or resources potentially affected by proposed land development, demolition, or property modification activities.³ The Project's consistency with applicable policies in the Conservation Element is analyzed in Subsection 3.c.(4) below under Threshold (b) on page IV.D-40.

(iii) City of Los Angeles General Plan Housing Element

The Housing Element 2013–2021 of the City's 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
- A City committed to ending and preventing homelessness.

The Project's consistency with the applicable policies in the Housing Element is analyzed in Table IV.D-2 on page IV.D-42 in the impact analysis below.

(iv) City of Los Angeles General Plan Health and Wellness Element—Plan for a Healthy Los Angeles

The Plan for a Healthy Los Angeles is the new Health and Wellness Element of the General Plan. Adopted in March 2015, the Health and Wellness Element provides high-level policy vision, along with measurable objectives and implementation programs, to elevate health as a priority for the City's future growth and development. The Health and Wellness Element accomplishes two policy objectives: (1) elevate existing health-oriented policies in the General Plan and, where policy gaps exist, (2) create new policies to reinforce the City's goal of creating healthy, vibrant communities. The Health and Wellness Element identifies seven primary goals and identifies new policies and possible programs

³ *City of Los Angeles Conservation Element of the General Plan, adopted September 26, 2001, p. II-9.*

that serve as the implementation blueprint for creating healthier neighborhoods. The goals include the following:

- **Los Angeles, a Leader in Health and Equity:** Recognize the complexity of the issues behind poor health outcomes and the multidisciplinary and collaborative approach needed to uproot health disparities;
- **A City Built for Health:** Use design, construction, and public services to promote the physical, mental, and social well-being of its residents and make it easier for people to shop, buy fresh produce, visit a doctor, have meaningful social interactions, breathe cleaner air, and live and age in their community, across income levels and physical abilities;
- **Bountiful Parks and Open Spaces:** Support opportunities for physical activity, offer safe havens for families and children, provide spaces for social interaction, provide access to nature, and offer mental respite;
- **Food that Nourishes the Body, Soul, and Environment:** Include food resources that make the healthiest choice the easiest choice in all neighborhoods, while also supporting sustainable food growing and distribution within and beyond the City's jurisdiction to encourage healthy living and create a resilient, healthy and equitable food system;
- **An Environment Where Life Thrives:** Provide a healthy environment, where residents are less susceptible to health concerns related to poor air quality and increased exposure to environmental hazards and toxins;
- **Lifelong Opportunities for Learning and Prosperity:** Focus on improving educational attainment, enhancing opportunities for learning at all stages of life, and workforce development, with the goal of enhancing opportunities for economic prosperity; and
- **Safe and Just Neighborhoods:** Create safe communities through community-based public safety initiatives and increase access to gang prevention resources, which includes access to economic and educational opportunities and collaborative relationships with public safety officials.

Although most of these goals apply at a regional- or citywide-level, the Project's consistency with applicable policies in the Health and Wellness Element is analyzed in Subsection 3.c.(4) below under Threshold (b) on page IV.D-41.

(v) Hollywood Community Plan

The Hollywood Community Plan (Community Plan) is one of 35 community plans established for different areas of the City to implement the policies of the General Plan 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 larger 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.

As shown in Figure IV.D-1 on page IV.D-8, the Community Plan's land use designation for the Project Site is Commercial Manufacturing. Corresponding zoning designations for the Commercial Manufacturing land use designation include the CM (Commercial Manufacturing) and P (Parking) zoning designations. The Project Site's Commercial Manufacturing land use designation is inconsistent with the land use designation of the surrounding properties, which are designated for Regional Center Commercial land uses by the Community Plan, and with the current [Q]C4-1VL-SN (Commercial with Q Condition, Height District 1-VL, Hollywood Signage Supplemental Use District [HSSUD]) zoning designation for the Project Site. The Project's consistency with applicable land use policies in the Community Plan is analyzed in Table IV.D-3 on page IV.D-48 in the impact analysis below.

The Los Angeles Department of City Planning is currently preparing the Hollywood Community Plan Update. As of November 2018, under the current draft, the Project Site's land use designation is proposed to be Regional Center Commercial, with a proposed zone of [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.

(vi) 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

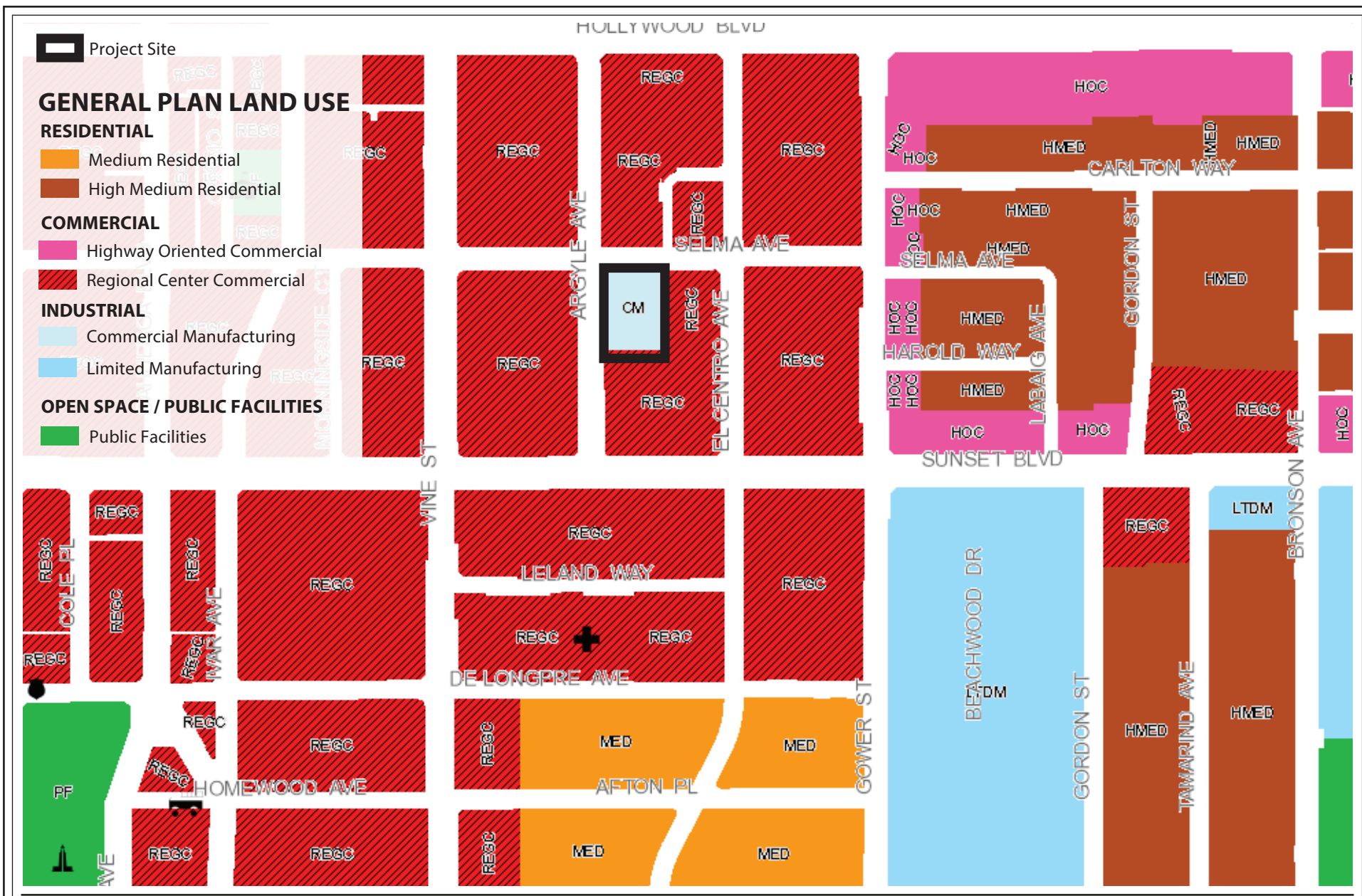


Figure IV.D-1
Existing Land Use Designations on the Project Site

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:⁴

- Safety First;
- World Class Infrastructure;
- 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 analyzed in Table IV.D-4 on page IV.D-54 in the impact analysis below.

(b) Los Angeles Municipal 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.D-2 on page IV.D-10, the Project Site is currently zoned [Q]C4-1VL-SN (Commercial with Q Condition, Height District 1-VL, HSSUD). The C4 zoning designation is inconsistent with the current Commercial Manufacturing land use designation for the Project Site (which is only consistent with the CM and P zoning designations). 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 occupations, and in conjunction with a Regional Center Commercial land use designation, allows residential uses allowed in the R5 zone. However, the Project Site’s existing Q condition, imposed by Ordinance 165,662 in 1990, prohibits residential uses on the Project 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

⁴ City of Los Angeles Department of City Planning, *Mobility Plan 2035: An element of the General Plan, adopted on January 20, 2016.*

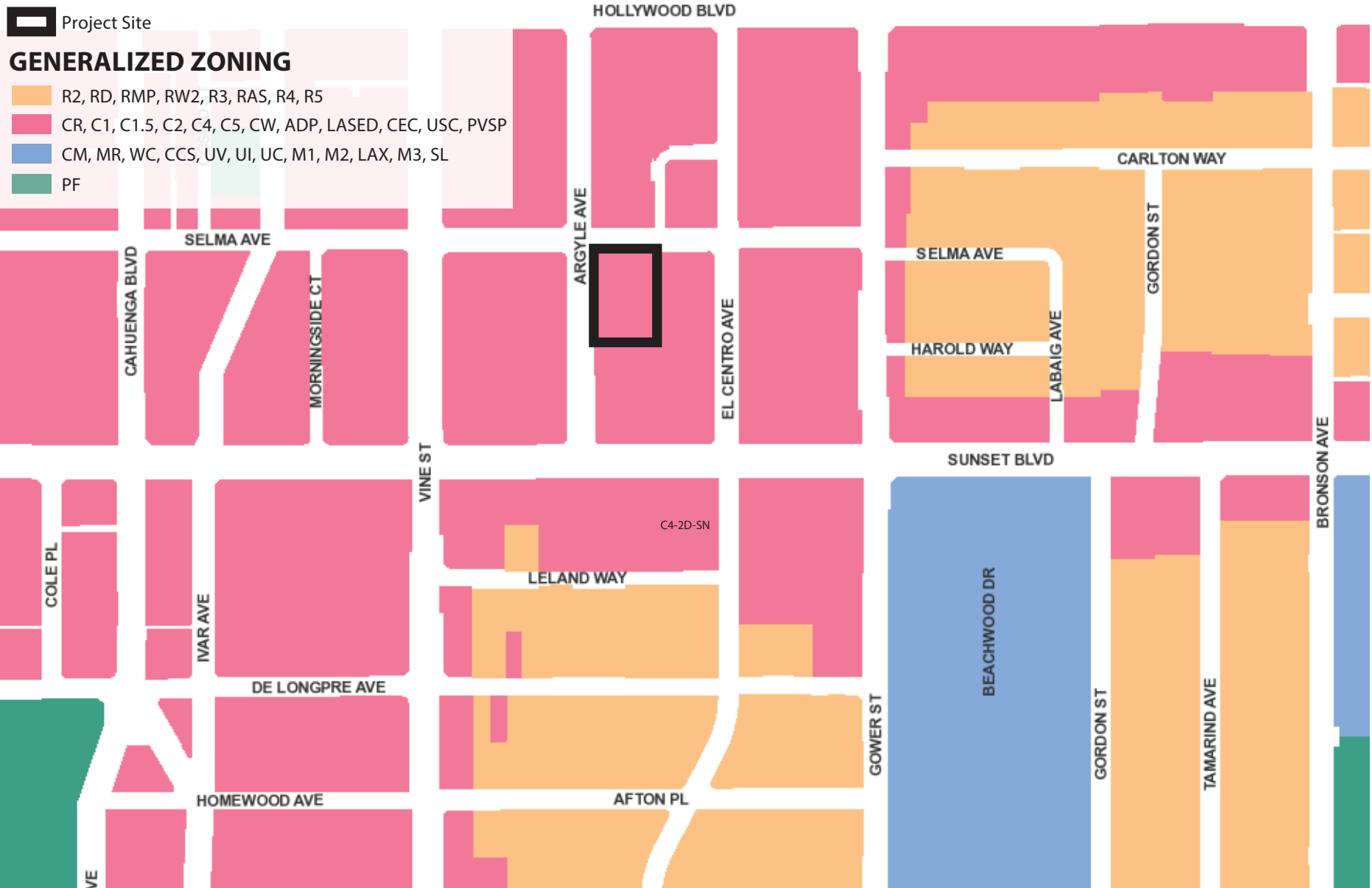


Figure IV.D-2
Existing Zoning Designations on the Project Site

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 that, when in conflict, supersede those of the LAMC. The Project’s consistency with the LAMC is analyzed in Subsection 3.c.(4) below under Threshold (b) on page IV.D-56.

(c) 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.⁵

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 Assembly Bill (AB)X1 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 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. The DLA is currently tasked with implementing and enforcing the requirements of the Redevelopment Plan. In 2014, the City of Los Angeles Department of City Planning (DCP) proposed a resolution requesting the transfer of land use authority of redevelopment plans to the City of Los Angeles.⁶ However, this transfer has not yet been completed. Accordingly, this Draft EIR addresses the Project’s consistency with the Redevelopment Plan, and assumes its applicability until action from the City and/or DLA makes the Redevelopment Plan no longer applicable to the Project Site. For purposes of this Draft EIR, any references to the CRA/LA are intended to include the DLA pursuant to these recent changes.

⁵ *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. 175236).*

⁶ *Los Angeles Department of City Planning, Recommendation Report, Case No: CPC-2013-3169-CA, May 8, 2014.*

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, and La Brea Avenue on the west.⁷ 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 Commercial Manufacturing land uses. This designation is consistent with the Community Plan's designation of Commercial Manufacturing for the Project Site. Under the Redevelopment Plan, Commercial Manufacturing uses include, but are not limited to television, radio, video and motion picture-related production uses, office, retail, electronic assembly, jewelry manufacturing, baking, parking structures, and other related and compatible uses, including Community Commercial uses.⁸ As previously stated, the Project Site's Commercial Manufacturing land use designation under the Community Plan is inconsistent with the Regional Center Commercial land use designation for all surrounding properties and with the Project Site's zoning designation. As such, the Project is requesting a General Plan Amendment to change the land use designation from Commercial Manufacturing to Regional Center Commercial. Following approval of the General Plan Amendment, the Project Site's land use designation under the Redevelopment Plan would also be Regional Center Commercial, pursuant to Section 502 of the Redevelopment Plan.⁹

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.¹⁰ 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. However, as stated in Section 506.2.3 of the Redevelopment Plan, new development may exceed the 4.5:1 FAR limitation to a maximum of 6:1 FAR if the development meets specific objectives set forth in this section of the Redevelopment Plan, or as allowed by future amendments to

⁷ CRA/LA, *A Designated Local Authority, Hollywood Project Area Overview*, www.crala.org/internet-site/Projects/Hollywood/, accessed January 23, 2019.

⁸ *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. 175236).

⁹ *Section 502 of the Redevelopment Plan provides that "the land uses permitted in the [Redevelopment] Project Area shall be those permitted by the General Plan, the applicable Community Plan, and any applicable City zoning ordinance, all as they now exist or are hereafter amended and/or supplemented from time to time."*

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. 175236).

the Community Plan, and the Project Applicant enters into a written agreement with the CRA/LA.

The Project's consistency with applicable goals in the Redevelopment Plan is provided in Subsection 3.c.(4) below under Threshold (b) on page IV.D-59.

(d) Hollywood Signage Supplemental Use District

The HSSUD was developed to provide the following: promote appropriate and economically viable signage; limit visual clutter by regulating the number, size, and location of signs; minimize potential traffic hazards and protect public safety; protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills; and protect and enhance major commercial corridors and properties. Last amended by Ordinance No. 181,340, the HSSUD promotes signage that uses clear attractive graphics; coordinates with the architectural elements of the building on which the signage is located; reflects a modern vibrant image of Hollywood as the global center of the entertainment industry; and complements and protects the character-defining features of historic buildings. Permitted signage types include architectural ledge signs, awning signs, electronic message displays, information signs, marquee signs, monument signs, open panel roof signs, pedestrian signs, pillar signs, projecting signs, and/or skyline logos/icons, as well as certain temporary signs. Billboards and pole signs are not permitted, though legally non-conforming signs that pre-date the HSSUD may remain. Maximum permitted sign areas are also specified. The Project's consistency with the HSSUD is discussed in Subsection 3.c.(4) below under Threshold (b) on page IV.D-61.

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

In September 2013, Governor Jerry Brown signed Senate Bill (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:

- "Employment center project" means a project located on property zoned for commercial uses with a floor area ratio of no less than 0.75 and that is located within a transit priority area.
- "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 mile 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.

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 is a mixed-use residential project and is located on an infill site. The Project Site is also located less than 0.5 mile from an existing major transit stop (i.e., the Metro Red Line Hollywood/Vine Station). Therefore, the Project is located in a transit priority area. As such, the Project’s aesthetic and parking impacts shall not be considered significant impacts on the environment pursuant to PRC Section 21099.

(f) 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) 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 (i.e., Section IV.C, Greenhouse Gas Emissions; IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; IV.I.2, Utilities and Service Systems—Wastewater; and IV.J, Energy Conservation and Infrastructure), 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 RTP/SCS) and the Los Angeles County Congestion Management Program (CMP), administered by the Los Angeles County Metropolitan Transportation Authority (Metro). In addition, the South Coast Air Quality Management District (SCAQMD) administers the 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*

SCAG is the federally designated Metropolitan Planning Organization for six Southern California counties, including the County of Los Angeles. As such, SCAG is mandated to create regional plans that address transportation, growth management, hazardous waste management, and air quality.

SCAG's 2016 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 RTP/SCS is to provide "leadership, vision and progress which promote economic growth, personal well-being, and livable communities for all Southern Californians."¹¹ The 2016 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 RTP/SCS establishes commitments to develop a Sustainable Communities Strategy to reduce per capita greenhouse gas emissions through integrated transportation, land use, housing and environmental planning in order to comply with Senate Bill 375, improve public health, and meet the National Ambient Air Quality Standards (NAAQS). The 2016 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.¹² Local jurisdictions are encouraged to focus housing and employment growth within High-Quality Transit Areas. The Project Site is located within a High-Quality Transit Area as designated by the 2016 RTP/SCS.^{13,14}

The Project's consistency with the applicable goals of the 2016 RTP/SCS is analyzed in Table IV.D-5 on page IV.D-62 in the impact analysis below.

¹¹ SCAG 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy, p. iii.

¹² SCAG 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy, p. 189.

¹³ SCAG 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy, Exhibit 5.1: High Quality Transit Areas In The SCAG Region For 2040 Plan, p. 77.

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

(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 an 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.

(c) Los Angeles County Metropolitan Transportation Authority's Congestion Management Program

Metro administers the CMP, a state-mandated program designed to provide comprehensive long-range traffic planning on a regional basis. The CMP, revised in 2010, includes a hierarchy of highways and roadways with minimum level of service standards, transit standards, a trip reduction and travel demand management element, a program to analyze the impacts of local land use decisions on the regional transportation system, a seven-year capital improvement program, and a county-wide computer model used to evaluate traffic congestion and recommend relief strategies and actions. The CMP guidelines specify that those designated roadway intersections to which a project could add 50 or more trips during either the A.M. or P.M. peak hour be evaluated. The guidelines also require the evaluation of freeway segments to which a project could add 150 or more trips in each direction during peak hours. Refer to Section IV.G, Transportation, of this Draft EIR, for further discussion of the Project's consistency with the CMP.

b. Existing Conditions

(1) Project Site

As discussed in Section II, Project Description, of this Draft EIR, 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. 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. Access to the Project Site is currently provided via an ingress-only driveway off of Argyle Avenue and an egress-only driveway off of Selma Avenue.

As previously discussed, pursuant to the Community Plan, and as shown above in Figure IV.D-1 on page IV.D-8, the current land use designation for the Project Site is Commercial Manufacturing. As shown in Figure IV.D-2 on page IV.D-10, the current zoning designation for the Project Site is [Q]C4-1VL-SN.

(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. 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 Impacts

a. Thresholds of Significance

(1) State CEQA Guidelines Appendix G

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

Threshold (a): Physically divide an established community.

Threshold (b): Cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation of an agency adopted for the purpose of avoiding or mitigating an environmental effect.

(2) 2006 L.A. CEQA Thresholds Guide

The *L.A. CEQA Thresholds Guide* identifies the following criteria to evaluate land use and planning impacts:

(a) 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.

(b) 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.

In assessing impacts related to land use and planning in this section, the City will use Appendix G as the thresholds of significance. The criteria identified above from the *L.A. CEQA Thresholds Guide* will be used where applicable and relevant to assist in analyzing the Appendix G threshold questions.

b. Methodology

The analysis of potential land use impacts considers the Project's consistency with applicable plans, policies, and regulations that regulate land use on the Project Site, as well as the compatibility of the proposed uses with surrounding land uses.

(1) Land Use Consistency

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 regulate land use or guide land use decisions pertaining to the Project Site. State CEQA Guidelines Section 15125(d) requires that a draft EIR discuss any inconsistencies with applicable plans. A project is considered consistent with the provisions and general policies of an applicable City or regional land use plans and regulations if it is consistent with the overall intent of the plans and would not preclude the attainment of its primary goals. A project does not need to be in perfect conformity with each and every policy.¹⁵ More specifically, according to the ruling in *Sequoyah Hills Homeowners Association v. City of Oakland*, state law does not require an exact match between a project and the applicable general plan. Rather, to be "consistent," the project must be "compatible with the objectives, policies, general land uses, and programs specified in the applicable plan,"

¹⁵ *Sequoyah Hills Homeowners Association v. City of Oakland* (1993) 23 Cal.App.4th 704, 719.

meaning that a project must be in “agreement or harmony” with the applicable land use plan to be consistent with that plan.

(2) Land Use Compatibility

The intent of the compatibility analysis is to determine whether the Project would be compatible with surrounding uses. The analysis is also 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 compatibility 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 the Project Site under existing conditions at the time the Notice of Preparation was issued, to the conditions that would occur with implementation of the Project.

c. Analysis of Project Impacts

(1) Project Design Features

No specific project design features beyond the Project improvements discussed in Section II, Project Description, of this Draft EIR are proposed with regard to land use.

(2) Proposed Project Improvements

As discussed in Section II, Project Description, of this Draft EIR, the Project includes the development of 276 residential units, 13 (5 percent of the Project Site’s base density) of which would be restricted to Very Low Income households, and approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses. Alternatively, a 27,000-square foot grocery store could be constructed on the ground floor in lieu of the proposed retail and restaurant uses.¹⁶ 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.¹⁷ The maximum height of the building would be 99 feet, 1 inch to the top of the uppermost stair/elevator enclosure. Overall, the proposed building would contain approximately 260,250 square feet of floor area, which is equivalent to a FAR of 5.39:1.

¹⁶ *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.*

¹⁷ *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.*

The ground floor of the proposed building would include neighborhood-serving commercial uses (either retail and restaurant uses, or a grocery store use) fronting Selma and Argyle Avenues, a residential lobby/lounge accessed from Argyle Avenue, a clubhouse, and an outdoor patio area. The ground floor mezzanine level would include additional commercial floor area, as well as additional residential clubhouse open space areas.¹⁸ 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, and an outdoor amenity terrace on the seventh 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. Private balconies would be provided for the majority of units.

The Project would provide up to 412 vehicle parking spaces, and 182 bicycle parking spaces under the Retail/Restaurant Option or 186 bicycle parking spaces under the Grocery Store Option. Vehicular parking would be provided in four subterranean levels, long-term bicycle parking would be provided on level B1, and short-term bicycle parking would be provided on the ground level along Selma Avenue and Argyle Avenue.

Primary vehicular access to the Project Site would be provided via two driveways off of Selma Avenue. One driveway would provide one-way ingress and egress for delivery trucks, while the second driveway would provide two-way ingress and egress for vehicular access to the Project's below-grade parking areas. The grocery store option would also include an additional driveway for delivery trucks to access a loading area off of Argyle Avenue.

Pedestrian access to the ground-floor neighborhood-serving commercial uses would be from both Argyle and Selma Avenues. 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.

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.

¹⁸ *The mezzanine FAR would be part of the total FAR for the Project and is included in the analysis presented in this Draft EIR.*

The Project would 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 sustainability features to be incorporated into the Project would include, but would not be limited to, recycling and reuse of building and construction materials, high-efficiency plumbing fixtures, Energy Star-labeled products and appliances, reduction of indoor and outdoor water use, on-site recycling, and water-efficient landscape design.

(3) Necessary Approvals

Approvals required for development of the Project 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.

(4) Project Impacts

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

As discussed in the Initial Study prepared for the Project, which is included as Appendix A of this Draft EIR, the Project would not divide an established community. **Thus, the Project would have a less than significant impact with respect to Threshold (a) and no further analysis is required.**

Threshold (b): Would the project cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect?

(a) Consistency with Local and Regional Plans and Applicable Policies

As previously discussed, various local and regional plans and regulatory documents guide development of the Project Site. The following discussion addresses the Project's consistency with the requirements and policies of the General Plan Framework Element, the Housing Element, the Health and Wellness Element, the Hollywood Community Plan, Mobility Plan, the LAMC, the Hollywood Redevelopment Plan, and the 2016–2040 RTP/SCS.

(i) City of Los Angeles General Plan

(1) City of Los Angeles General Plan Framework Element

The Project's general consistency with the applicable goals, objectives, and policies set forth in the Framework Element is analyzed in Table IV.D-1 on page IV.D-23.

(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 General Plan Framework's Long Range Land Use Diagram for the City's Metro area. However, the Hollywood Community Plan designates the Project Site for Commercial Manufacturing land uses, which is inconsistent with all surrounding properties, which are designated Regional Center Commercial by the Community Plan. As a result,

Table IV.D-1
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
Land Use Chapter	
<p>Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.</p>	<p>Consistent. The Project would redevelop an underutilized infill site and replace the existing uses on the Project Site with a mixed-use development consisting of 276 residential units, 13 of which would be restricted to Very Low Income households, and approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses (or 27,000 square feet of grocery store use) that would continue to serve the community and future residents and businesses.</p>
<p>Policy 3.1.1: Identify areas on the Land Use Diagram and the Community Plans sufficient for the development of a diversity of uses that serve the needs of existing and future residents (housing, employment, retail, entertainment, cultural/institutional, educational, health, services, recreation, and similar uses), provide job opportunities, and support visitors and tourism.</p>	<p>Consistent. The Framework Element's Long Range Land Use Diagram designates the Project Site as Regional Center. However, the Hollywood Community Plan designates the Project Site for Commercial Manufacturing land uses, which is inconsistent with all surrounding properties, which are designated Regional Center Commercial. As a result, the Project Site is an isolated island of Commercial Manufacturing in the center of Hollywood's vibrant commercial, residential, and entertainment core. Therefore, the Project is requesting a GPA to change the Project Site's land use designation from Commercial Manufacturing to Regional Center Commercial. With approval of the GPA, development of the Project would support the intent of the Regional Center and Regional Center Commercial designations by providing a mix of residential and commercial uses that provide new housing units and employment opportunities to serve the needs of existing and future residents. The Project would locate housing in close proximity to existing commercial, entertainment, retail, and restaurant uses, and provide new neighborhood-serving commercial uses to the Hollywood community in an area that is well-served by a variety of public transit options.</p>
<p>Policy 3.1.2: Allow for the provision of sufficient public infrastructure and services to support the projected needs of the City's population and businesses within the patterns of use established in the community plans as guided by the Framework Citywide Long-Range Land Use Diagram.</p>	<p>Consistent. This policy primarily refers to the citywide provision of public infrastructure. However, as discussed in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, the agencies that provide public infrastructure and services to the Project Site would have capacity to serve the Project.</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
<p>Policy 3.1.3: Identify area for the establishment of new open space opportunities to serve the needs of existing and future residents. These opportunities may include a citywide linear network of parkland sand trails, neighborhood parks, and urban open spaces.</p>	<p>Consistent. While this policy primarily relates to citywide provision of open space, the Project would provide a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area located on the ground floor; an additional clubhouse open space area at the mezzanine level; and a pool and courtyard, a second clubhouse area, and landscaped rear yard setback areas on Level 2. The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.</p>
<p>Policy 3.1.4: Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram (Figures 3-1 to 3-4) and Table 3-1.</p>	<p>Consistent. The Long-Range Land Use Diagram shows that the Project Site is within a Regional Center. Regional Centers contain 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 Regional Centers fall within the range of FARs from 1.5:1 to 6.0:1 and are characterized by 6- to 20-story buildings (or higher).</p> <p>As discussed in Subsection 3.c.(2), Proposed Project Improvements, the Project would include 276 residential units, 13 of which would be restricted to Very Low Income households, and approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses. Alternatively, a 27,000-square foot grocery store could be constructed on the ground floor in lieu of the proposed retail and restaurant uses. 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, with a maximum height of 99 feet 1 inch to the top of the uppermost stair/elevator enclosure. Overall, the proposed building would contain approximately 260,250 square feet of floor area, which is equivalent to a FAR of 5.39:1. Therefore, the Project is within the range of acceptable uses, FARs, and height limits for the Regional Center land use category. In addition, the Metro Red Line Hollywood/Vine Station is located approximately 0.2 mile northwest of the Project Site. As such, the Project, which would create additional housing to meet demand in the Hollywood community as well as short- and long-term employment opportunities, would be consistent with the</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	type of development that is envisioned for Regional Centers in the General Plan Framework.
<p>Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.</p>	<p>Consistent. The Project has convenient access to public transportation and is served by the Metro Red Line, as well as several bus lines. The closest Metro rail station is the Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site.</p> <p>The Project would also provide short- and long-term bicycle parking in accordance with LAMC requirements. A total of 182 bicycle parking spaces would be provided for the Retail/Restaurant Option, including 26 short-term spaces and 156 long-term spaces. For the Grocery Store Option, the Project would provide 186 required bicycle parking spaces, which would include 28 short-term spaces and 158 long-term spaces. As such, the Project would provide opportunities for the use of alternative modes of transportation, including convenient access to public transit and opportunities for walking and biking, thereby facilitating a reduction in vehicle miles traveled and an associated reduction in air pollution.</p> <p>Furthermore, the Project would be designed to promote walkability by siting all retail and restaurant uses proposed for the Project Site along Argyle Avenue and Selma Avenue to encourage pedestrian activity and provide linkages to the existing commercial uses in the Project vicinity. In addition, the Project would enhance the pedestrian streetscape environment along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features.</p>
<p>Policy 3.2.3: Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.</p>	<p>Consistent. See the consistency analysis for Objective 3.2.</p>
<p>Policy 3.2.4: Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhances the character of commercial and industrial districts.</p>	<p>Consistent. The Project Site is currently designated for Commercial Manufacturing uses by the Community Plan but is surrounded by properties designated Regional Center Commercial, and which contain a mix of multi-family residential, commercial, office, and entertainment uses within a range of low- to high-rise structures. The Project is requesting a GPA from Commercial Manufacturing to Regional Center Commercial in order to construct a mid-rise building containing residential and neighborhood-serving commercial uses that would be similar to and compatible with the existing mix of land uses surrounding the Project Site.</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	<p>The Project is designed in a modern style and would be integrated into the Argyle Avenue and Selma Avenue street frontages by siting the proposed retail and restaurant uses (or grocery store use) on the ground level. The building facades would be well-articulated through the use of architectural projections and insets, and the application of a variety of building materials and textures, which would help to reduce the scale and massing of the building. In addition, the design and scale of the Project would be substantially compatible with the scale and character of surrounding uses such as the Camden Hollywood mixed-use project to the west (across Selma Avenue), and the 1600 Vine and W Hollywood developments to the north, and the Columbia Square mixed-use project one block east. Thus, the Project would be consistent with and would contribute to the character of the surrounding area.</p>
<p>Objective 3.3: Accommodate projected population and employment growth within the City and each community plan area and plan for the provision of adequate supporting transportation and utility infrastructure and public services.</p>	<p>Consistent. As detailed in the Initial Study prepared for the Project, which is included in Appendix A to this Draft EIR, the Project's population and employment growth would be well within SCAG's projections for the Los Angeles Subregion, which serve as the basis for the Framework Element's demographics projections and planned provisions of transportation and utility infrastructure and public services. In addition, as discussed in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, as well as the Initial Study included in Appendix A to this Draft EIR, the agencies that provide services and utilities to the Project Site would have capacity to serve the Project.</p>
<p>Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers, as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.</p>	<p>Consistent. The Project proposes a mixed-use development consisting of new multi-family residential units and neighborhood-serving commercial uses in an urbanized area that is designated Regional Center in the Framework Element's Long Range Land Use Diagram. The Project's proposed uses would be compatible with the surrounding residential and commercial uses in the vicinity of the Project Site. In addition, the Project Site is served by several Metro and LADOT bus lines and bus stops and is located in an area that is designated as a High-Quality Transit Area by the 2016 RTP/SCS. The</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	closest Metro rail line station is the Metro Red Line Hollywood/Vine Station located approximately 0.2 mile northwest of the Project Site. Also, see the consistency analysis for Policy 3.2.4.
Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.	Consistent. See the consistency analysis for Policy 3.1.4 for a discussion of the Project's location within a Regional Center, and Objective 3.2 for a discussion of the Project's location in an area well-served by public transit.
Objective 3.7: Provide for the stability and enhancement of multi-family residential neighborhoods and allow for growth in areas where there is sufficient public infrastructure and services and the residents' quality of life can be maintained or improved.	Consistent. See the consistency analysis for Policy 3.1.2 and Objective 3.3 for a discussion of sufficient public infrastructure, and Policy 3.2.4 for a discussion of stability and enhancement to the character of the Project Site and surrounding area.
Policy 3.7.1: Accommodate the development of multi-family residential units in areas designated in the community plans in accordance with Table 3-1 and Zoning Ordinance densities indicated in Table 3-3, with the density permitted for each parcel to be identified in the community plans.	Consistent with approval of requested entitlements. According to Table 3-1, the Project's proposed multi-family residential and commercial uses fall within the typical characteristics and uses for sites designated as Regional Center, which allows for both standalone multi-family housing as well as mixed-use structures that integrate housing with commercial uses. The Project Site is currently designated as Commercial Manufacturing by the Community Plan and zoned [Q]C4-1VL-SN by the LAMC. The Project Site's Commercial Manufacturing land use designation is inconsistent with all surrounding properties, which are designated Regional Center Commercial. The C4 zoning designation, which allows a wide array of land uses, such as retail stores, offices, hotels, schools, parks, and theaters, as well as any land use permitted in the R4 (Multiple Residential) zone, including multi-family residential units, is also inconsistent with the current Commercial Manufacturing land use designation for the Project Site. Moreover, the Project Site's existing Q condition prohibits residential uses on the Project 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.

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	<p>The Project Applicant is requesting a GPA to change the land use designation from Commercial Manufacturing to Regional Center Commercial, to be consistent with the surrounding properties in the Regional Center of Hollywood. In addition, the Project Applicant is requesting a Vesting Zone/Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN to remove the existing "Q" condition prohibiting residential uses, and to establish Height District No. 2 with a base FAR of 4.5:1.</p> <p>Following approval of the GPA and Vesting Zone/Height District Change, the Project Site's C4 zoning and Regional Center Commercial land use designation would allow the R5 zone's multi-family residential density (1 dwelling unit per 200 square feet of lot area). Accordingly, the Project Site's density would be comparable to the High Density land use designation identified in Table 3-3, which has a corresponding zone of R5. Moreover, in accordance with State and City density bonus law, the Project would set aside 13 units for Very Low Income Households, thereby qualifying the Project for a maximum 20 percent density bonus, or a maximum of 291 units. The Project's proposed 276 units is equivalent to an approximately 14 percent density bonus.</p> <p>The Project's provision of 5 percent Very Low Income units also allows the Project to utilize an on-menu density bonus development incentive to increase the floor area by a maximum of 20 percent, which would allow the maximum FAR to increase from 4.5:1 to 5.4:1. Upon approval of the GPA,, Vesting Zone/Height District Change, and density bonus, the Project would comply with the residential uses and densities set forth in Table 3-1 and Table 3-3, as well as the 1.5:1 to 6:1 range of FARs and the 6- to 20-stories (or higher) building height range for the Regional Center Commercial land use designation identified in Table 3-1.</p>
<p>Policy 3.7.4: Improve the quality of new multi-family dwelling units based on the standards in Chapter 5 Urban Form and Neighborhood Design Chapter of this Element.</p>	<p>Consistent. See consistency analysis of the Urban Form and Neighborhood Design Chapter further below in this table. As detailed therein, the Project would construct a new mixed-use development containing residential and neighborhood-serving commercial uses that would activate the Project Site and serve the existing and future residents of the surrounding community. The Project would replace the existing older commercial uses on the Project Site with a modern, seven-story building that would be similar to and compatible with the adjacent properties and surrounding neighborhood. The Project would also promote a pedestrian environment by siting ground-level neighborhood-serving commercial uses along the Argyle Avenue and Selma Avenue street frontages to encourage</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	pedestrian activity. In addition, Project signage would be designed to be aesthetically compatible with the proposed architecture of the Project Site and other signage in the surrounding area. Therefore, the Project would be consistent with the relevant goals, objectives, and policies of the Urban Form and Neighborhood Design Chapter.
Objective 3.8: Reinforce existing and establish new neighborhood districts which accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood activity, are compatible with adjacent neighborhoods, and are developed as desirable places to work and visit.	Consistent. The Project would locate the proposed residential and neighborhood-serving commercial uses within the commercial and entertainment core of the Hollywood community to meet the needs of the local residents, workers, and visitors. The area surrounding the Project Site is characterized by a variety of mixed-use developments and the proposed uses are compatible with the existing uses surrounding the Project Site.
Policy 3.8.4: Enhance pedestrian activity by the design and siting of structures.	Consistent. The Project would enhance pedestrian activity through building design and streetscape improvements by siting ground-level neighborhood-serving commercial uses along the Argyle Avenue and Selma Avenue street frontages and incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features.
Policy 3.9.5: Promote pedestrian activity by the design and siting of structures in accordance with Pedestrian-Oriented District Policies 3.16.1 through 3.16.3.	Consistent. See the consistency analysis for Policy 3.8.4.
Policy 3.9.7: Provide for the development of public streetscape improvements, where appropriate.	Consistent. See the consistency analysis for Policy 3.8.4.
Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.	Consistent. The Project would develop a diverse mix of residential and neighborhood-serving commercial uses on a site that is designated Regional Center on the Framework Element's Long-Range Land Use Diagram. As discussed in Policy 3.1.4 above, the Project incorporates land uses consistent with the proposed Regional Center Commercial land use designation, in an area well-served by transit. Also, as discussed in Policy 3.2.4, the Project would be compatible with adjacent land uses. Furthermore, as discussed in Policy 3.7.4 above, as an infill redevelopment project, the Project would result in an improved streetscape that would promote pedestrian activity and enhance the urban lifestyle of the surrounding neighborhood. The Project would provide 276 new housing units, and the proposed neighborhood-serving commercial uses would provide up to 73 new employment opportunities to the Hollywood community. Thus, the

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	Project would provide uses that would meet the housing and employment needs of the local residents and would be compatible with the variety of residential and commercial uses surrounding the Project Site.
Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with Tables 3-1 and 3-6. Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.	Consistent. The Framework Element's Long Range Land Use Diagram designates the Project Site as Regional Center. However, under the Community Plan, the Project Site is designated for Commercial Manufacturing uses. The Project is requesting a GPA to change the Project Site's land use designation to Regional Center Commercial and a Vesting Zone/Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN. As discussed under Policy 3.1.4 above, the Project is within the range of acceptable uses, FARs, and height limits for the Regional Center land use category. Development of the Project would support the intent of the Regional Center and proposed Regional Center Commercial designation by providing a mix of residential and commercial uses that provide new housing units and employment opportunities to serve the needs of existing and future residents.
Policy 3.10.4: Provide for the development of public streetscape improvements, where appropriate.	Consistent. See consistency analysis for Policy 3.8.4.
Policy 3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.	Consistent. The Project would incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the Project Site. Project lighting would be designed to provide for efficient, effective, and aesthetically pleasing lighting that would minimize light trespass from the Project Site. In addition, 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.
Objective 3.15: Focus mixed commercial/residential uses, neighborhood-oriented retail, employment opportunities, and civic and quasi-public uses around urban transit stations, while protecting and preserving surrounding low-density neighborhoods from the encroachment of incompatible land uses.	Consistent. The Project would provide new mixed use residential and commercial development in an area served by a Metro Red Line rail station and multiple regional and local Metro bus routes and local LADOT DASH lines. By locating the Project's mix of residential and commercial uses on a parcel within Hollywood's commercial and entertainment core, the Project would provide additional housing without encroaching into surrounding low density neighborhoods.

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
Objective 3.18: Provide for the stability and enhancement of multi-family residential, mixed-use, and/or commercial areas of the City and direct growth to areas where sufficient public infrastructure and services exist.	Consistent. See consistency analysis for Policy 3.1.2 for discussion of public infrastructure and services, and Policy 3.2.4 for discussion of the Project's compatibility with existing uses and enhancement of surrounding areas.
Housing Chapter	
Objective 4.1: Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion.	Consistent. While this objective refers to the provision of housing in the City subregion, the Project would support this objective through the development of 276 new multi-family residential units consisting of studio, one-, and two-bedroom units on a Project Site that currently does not contain any residential uses. The Project would also set aside 13 of the 276 units for Very Low Income Households.
Policy 4.1.6: Create incentives and give priorities in permit processing for low- and very-low income housing developments throughout the City.	Consistent. While this policy refers to the provision of housing Citywide, the Project would support this policy by setting aside 13 of the 276 units for Very Low Income Households.
Objective 4.2: Encourage the location of new multi-family housing development to occur in proximity to transit stations, along some transit corridors, and within some high activity areas with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods.	<p>Consistent. The Project Site is located in an area well-served by public transit provided by Metro and LADOT DASH, including several bus lines and bus stops. The Project Site is also located approximately 0.2 mile southeast of the Metro Red Line Hollywood/Vine Station. In addition, the Project Site is in close proximity to existing activity centers and commercial uses along major corridors such as Sunset Boulevard and in the Project vicinity. The proposed uses would be provided within the boundaries of the existing Project Site and would be compatible with the surrounding commercial, residential, and entertainment-related uses in the vicinity of the Project Site.</p> <p>The Project is a mid-rise development that would increase the density, scale, and height on the Project Site. Nevertheless, the Project would be consistent with the character of the surrounding area, which is highly urbanized and contains a varied mix of land uses at various scales of development, including low- to high-rise buildings occupied by neighborhood-serving commercial uses, entertainment uses, offices, hotels, and multi-family residences. Specifically, surrounding uses immediately adjacent to the Project Site include the Hollywood Palladium and the approved Palladium residences project to the south and east, which includes high-rise structures; the Columbia Square mixed-use project further east across El Centro Avenue, which includes a mix of low- to high-rise structures; the seven-story Camden Hollywood</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	mixed-use development immediately to the west, the 12-story 1600 Vine and W Hollywood mixed-use developments to the northwest; and the low-rise commercial buildings immediately to the north across Selma. The Project's building facades would be well-articulated through the use of architectural projections and insets, and the application of a variety of building materials and textures, which would help to reduce the scale and massing of the building and ensure that the design and scale of the Project would be substantially compatible with the scale and character of surrounding uses.
Policy 4.2.1: Offer incentives to include housing for very low- and low-income households in mixed-use developments.	Consistent. See the consistency analysis for Policy 4.1.6.
Objective 4.3: Conserve scale and character of residential neighborhoods.	Consistent. See the consistency analysis for Policy 3.2.4 for further discussion of the Project's consistency with the existing character of the surrounding area, and Objective 3.15 and Objective 4.2 for further discussion of the Project's compatibility with the scale of the existing residential neighborhoods.
Urban Form and Neighborhood Design Chapter	
Goal 5A: A livable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and Citywide scales.	Consistent. The Project would support this City goal by providing a new mixed-use development that would activate the existing Project Site and serve the existing and future residents of the surrounding community. The proposed residential and neighborhood-serving commercial uses would be consistent and compatible with the mix of residential, retail, office, hotel and entertainment-related uses surrounding the Project Site. In addition, the housing and employment opportunities created by the Project would encourage future investment in the Hollywood Community.
Objective 5.5: Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm	Consistent. The Project would replace the approximately 61,816 square feet of existing low-rise commercial uses and surface parking with a single seven-story building that would provide new residential and neighborhood-serving commercial uses that would be similar to and compatible with the existing mix of land uses surrounding the Project Site. The Project is designed in a modern style and would be integrated into the Argyle Avenue and Selma Avenue street frontages by siting the proposed commercial uses on the ground floor level to encourage pedestrian activity. The building facades would be well-articulated through the use of architectural projections and insets, and the application of a variety of building materials and textures, which would help to reduce the scale and massing of the

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	building and ensure that the design and scale of the Project would be substantially compatible with the scale and character of surrounding uses. The Project would also include landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features to create a more pedestrian friendly streetscape.
Objective 5.8: Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.	Consistent. See the consistency analysis for Objective 3.8 and Policy 3.8.4 for a discussion of how the Project would reinforce and encourage pedestrian activity.
Policy 5.8.4: Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.	Consistent. 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.
Objective 5.9: Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.	Consistent. The Project would incorporate elements that would promote individual and community safety. Specifically, as provided in Section IV.F.2, Public Services—Police Protection, of this Draft EIR, the Project would include the following: private onsite security, a closed-circuit security camera system, and keycard entry for the residential buildings and the residential parking areas; sufficient lighting of building entries and walkways to provide for pedestrian orientation and clearly identify a secure route between parking areas and points of entry into buildings; sufficient lighting of parking structures, elevators, and lobbies to reduce areas of concealment; and design of project entrances to, and exits from, buildings, open spaces around buildings, and pedestrian walkways to be open and in view of surrounding sites, to the extent practicable.
Open Space and Conservation Chapter	
Policy 6.3.3: Utilize development standards to promote development of public open space that is visible, thereby helping to keep such spaces	Consistent. The Project incorporates elements that would promote individual and community safety throughout the Project Site, including open space areas, such as sufficient lighting of walkways and a closed circuit

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
and facilities as safe as possible	camera system. Also see the consistency analysis for Objective 5.9.
<p>Policy 6.4.4: Consider open space as an integral ingredient of neighborhood character, especially in targeted growth areas, in order that open space resources contribute positively to the City's neighborhoods and urban centers as highly desirable places to live (see Chapter 5: Urban Form and Neighborhood Design).</p>	<p>Consistent. While this is a Citywide policy and not Project-specific, the Project would support this policy by providing a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area on the ground floor level; an additional clubhouse open space area at the mezzanine level; a pool and courtyard, a second clubhouse area, and landscaped rear yard setback areas on Level 2; and private balconies for the majority of Project units.</p> <p>The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.</p>
<p>Policy 6.4.8: Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods.</p>	<p>Consistent. The Project would provide a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area on the ground floor level; an additional clubhouse open space area at the mezzanine level; a pool and courtyard, a second clubhouse area, and landscaped rear yard setback areas on Level 2; an outdoor amenity terrace on Level 7; and private balconies for the majority of Project units.</p> <p>The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.</p>
Economic Development Chapter	
<p>Objective 7.2: Establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.</p>	<p>Consistent. The Project would support this objective by providing a mixed-use development consisting of 276 new multi-family residential units and 24,000 square feet of neighborhood-serving retail and restaurant uses, or 27,000 square feet of grocery store use, that would serve the community and future businesses. The proposed neighborhood-serving commercial uses would complement the employment base of the Community Plan</p>

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
	area, meet the needs of local residents, and foster continued economic investment. In addition, the Project Site would be well-served by public transit, would provide short- and long-term bicycle parking, and would be located in close proximity to existing activity centers in the Project vicinity and commercial corridors such as Sunset Boulevard, thereby facilitating a reduction in vehicle trips, vehicle miles traveled, and air pollution to maximize feasible environmental quality. The Project would also incorporate environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code and CALGreen, that 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
Policy 7.2.2: Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.	Consistent. According to the Framework Element's Long Range Land Use Diagram, the Project Site is located in a designated Regional Center. The Project would construct a mixed-use development consisting of residential and commercial uses, in an area that is designated as a High-Quality Transit Area by the 2016 RTP/SCS. The Project Site is served by several Metro and LADOT bus lines, as well as the Metro Red Line. The closest Metro station to the Project Site is the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site. The location of the Project provides future residents with convenient access to public transit. In addition, by locating the Project's mix of residential and commercial uses on a parcel within Hollywood's commercial and entertainment core, the Project would not encroach on existing residential neighborhoods.
Policy 7.2.3: Encourage new commercial development in proximity to rail and bus transit corridors and stations.	Consistent. See the consistency analysis for Policy 7.2.2.
Policy 7.2.5: Promote and encourage the development of retail facilities appropriate to serve the shopping needs of the local population when planning new residential neighborhoods or major residential developments.	Consistent. The Project is a mixed-use development that would include a total of 24,000 square feet of neighborhood-serving retail and restaurant uses or 27,000 square feet of grocery store use to serve the needs of the Project residents and local population.
Policy 7.6.3: Facilitate the inclusion of shopping facilities in mixed-use developments that serve the needs of local residents and workers. If necessary, consider utilizing financing techniques such as land write-downs and density bonuses.	Consistent. See the consistency analysis for Policy 7.2.5.
Policy 7.9.2: Concentrate future residential development along mixed-use corridors,	Consistent. The Project would construct residential uses on a Project Site designated as Regional Center in the

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
transit corridors and other development nodes identified in the General Plan Framework Element, to optimize the impact of City capital expenditures on infrastructure improvements.	Framework Element's Long Range Land Use Diagram. The Project would provide 276 residential units in an area with convenient access to a variety of public transit options. The Project Site is served by several Metro and LADOT bus lines, as well as the Metro Red Line. The closest Metro station to the Project Site is the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site.
Transportation Chapter (1999 Transportation Element)	
The goals, objectives, and policies of the Transportation Chapter are now implemented through the Mobility Plan. See Table IV.D-4 on page IV.D-54 for a discussion of the Project's consistency with the Mobility Plan.	
Infrastructure and Public Services Chapter	
Policy 9.3.1: Reduce the amount of hazardous substances and the total amount of flow entering the wastewater system.	Consistent. As evaluated in the Initial Study, included in Appendix A to this Draft EIR, the Project would be required to obtain coverage under the National Pollutant Discharge Elimination System (NPDES) General Construction Permit (Order No. 2009-0009-DWQ, as well as its subsequent amendments 2010-0014-DWQ and 2012-0006-DWQ) and implement a Stormwater Pollution Prevention Plan (SWPPP) during Project construction. The SWPPP would outline Best Management Practices (BMPs) and other erosion control measures to minimize the discharge of pollutants in storm water runoff. Project construction activities would occur in accordance with City grading permit regulations (Chapter IX, Division 70 of the LAMC), such as the preparation of an erosion control plan, to reduce the effects of sedimentation and erosion. During operation, the Project would implement BMPs for managing stormwater runoff in accordance with the current City of Los Angeles Low Impact Development (LID) Ordinance requirements. The Project would also reduce the amount of flow from entering the wastewater system by incorporating Project Design Feature I.1-1 in Section IV.I.1, Utilities and Service System—Water Supply and Infrastructure of this Draft EIR to minimize water use and the corresponding wastewater generation.
Objective 9.6: Pursue effective and efficient approaches to reducing stormwater runoff and protecting water quality.	Consistent. As discussed in the Initial Study, included in Appendix A to this Draft EIR, the Project would reduce the amount of impervious surface area on-site from approximately 100 percent to approximately 93 percent. Thus, stormwater flows from the Project Site would not increase with implementation of the Project. The Project would manage operational stormwater runoff with the implementation of BMPs in accordance with the current City of Los Angeles LID Ordinance. The implementation of the Project's BMPs would reduce stormwater runoff and protect water quality.

Table IV.D-1 (Continued)
Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Analysis of Project Consistency
Objective 9.10: Ensure that water supply, storage, and delivery systems are adequate to support planned development.	Consistent. As evaluated in Section IV.I.1, Utilities—Water Supply and Infrastructure, of this Draft EIR, based on the Los Angeles Department of Water and Power's (LADWP) demand projections provided in its 2015 Urban Water Management Plan, LADWP would be able to meet the water demand of the Project as well as the existing and planned future water demands of its service area. Furthermore, the Project would not exceed the available capacity within the water distribution infrastructure that would serve the Project Site.
Source: Eystone Environmental, 2019.	

the Project Site is an isolated island of Commercial Manufacturing in the center of Hollywood's vibrant Regional Center commercial, residential, and entertainment core. Therefore, the Project is requesting a General Plan Amendment (GPA) to change the Project Site's Community Plan land use designation from Commercial Manufacturing to Regional Center Commercial. As detailed in Table IV.D-1 on page IV.D-23, with approval of the GPA, the Project would support and would be generally consistent with the Framework Element Land Specifically, the Project would support the needs of the City's existing and future residents, businesses, and visitors by providing 276 residential units and 24,000 square feet of ground-floor neighborhood-serving retail and restaurant uses or 27,000 square feet of grocery store 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, and air pollution while supporting the City's objective to encourage new multi-family residential, retail, commercial, and office development along primary transit corridors/boulevards and in designated Regional Centers.

The Project would also support the City's policy to provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhances the character of commercial districts by introducing a mixed-use development within the Project Site that would feature a similar mix of land uses as the existing uses surrounding the Project Site. Additionally, the Project would be designed in a modern-style that would be integrated into the Argyle Avenue and Selma Avenue street frontages by siting neighborhood-serving commercial uses on the ground level and providing a more pedestrian-friendly building design and streetscape. Therefore, the Project would be generally consistent with the applicable

objectives and policies that support the goals set forth in the Land Use Chapter of the Framework Element.

(b) Housing Chapter

The Project would be generally consistent with the relevant objectives that support the goals of the Housing Chapter of the Framework Element. Specifically, 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 276 new multi-family residential units consisting of studio, one-, and two-bedroom units. The Project would also set aside 13 of the 276 units (representing 5 percent of the Project's base density) for Very Low Income Households. In addition, the Project would encourage the location of new multi-family housing in proximity to transit. The Project Site is well-served by public transit provided by Metro and LADOT, which operate several bus lines in the Project area, and is in proximity to the Metro Red Line Hollywood/Vine Station. Therefore, as discussed in detail in Table IV.D-1 on page IV.D-23, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the Housing Chapter.

(c) Urban Form and Neighborhood Design Chapter

As demonstrated by the discussion in Table IV.D-1, the Project would be generally consistent with the relevant objectives and policies that support the goals of the Urban Form and Neighborhood Design Chapter of the Framework Element. The Project would support the City's goal to provide a livable City for existing and future residents by introducing a new mixed-use development that would activate the Project Site with new residential and neighborhood-serving commercial uses. In addition, the proposed residential and neighborhood-serving commercial uses would be consistent and compatible with the mix of residential, retail, hotel, office, and entertainment land uses surrounding the Project Site and would serve the surrounding community and future businesses. In addition, the Project would incorporate elements that would promote individual and community safety, including a closed circuit security camera system, keycard entry for the buildings and parking areas, proper lighting of building entries and walkways to provide for pedestrian orientation and clearly identify a secure route between parking areas and points of entry into buildings, and sufficient lighting of parking areas to maximize visibility and reduce areas of concealment.

Project lighting would include low-level exterior lights on the building and along pathways for security and wayfinding purposes, and would be designed to provide for efficient, effective, and aesthetically pleasing lighting solutions that would minimize light trespass from the Project Site. Furthermore, the Project has been designed in a modern style and would be integrated into the Argyle Avenue and Selma Avenue street frontages by siting the proposed commercial uses on the ground floor level to encourage pedestrian

activity. Therefore, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the Urban Form and Neighborhood Design Chapter.

(d) Open Space and Conservation Chapter

As demonstrated by the discussion in Table IV.D-1 on page IV.D-23, the Project would be consistent with the relevant objectives and policies that support the goals of the Open Space and Conservation Chapter of the Framework Element. The Project would enhance the open space resources of the neighborhood by providing a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area located on the ground floor level; an additional clubhouse open space area at the mezzanine level; and a pool and courtyard, a second clubhouse area, landscaped rear yard setback areas on Level 2, and an outdoor amenity terrace on Level 7. The Retail/Restaurant Option 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. The additional common open space would be located on Level 1. The Project would also promote the development of open space that is visible and safe by incorporating sufficient lighting to reduce areas of concealment and provide for pedestrian orientation. Therefore, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the General Plan Framework's Open Space and Conservation Chapter.

(e) Economic Development Chapter

As demonstrated by the discussion in Table IV.D-1, the Project would be consistent with the relevant objectives and policies that support the goals of the Economic Development Chapter of the Framework Element. Specifically, the Project would develop a mix of residential uses and neighborhood-serving commercial uses within the Project Site. The proposed uses would complement the employment base of the Hollywood area, meet the needs of local residents, and foster continued economic investment by providing new residential, commercial, and employment opportunities. Thus, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the Economic Development Chapter.

(f) Transportation Chapter

The goals, objectives, and policies of the Transportation Chapter are now implemented through the Mobility Plan. The discussion of the Project's consistency

with the Mobility Plan is provided in the analysis on page IV.D-53 and in Table IV.D-4 on page IV.D-54.

(g) Infrastructure and Public Services Chapter

As demonstrated by the discussion in Table IV.D-1, the Project would be consistent with the relevant objectives and policies that support the goals of the Infrastructure and Public Services Chapter of the Framework Element. The Project would include the addition of landscaped areas, which would decrease the amount of impervious surface area on-site from approximately 100 percent to approximately 93 percent. A SWPPP during construction would be implemented and would include BMPs and other erosion control measures to minimize the discharge of pollutants in stormwater runoff. In addition, during operation, the Project would include BMPs to collect, detain, treat, and discharge runoff on-site before discharging into the municipal storm drain system. Such BMPs would result in an improvement in surface water quality runoff from the Project Site. Furthermore, as discussed in Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, the 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. The Project also would not exceed the available capacity within the water distribution infrastructure that would serve the Project Site. Therefore, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the Infrastructure and Public Services Chapter.

Based on the analysis above, the Project would be substantially consistent with the relevant goals, objectives, and policies of the Framework Element.

(2) Los Angeles General Plan Conservation Element

As noted above, the City's Conservation Element primarily addresses preservation, conservation, protection, and enhancement of the City's natural resources. These include agricultural lands, archaeological and paleontological resources, historic resources, endangered species, habitat areas, and mineral resource areas. As discussed in the Initial Study, included as Appendix A, and in Section VI, Other CEQA Considerations, of this Draft EIR, the Project would have no impact on agricultural lands, endangered species, habitat areas, or mineral resource areas.

As discussed in detail in Section IV.B, Cultural Resources, of this Draft EIR, the Project would comply with regulatory requirements to protect archaeological resources and would implement mitigation to reduce potential impacts to paleontological resources. In addition, there are no historical resources located within the Project Site, and the identified historical resources in the immediate vicinity of the Project Site would not be physically altered by the Project. In addition, as discussed in Section IV.H, Tribal Cultural Resources,

of this Draft EIR, no tribal cultural resources have been identified on the Project Site and impacts to tribal cultural resources would be less than significant. Therefore, the Project would be generally consistent with the objective and policy for the conservation of cultural and historic resources set forth in the Conservation Element.

(3) City of Los Angeles General Plan Housing Element

The Project's consistency with the applicable policies set forth in the Housing Element is analyzed in Table IV.D-2 on page IV.D-42. As described therein, the Project would support the City's objectives and policies for ensuring an adequate supply of rental housing and promoting sustainable neighborhoods with a mix of uses by providing 276 new studio, one-bedroom, and two-bedroom multi-family residential apartment units, along with neighborhood-serving commercial uses in an urbanized area with similar land uses. Of the 276 new units, the Project would set aside 13 units for Very Low Income Households. The Project would also provide a variety of open space and recreational amenities within the Project Site. In addition, the Project would enhance the pedestrian streetscape environment and promote pedestrian activity along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features.

The Project is located in close proximity to existing public services, facilities, and infrastructure, as well as a variety of public transit options. 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, water usage, and waste generation, thereby reducing associated greenhouse gas emissions and minimizing the impact on natural resources and infrastructure. In addition, the Project would incorporate elements that would promote individual and community safety as set forth in Project Design Features POL-PDF-2 through POL-PDF-6 in Section IV.F.2 Public Services—Police Protection, of this Draft EIR. Therefore, as detailed in Table IV.D-2, the Project would be consistent with the applicable objectives and policies set forth in the Housing Element.

(4) City of Los Angeles General Plan Health and Wellness Element— Plan for a Healthy Los Angeles

The Project would support the goals and objectives of the Health and Wellness Element to provide housing in a safe, livable, and sustainable environment by providing a variety of open space areas within the Project Site, promoting walkability and biking, and implementing safety features. The Project would provide a minimum of Retail/Restaurant Option 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

Table IV.D-2
Project Consistency with Applicable Objectives and Policies of the General Plan Housing Element
(2013–2021)

Objective/Policy	Analysis of Project Consistency
Objective 1.1: Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.	Consistent. The Project would provide 276 new multi-family residential apartment units consisting of a mix of studio, one- and two-bedroom units. The Project would also set aside 13 of the 276 units for Very Low Income Households. The Project would help the City meet the demand for housing units in the Hollywood community.
Policy 1.1.2: Expand affordable rental housing for all income groups that need assistance.	Consistent. The Project would set aside 13 units (representing 5 percent of the Project's base density) for Very Low Income Households.
Policy 1.1.3: Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city's households.	Consistent. See the consistency analysis for Objective 1.1.
Policy 1.1.4: Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.	Consistent. The Project proposes a mixed-use development consisting of 276 new residential units, and neighborhood-serving commercial uses within an area designated by the Framework Element Long Range Land Use Diagram as Regional Center and as a High-Quality Transit Area by the 2016 RTP/SCS. In addition, there are several Metro and LADOT bus lines and bus stops in the Project Site vicinity, as well as the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile to the northwest of the Project Site.
Objective 1.2: Preserve quality rental and ownership housing for households of all income levels and special needs.	Consistent. As discussed in the consistency analysis for Objective 1.1, the Project would provide 276 new multi-family residential apartment units consisting of a mix of studio, one- and two-bedroom units. The Project would also set aside 13 of the 276 units for Very Low Income Households. There are currently no housing units on the Project Site.
Policy 2.1.1: Establish development standards and policing practices that reduce the likelihood of crime.	Consistent. Consistent. Although this policy is primarily in reference to the establishment of Citywide standards, the Project would incorporate elements that would promote individual and community safety. Specifically, as provided in Project Design Features POL-PDF-2 through POL-PDF-6 in Section IV.F.2 Public Services—Police Protection, of this Draft EIR, the Project would include a closed circuit security camera system; keycard entry for the residential buildings and the residential parking areas; proper lighting of building entries and walkways to provide for pedestrian orientation and clearly identify a secure route between parking areas and points of entry into buildings; and sufficient lighting of parking areas to maximize visibility and reduce areas of concealment. The Project would also design entrances to, and exits from buildings, open spaces around buildings, and pedestrian walkways to be open and in view of surrounding sites. Furthermore, , the Applicant

Table IV.D-2 (Continued)
Project Consistency with Applicable Objectives and Policies of the General Plan Housing Element
(2013–2021)

Objective/Policy	Analysis of Project Consistency
	would consult with the LAPD regarding the incorporation of feasible crime prevention features and submit a diagram of the Project Site showing access routes and other information that might facilitate police response.
<p>Objective 2.2: Promote sustainable neighborhoods that have mixed-income housing, jobs, amenities, services and transit.</p>	<p>Consistent. The Project would construct a mixed-use development with residential and neighborhood-serving commercial uses that would support the housing and employment needs of the local residents and would be compatible with the variety of residential, commercial, hotel, office, and entertainment-related uses surrounding the Project Site. The proposed 276 residential units would consist of a mix of studio, one- and two-bedroom units intended to support a range of household types. In addition, 13 of the 276 units would be set aside for Very Low Income Households. The 24,000 square feet of ground-floor neighborhood-serving retail and restaurant uses, or 27,000 square feet of grocery store use, would serve future residents, as well as the surrounding the community.</p> <p>The Project would provide a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area located on the ground floor level; an additional clubhouse open space area at the mezzanine level; and a pool and courtyard, a second clubhouse area, and landscaped rear yard setback areas on Level 2. The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.</p> <p>The Project is located in an area well-served by public transit. The Metro Red Line Hollywood/Vine Station is located approximately 0.2 mile northwest of the Project Site and there are several Metro and LADOT bus lines and bus stops in the Project vicinity. As discussed in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, transportation and utility infrastructure, as</p>

Table IV.D-2 (Continued)
Project Consistency with Applicable Objectives and Policies of the General Plan Housing Element
(2013–2021)

Objective/Policy	Analysis of Project Consistency
	well as public services, are available and would be adequate to support the Project.
Policy 2.2.1: Provide incentives to encourage the integration of housing with other compatible land uses.	Consistent. The Project would construct a mixed-use development that would provide new housing opportunities and new neighborhood-serving commercial uses to the Hollywood community. The Project would provide these uses in proximity to other similar land uses, including existing residential and commercial uses.
Objective 2.3: Promote sustainable buildings, which minimize adverse effects on the environment and minimize the use of non-renewable resources.	<p>Consistent. As discussed in Section II, Project Description, of this Draft EIR, the Project incorporates 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 sustainability features to be incorporated into the Project would include, but would not be limited to high-efficiency plumbing fixtures, Energy Star-labeled products and appliances, reduction of indoor and outdoor water use, and water-efficient landscape design.</p> <p>In addition, as discussed in the Initial Study, prepared for the Project, which is included in Appendix A of this Draft EIR, the Project would implement a construction waste management plan to recycle and/or salvage a minimum of 75 percent of non-hazardous demolition and construction debris. During Project operation, the Project would also provide an on-site recycling area or room in accordance with the City of Los Angeles Space Allocation Ordinance (Ordinance No. 171,687), and clearly marked, source-sorted receptacles to facilitate recycling.</p>
Policy 2.3.2: Promote and facilitate reduction of water consumption in new and existing housing.	Consistent. As discussed in Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, pursuant to the requirements of the City of LA Green Building Code and as provided for in PDF WAT-PDF-1, the Project would incorporate water saving fixtures to reduce its indoor water use. In addition, the Project would include a weather or soil moisture-based irrigation controller and appropriate landscaping to reduce its outdoor water use.
Policy 2.3.3: Promote and facilitate reduction of energy consumption in new and existing housing.	Consistent. See the consistency analysis for Objective 2.3.
Policy 2.3.4: Promote and facilitate reduction of waste in construction and building	Consistent. As discussed in the Initial Study, prepared for the Project, which is included in Appendix A of this Draft

Table IV.D-2 (Continued)
Project Consistency with Applicable Objectives and Policies of the General Plan Housing Element
(2013–2021)

Objective/Policy	Analysis of Project Consistency
operations.	EIR, the Project would implement a construction waste management plan to recycle and/or salvage a minimum of 75 percent of non-hazardous demolition and construction debris. During Project operation, the Project would also provide an on-site recycling area or room in accordance with the City of Los Angeles Space Allocation Ordinance (Ordinance No. 171,687), and clearly marked, source-sorted receptacles to facilitate recycling.
Objective 2.4: Promote livable neighborhoods with a mix of housing types, quality design and a scale and character that respects unique residential neighborhoods in the City.	<p>Consistent. As discussed in the consistency analysis for Objective 2.2 and Policy 2.2.1, the Project would provide new residential and neighborhood-serving commercial uses that would be similar to and compatible with the existing mix of land uses surrounding the Project Site. The Project is designed in a modern style and would be integrated into the Argyle Avenue and Selma Avenue street frontages by siting the proposed commercial uses on the ground floor level to encourage pedestrian activity.</p> <p>The building facades would be well-articulated through the use of architectural projections and insets, and the application of a variety of building materials and textures, which would help to reduce the scale and massing of the building. In addition, the design and scale of the Project would be substantially compatible with the scale and character of surrounding uses such as the Camden Hollywood mixed-use project to the west (across Selma Avenue), and the 1600 Vine and W Hollywood developments to the north, and the Columbia Square mixed-use project one block east. Thus, the Project would be consistent with the scale and character of the surrounding uses.</p>
Policy 2.4.1: Promote preservation of neighborhood character in balance with facilitating new development.	Consistent. See the consistency analysis for Objective 2.4.
Policy 2.4.2: Develop and implement design standards that promote quality residential development.	Consistent. Although this policy is primarily in reference to the establishment of Citywide standards, the Project would be consistent with this policy of promoting quality residential development by constructing a mixed-use development with residential uses that would be substantially consistent with the applicable goals, objectives, and policies in the Urban Form and Neighborhood Design Chapter. The Project's consistency with the Framework Element's Urban Form and Neighborhood Design Chapter is discussed in detail in Table IV.D-1 above.
Policy 2.4.3: Develop and implement sustainable design standards in public and private open space and street rights-of-way.	Consistent. Although this policy is primarily in reference to the establishment of Citywide standards, the Project would be consistent with this policy by providing a variety

Table IV.D-2 (Continued)
Project Consistency with Applicable Objectives and Policies of the General Plan Housing Element (2013–2021)

Objective/Policy	Analysis of Project Consistency
Increase access to open space, parks and green spaces.	<p>of open space areas within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area located on the ground floor level; an additional clubhouse open space area at the mezzanine level; and a pool and courtyard, a second clubhouse area, landscaped rear yard setback areas on Level 2, and an outdoor amenity terrace on Level 7. The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.</p> <p>In addition, the Project would enhance the pedestrian streetscape environment along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features.</p>
Objective 2.5: Promote a more equitable distribution of affordable housing opportunities throughout the City.	Consistent. See the consistency analysis for Objective 1.1 above.
<p>Source: Eyestone Environmental, 2019.</p>	

Grocery Store Option would provide 28,785 square feet of open space, with 7,046 square feet of common interior open space. The additional common open space would be located on Level 1. Future residents of the Project would have access to a variety of alternative transportation modes. The Project is located in an area well-served by public transit provided by Metro and LADOT, which operate several bus lines in the Project area, and is located approximately 0.2 mile southeast of the Metro Red Line Hollywood/Vine Station. In addition, the Project would provide 182 bicycle parking spaces under the Retail/Restaurant Option or 186 bicycle parking spaces under the Grocery Store Option for residents and visitors. Furthermore, the siting of the proposed commercial uses on the ground floor level along the Argyle Avenue and Selma Avenue street frontages, and incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features would encourage pedestrian activity and promote walkability in the vicinity of the Project Site. The Project would also incorporate elements that would

promote individual and community safety. Specifically, as provided in Section IV.F.2 Public Services—Police Protection, of this Draft EIR, the Project would include a closed-circuit security camera system, keycard entry for the residential buildings and parking areas; sufficient lighting of building entries and walkways to provide for pedestrian orientation and clearly identify a secure route between parking areas and points of entry into buildings; sufficient lighting of parking structures, elevators, and lobbies to reduce areas of concealment; and building entrances and exits, open spaces around buildings, and pedestrian walkways designed to be open and in view of surrounding sites. Therefore, the Project would be generally consistent with the applicable goals and objectives set forth in the Health and Wellness Element.

(5) Hollywood Community Plan

As previously discussed, the land use designation for the Project Site under the Community Plan is Commercial Manufacturing. This land use designation is inconsistent with the Regional Center Commercial designation of all surrounding properties, as well as with the Project Site's current C4 zoning designation. Therefore, the Project Applicant is seeking approval of a GPA from Commercial Manufacturing to Regional Center Commercial. Footnote 9 of the current Community Plan land use map allows a floor area ratio (FAR) of 4.5:1 for areas designated as Regional Center Commercial.¹⁹

The Project's consistency with the objectives and policies set forth in the Community Plan is analyzed in Table IV.D-3 on page IV.D-48. As discussed therein, with approval of the requested GPA, the Project would be generally consistent with the objectives and policies that support the goals of the Community Plan. Specifically, the Project would support the City's objectives and policies to coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area and provide housing to satisfy the varying needs and desires of all economic segments of the Hollywood community through the development of new residential and neighborhood-serving commercial uses.

The Project would introduce 276 new multi-family residential apartment units consisting of studio, one-, and two-bedroom units that would provide housing in the Hollywood community. In addition, the Project would set aside 13 of the 276 units for Very Low Income Households. The Project's proposed unit mix is intended to provide a range of

¹⁹ *Following approval of the Project's density bonus and associated development incentive, the Project would achieve a FAR of up to 5.39:1. However, pursuant to California Government Code Section (j)(1), the granting of a density bonus concession or incentive shall not be interpreted, in and of itself, to require a general plan amendment, local coastal plan amendment, zoning change, or other discretionary approval. Therefore, the Project's proposed FAR in excess of 4.5:1 is consistent with both the Community Plan and State and City density bonus law.*

Table IV.D-3
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
<p>Objective 1. To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.</p> <p>To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.</p>	<p>Consistent. The Project would support this objective through the development of new residential and neighborhood-serving commercial uses in a pedestrian- and transit-friendly area within Hollywood. The Project would provide similar land uses as the surrounding area and would be similar in height to other mid-rise buildings within the surrounding community, such as the seven-story Camden Hollywood mixed-use development project immediately to the west. Proposed residential units at this location would help provide additional housing opportunities within the community while enhancing Hollywood as a location to live and work. The on-site proposed commercial uses would serve Project residents as well as the surrounding community, and increase the retail and employment opportunities in the Hollywood area.</p>
<p>Objective 2. To designate lands at appropriate locations for the various private uses and public facilities in the quantities and at densities required to accommodate population and activities projected to the year 2010.</p>	<p>Consistent. While this policy primarily pertains to the City's distribution of land uses within the Community Plan area, the Project is consistent with relevant growth projections. The Project Applicant is requesting a GPA 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's proposed land uses and density would be consistent with the uses and densities in this Project area. As detailed in the Initial Study prepared for the Project, which is included in Appendix A of this Draft EIR, the Project's population and housing growth would be well within SCAG's projections for the Los Angeles Subregion, which serve as the basis for the Framework Element's demographics projections. Development of the Project's 276 units would result in a net increase of approximately 671 residents. The 671 estimated net new residents generated by the Project would represent approximately 0.41 percent of the population growth and approximately 0.35 percent of the housing growth forecasted by SCAG for the Los Angeles Subregion between 2017 and 2023.²⁰ Therefore, the Project's population and housing units would be well within SCAG's projections for the Subregion. The Project is an infill development that would provide housing to meet the needs of the City and Community Plan area, and would provide development that supports the type of commercial</p>

²⁰ The Initial Study analyzed the population and housing growth between 2016 and 2023. The population and housing growth projections in this section have been updated to reflect the growth between 2017 and 2023. However, the conclusion in the Initial Study remains valid and the Project's population and housing growth would be well within SCAG's projections.

Table IV.D-3 (Continued)
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
	and mixed-use development anticipated and encouraged in the Hollywood's commercial and entertainment core.
<p>Objective 3. To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.</p> <p>To encourage the preservation and enhancement of the varied and distinctive residential character of the Community, and to protect lower density housing from the scattered intrusion of apartments.</p>	<p>Consistent. The Project would construct 276 multi-family residential apartment units that would consist of a mix of studio, one-, and two-bedroom units. The Project would also set aside 13 of the 276 new units for Very Low Income Households. The Project is highly urbanized and contains a varied mix of land uses at various scales of development, including low- to high-rise buildings occupied by neighborhood-serving commercial/retail uses, entertainment uses, offices, hotels, and multi-family residences. Specifically, surrounding uses immediately adjacent to the Project Site would include the Hollywood Palladium and the approved Palladium Residences project to the south and east, which includes high-rise structures; the Columbia Square mixed-use project further east across El Centro Avenue, which includes a mix of low- to high-rise structures; the seven-story Camden Hollywood mixed-use development immediately to the west, the 12-story 1600 Vine and W Hollywood mixed-use developments to the northwest; and the low-rise commercial buildings immediately to the north across Selma. Since the Project is surrounded by other high-density mixed-used developments, the Project would not encroach upon lower density housing.</p>
<p>Objective 4: To promote economic well being and public convenience through:</p> <ul style="list-style-type: none"> a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards. b. Designating land for industrial development that can be so used without detriment [sic] to adjacent uses of other types, and imposing restrictions on the types and intensities of industrial uses as are necessary to this purpose. c. Encouraging the revitalization of the motion picture industry. d. Recognizing the existing concentration of medical facilities in East Hollywood as a center serving the medical needs of Los Angeles. 	<p>Consistent. The Project would introduce approximately 24,000 square feet of neighborhood-serving retail and restaurant uses, or 27,000 square feet of grocery store use that would provide useful local services to the community and new pedestrian destinations for Project and local residents. The neighborhood-serving retail and restaurant uses, or grocery store use, would serve the community and future businesses and would increase employment opportunities the Hollywood area, thus promoting economic well-being.</p> <p>The Project does not propose industrial uses. Furthermore, the Project's implementation would not adversely affect the revitalization of the motion picture industry; nor the activities associated with the medical facilities in East Hollywood as the Project is not located in close proximity.</p>
<p>Objective 5. To provide a basis for the location and programming of public services and utilities and to coordinate the phasing of public facilities with private development. To</p>	<p>Consistent. As discussed in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—</p>

Table IV.D-3 (Continued)
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
encourage open space and parks in both local neighborhoods and in high density areas.	Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, the agencies that provide services and utilities to the Project Site would have capacity to serve the Project. As indicated in those sections, the Project's impacts would be less than significant. In addition, as discussed in Section IV.F.4, Public Services—Parks and Recreation, of this Draft EIR, the Project would provide on-site open space and recreational amenities to serve the recreational needs of Project residents, which would reduce the potential for additional demand to be placed on public parks and open space areas.
Objective 6. To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic; and to encourage the expansion and improvement of public transportation service.	Consistent. As discussed in Section IV.G, Transportation, of this Draft EIR, the Project's construction and operational traffic impacts would be less than significant. The Project Site is located in a highly urbanized area that is well-served by public transit provided by Metro and LADOT. The Project would include various streetscape improvements such as wider sidewalks, additional street trees, and landscaping to encourage walkability. Furthermore, the Project would provide 182 bicycle parking spaces for the Retail/Restaurant Option, including 26 short-term spaces and 156 long-term spaces, in accordance with LAMC requirements. For the Grocery Store Option, the Project would provide 186 required bicycle parking spaces, which would include 28 short-term spaces and 158 long-term spaces, in accordance with LAMC requirements. Thus, the Project would promote opportunities for the use of alternative modes of transportation, including use of public transportation, walking, and bicycling.
Objective 7. To encourage the preservation of open space consistent with property rights when privately owned and to promote the preservation of views, natural character and topography of mountainous parts of the Community for the enjoyment of both local residents and persons throughout the Los Angeles region.	Consistent. The Project does not contain any natural open space or scenic features. As discussed in the Initial Study, which is provided as Appendix A of this Draft EIR, the Project would not have any significant impacts on views. The Project would provide a variety of open space and recreational amenities within the Project Site, including a lobby/lounge, clubhouse, and outdoor patio area on the ground floor level; an additional clubhouse open space area at the mezzanine level; a pool and courtyard, a second clubhouse area, landscaped rear yard setback areas on Level 2; and outdoor amenity terrace on Level 7; and private balconies for the majority of Project units. The Retail/Restaurant Option would provide a minimum of 28,665 square feet of open space, consisting of 9,939 square feet of common outdoor areas,

Table IV.D-3 (Continued)
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
	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. The additional common open space would be located on Level 1. The Project would also include new project and street trees, and other landscape features. A minimum of 69 new trees would be planted along the parkways and on the Project Site.
Land Use—Commerce	
<p>The focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. The Hollywood Center is included in the Hollywood Redevelopment Project area as adopted in May 1986. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods, and the transportation and circulation system. Developments combining residential and commercial uses are especially encouraged in this Center area.</p>	<p>Consistent. The Project is located within the Community Plan's designated Hollywood Center area and is requesting a GPA to change the land use designation of the Project Site from Commercial Manufacturing to Regional Center Commercial in order to be consistent with the land use designations of surrounding properties and the intent of the Hollywood Center. The Project's mix of residential and neighborhood-serving commercial uses would create new living and working opportunities within the Hollywood Center, thereby facilitating this area's continuing function as both Hollywood's commercial center and a regional entertainment center. The proposed Project would conform to existing and proposed commercial and mixed-use development patterns of the Project area by developing a mid-rise mixed-use project that is consistent with the existing commercial, office, and mixed uses; the mid- to high-rise building heights; and the bulk and massing of the surrounding development. In addition, the Project's proximity to significant existing transit infrastructure, lack of significant traffic impacts, and provision of bicycle parking spaces would ensure compatibility with the existing transportation and circulation system. Moreover, as a mixed-use project with 276 residential dwelling units over ground-level commercial uses, the Project would meet the Community Plan's goals encouraging developments combining residential and commercial uses within the Hollywood Center.</p>
Circulation	
<p>No increase in density shall be effected by zone change or subdivision unless it is determined that the local streets, major and secondary highways, freeways, and public transportation available in the area of the property involved, are adequate to serve the traffic generated.</p>	<p>Consistent. The Project would require a zone change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN to permit the construction of a seven-story mixed-use development with a maximum height of 99 feet 1 inch to the top of the uppermost stair/elevator enclosure, a total of 276 residential apartment units, and 24,000 square feet of retail and restaurant uses or 27,000 square feet of grocery store use. As discussed in Section IV.G, Transportation, of this Draft EIR, the existing highways and public transportation infrastructure would have adequate capacity to serve the Project.</p>

Table IV.D-3 (Continued)
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
Service System	
Such development [public facilities] shall be sequenced and timed to provide a workable, efficient, and adequate balance between land use and service facilities at all times.	Consistent. The Project would be located in an urbanized area with established service facilities. As discussed in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, public facilities would not be significantly impacted by the Project. Agencies that provide service systems and facilities would have adequate capacity to serve the Project. In addition, in-lieu fee payments for parks and schools, compliance with regulatory measures for utilities and public services, and implementation of project design features for utilities and public services would also ensure public facilities would have adequate capacity.
No increase in density shall be effected by zone change or subdivision unless it is determined that such facilities are adequate to serve the proposed development.	Consistent. The Project would require a zone change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN. The Project would generate a maximum residential population of 671 new residents and generate approximately 65 employees for the Retail/Restaurant Option or 73 employees for the Grocery Store Option. Therefore, the Project would generate a maximum total of 744 persons on the Project Site. The Project Site is located in an urbanized area with established service facilities. As discussed further in Section IV.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, the Project would not result in significant impacts to public services and utilities. In addition, compliance with regulatory measures, and implementation of project design features would ensure that public services and utilities would have adequate capacity to service the Project.
Other Public Facilities	
It is the City's policy that, where feasible, new power lines be placed underground and that the undergrounding of existing lines be continued	Consistent. Project connections to existing power lines would be placed underground, where feasible.

Table IV.D-3 (Continued)
Project Consistency with Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Analysis of Project Consistency
and expanded.	
<hr/> <i>Source: Eystone Environmental, 2019.</i>	

household types, including affordable housing, within the Hollywood community that would maximize the opportunity for individual choice. The Project would also support the City's objectives and policies to promote economic well-being and public convenience through the development of neighborhood-serving commercial uses that would provide useful local services to the community, new pedestrian destinations for Project and local residents, and employment opportunities for the Hollywood community.

As discussed in Section IV.F.1, Public Services—Fire Protection, Section IV.F.2, Public Services—Police Protection, Section IV.F.3, Public Services—Schools, Section IV.F.4, Public Services—Parks and Recreation, Section IV.F.5, Public Services—Libraries, Section IV.G, Transportation, Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure, Section IV.I.2, Utilities and Service Systems—Wastewater, and Section IV.J, Energy Conservation and Infrastructure, of this Draft EIR, the agencies that provide services and utilities to the Project Site would have capacity to serve the Project. As such, the Project would support the City's objectives and policies for ensuring that public services and utilities are adequate to support development in the Hollywood community. The Project's provision of open space and recreational amenities within the Project Site would also support the City's objectives and policies for encouraging the preservation of open space. Furthermore, the Project would support the City's objectives and policies for ensuring a circulation system adequate to accommodate traffic and to encourage the expansion and improvement of public transportation service by concentrating new development in an area that is well-served by public transit. Project residents would have convenient access to bus service provided by Metro and LADOT, and the Metro Red Line Hollywood/Vine Station, which is located approximately 0.2 mile to the northwest of the Project Site. Therefore, as discussed in detail in Table IV.D-3 on page IV.D-48, the Project would be consistent with the applicable objectives and policies set forth in the Hollywood Community Plan.

(6) Mobility Plan 2035

The Project would be consistent with the relevant objectives and policies that support the goals of the Mobility Plan, as detailed in Table IV.D-4 on page IV.D-54. The Project would support the Mobility Plan policy to provide for safe passage of all modes of travel during construction by implementing a Construction Management Plan that would

Table IV.D-4
Project Consistency with Applicable Policies of the Mobility Plan 2035

Policy	Analysis of Project Consistency
Policy 1.6: Design detour facilities to provide safe passage for all modes of travel during times of construction.	Consistent. As discussed in Section IV.G, Transportation, of this Draft EIR, as part of Project Design Feature TR-PDF-1, the Project would prepare and implement a Construction Traffic Management Plan that would reduce construction-related impacts on the surrounding community. The Construction Traffic Management Plan would include safety measures around the construction site to reduce the risk to pedestrian traffic near the work area; minimize the potential conflicts between construction activities, street traffic, bicyclists, and pedestrians; and reduce the use of residential streets and congestion to public streets and highways.
Policy 2.3: Recognize walking as a component of every trip, and ensure high quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.	Consistent. The Project would be designed to promote walkability by siting and providing direct pedestrian access to commercial uses proposed for the Project Site along Argyle Avenue and Selma Avenue to encourage pedestrian activity and provide linkages to the existing commercial uses in the Project vicinity. In addition, the Project would enhance the pedestrian streetscape environment along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features.
Policy 2.13: Support the preservation and enhancement of the state highways consistent with the RTP/SCS and the goals/policies of the General Plan.	Consistent. As discussed herein, the Project would be consistent with the goals and policies of the General Plan and the 2016 RTP/SCS (see Table IV.D-5, below).
Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes—including goods movement—as integral components of the City's transportation system.	Consistent. The Project would provide adequate vehicular access, improve pedestrian access, and provide bicycle facilities, as previously discussed. In addition, the Project is located in an area with convenient access to a variety of public transit options. There are several Metro and LADOT bus lines and bus stops in close proximity to the Project Site. In addition, the Metro Red Line Hollywood/Vine Station is located approximately 0.2 mile northwest of the Project Site.
Policy 3.2: Accommodate the needs of people with disabilities when modifying or installing infrastructure in the public right-of-way.	Consistent. The Project is designed to provide accessibility and accommodate the needs of people with disabilities as required by the American with Disabilities Act (ADA) and the City.
Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.	Consistent. The Project would promote equitable land use decisions that result in fewer vehicle trips by providing a new mixed-use development consisting of residential and commercial uses in close proximity to jobs (including those that may be offered on-site), destinations, and other neighborhood services. In addition, the Project is located in an area with convenient access to a variety of public

Table IV.D-4 (Continued)
Project Consistency with Applicable Policies of the Mobility Plan 2035

Policy	Analysis of Project Consistency
	transit options, including several bus lines operated by Metro and LADOT, as well as the Metro Red Line. The closest Metro station to the Project Site is the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site.
Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.	Consistent. The Project is located in an area with convenient access to a variety of public transit options, including several bus lines operated by Metro and LADOT, as well as the Metro Red Line. The closest Metro station to the Project Site is the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site.
Policy 3.8: Provide bicyclists with convenient, secure and well maintained bicycle parking facilities.	Consistent. The Project would provide 182 bicycle parking spaces for the Retail/Restaurant Option, including 26 short-term spaces and 156 long-term spaces in accordance with LAMC requirements. For the Grocery Store Option, the Project would be required to provide 186 required bicycle parking spaces, including 28 short-term spaces and 158 long-term spaces.
Policy 4.13: Balance on-street and off-street parking supply with other transportation and land use objectives.	Consistent. As discussed in Section II, Project Description, of this Draft EIR, vehicle parking for the proposed uses would be provided within the ground level and the four subterranean parking levels in accordance with LAMC requirements.
Policy 5.2: Support ways to reduce vehicle miles traveled (VMT) per capita.	Consistent. The Project is a mixed-use development consisting of residential and commercial uses. The location of the Project within Hollywood's commercial and entertainment core would allow future residents easy access to neighborhood services, jobs, and public transportation. The Project Site is served by several bus lines operated by Metro and LADOT, as well as the Metro Red Line. The closest Metro station to the Project Site is the Metro Red Line Hollywood/Vine Station, located approximately 0.2 mile northwest of the Project Site. The Project would also promote pedestrian activity by siting all retail and restaurant uses proposed for the Project Site along Argyle Avenue and Selma Avenue to encourage pedestrian activity and provide linkages to the existing commercial uses in the Project vicinity. In addition, the Project would enhance the pedestrian streetscape environment along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features. Furthermore, the Project would provide 182 bicycle parking spaces for the Retail/Restaurant Option or 186 bicycle parking spaces for the Grocery Store Option.

Table IV.D-4 (Continued)
Project Consistency with Applicable Policies of the Mobility Plan 2035

Policy	Analysis of Project Consistency
Policy 5.5: Maximize opportunities to capture and infiltrate stormwater within the City's public right-of-ways.	Consistent. As discussed in the Initial Study, included in Appendix A to this Draft EIR, the Project would manage operational stormwater runoff with the implementation of BMPs in accordance with the current City of Los Angeles LID Ordinance. The implementation of the Project's BMPs would reduce stormwater runoff and protect water quality.
<hr/> <i>Source: Eyestone Environmental, 2019.</i>	

incorporate safety measures around the construction site to reduce the risk to pedestrian traffic 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 recognizes all modes of travel by providing adequate vehicular access, improving pedestrian access, and providing bicycle facilities. In addition, the Project's proximity to a variety of public transit options would provide all residents, workers, and visitors convenient access to public transit services. Furthermore, the Project would promote alternative modes of transportation by providing a total of 182 bicycle parking spaces for the Retail/Restaurant Option or 186 bicycle parking spaces for the Grocery Store Option. Therefore, the Project would be generally consistent with the applicable policies that support the goals and objectives set forth in the Mobility Plan.

(ii) Los Angeles Municipal Code

As previously discussed, the Project Site is currently zoned [Q]C4-1VL-SN by the LAMC. The C4 zoning designation is inconsistent with the 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 occupations. However, the Project Site's existing Q condition, imposed by Ordinance 165,662 in 1990, prohibits residential uses on the Project Site. The Height District 1-VL designation, in conjunction with the C4 zone, imposes a height limit of three 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 that, when in conflict, supersede those of the LAMC.

The Project is a mixed-use development consisting of residential, retail, and restaurant uses. The Project would construct a new seven-story building with a maximum

building height of 99 feet 1 inch to the top of the uppermost stair/elevator enclosure, 260,250 square feet of new floor area, and a maximum FAR of 5.39:1. Thus, the Project would be inconsistent with the Project Site's existing Q condition, which prohibits residential uses, and would exceed the Project Site's FAR limit imposed by the current D limitation.

To accommodate the Project's proposed residential uses, floor area, and building height, and in addition to the requested GPA, the Project Applicant is requesting a Vesting Zone/Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN pursuant to LAMC Section 12.32-Q to remove the existing "Q" condition prohibiting residential uses, and to establish Height District No. 2 with a base FAR of 4.5:1. In conjunction with the requested Regional Center Commercial land use designation, the C4 zone would allow a base residential density equivalent to the R5 zone (of 1 dwelling unit per 200 square feet of lot area) for projects combining commercial and residential uses, such as the Project.

Pursuant to State density bonus law and LAMC Section 12.22-A,25, the Project would set aside 13 units (5 percent of the base density units)²¹ for Very Low Income Households, which qualifies the Project for a maximum 20 percent density bonus, or a maximum of 291 units. The Project's proposed 276 units is equivalent to an approximately 14-percent density bonus. The Project's provision of 5 percent Very Low Income units also allows the Project to utilize an on-menu development incentive to increase the floor area by a maximum of 20 percent pursuant to State density bonus law and LAMC Section 12.22-A,25(f). This would allow the maximum FAR to increase from 4.5:1 to 5.4:1.²² The Project's proposed FAR conforms to this maximum FAR limit. Height District No. 2 does not have a maximum height limit.

Per LAMC Sections 12.22-A,25(d)(1) and 12.21-A,4(x)(3)(2), the Project would be required to provide a total of 358 vehicular parking spaces (310 residential spaces and 48 commercial spaces) for the Retail/Restaurant Option and 364 vehicular parking spaces (310 residential spaces and 54 commercial spaces) for the Grocery Store Option. As discussed in Section II, Project Description, of this Draft EIR, up to 412 vehicle parking spaces for the proposed uses would be provided within the four subterranean parking levels in accordance with LAMC requirements.

Pursuant to LAMC Section 12.21-A,16(a), a total of 182 bicycle parking spaces would be required for the Retail/Restaurant Option, including 26 short-term spaces and 156

²¹ *The Project Site is 48,403 square feet, which permits a maximum base density of 242 dwelling units (1 dwelling unit per 200 square feet of lot area).*

²² *As noted above, pursuant to California Government Code Section 65915(j)(1), the granting of a density bonus concession or incentive shall not be interpreted, in and of itself, to require a general plan amendment, local coastal plan amendment, zoning change, or other discretionary approval.*

long-term spaces. For the Grocery Store Option, the Project would be required to provide 186 required bicycle parking spaces, including 28 short-term spaces and 158 long-term spaces. As discussed in Section II, Project Description, of this Draft EIR, bicycle parking for the proposed uses would be provided within the ground level and subterranean level B1 in accordance with LAMC requirements.

Per LAMC Section 12.21-G, the Project would be required to provide 28,600 square feet of open space in connection with its proposed dwelling units. The Retail/Restaurant Option 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. The additional common open space would be located on Level 1.

Pursuant to LAMC Section 17.15, in conjunction with the Project's Vesting Tentative Tract Map, the Project Applicant is requesting that Argyle Avenue be designated as the front yard to conform to the orientation of the Project and the proposed location of its primary commercial and residential entrances. Per LAMC requirements, developments in the C4 zone are not required to provide front yard setbacks, but are required to provide side and rear yard setbacks at the lowest story containing residential units. The Project's ground and mezzanine levels do not contain residential units; therefore, no setbacks are required. The Project would provide a 16-foot side yard setback on Level 2 along the southern property line, which would exceed the 10-foot side yard setback requirement for a seven-story residential building in the C4 zone. The Project would also provide a landscaped 15-foot, 6-inch rear yard setback on Level 2 along the eastern property line, which is less than the 19-foot rear yard setback requirement for a seven-story residential building in the C-4 zone. The Project Applicant is requesting approval of a maximum 20-percent reduction of the Project's rear yard setback requirement pursuant to LAMC Section 17.03. With approval of these requests, the Project would be consistent with LAMC requirements for setbacks.

In accordance with LAMC Section 12.24-W,1, the Project Applicant would also seek a Master Conditional Use Permit for the sale 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. The service and sale of alcoholic beverages would be incidental to the restaurant or grocery store operations. With approval of the Master Conditional Use Permit, the Project would comply with the requirements of LAMC.

In summary, with approval of the requested discretionary actions, the Project would be consistent with all applicable provisions of the LAMC.

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

The Project Site is currently designated as Commercial Manufacturing by both the Community Plan and the Redevelopment Plan. The Project would request a GPA for a land use designation change to Regional Center Commercial in order to construct a mixed-use development consisting of residential uses and neighborhood-serving commercial uses. Section 502 of the Redevelopment Plan states that “the land uses permitted in the [Redevelopment] Project Area shall be those permitted by the General Plan, the applicable Community Plan, and any applicable City zoning ordinance, all as they now exist or are hereafter amended and/or supplemented from time to time” and that “in the event the General Plan, the applicable Community Plan, and/or any applicable City zoning ordinance is amended and/or supplemented with regard to any land use in the [Redevelopment] Project Area, the land use provisions of this [Redevelopment] Plan, including, without limitation, all Exhibits attached hereto, shall be automatically modified accordingly without the need for any formal plan amendment process.” Therefore, with approval of the GPA, the Project Site’s land use designation in the Redevelopment Plan would be amended to Regional Center Commercial.

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 proposed 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. As discussed above, the Project would result in a total FAR of 5.4:1 with the application of a density bonus pursuant to State density bonus law and LAMC Section 12.22.A.25 for the provision of 5 percent Very Low Income units. Pursuant to California Government Code Section 65915(j)(2), the granting of a concession or incentive shall not be interpreted, in and of itself, to require a general plan amendment, local coastal plan amendment, zoning change, or other discretionary approval. Therefore, following approval of the Project’s requested GPA and density bonus, the proposed uses, density, and FAR would be consistent with the Redevelopment Plan.

Section 300 of the Redevelopment Plan sets forth 16 goals for the Redevelopment Plan. Of these, the 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 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; and
- 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.

Specifically, the Project would contribute to the achievement of Goal 3 by providing a mix of residential and neighborhood-serving retail and restaurant uses that would promote a balanced community within the Redevelopment Area. The Project would contribute to Goal 9 by providing 276 new residential apartment units consisting of a mix of 46 studio units, 196 one-bedroom units, and 34 two-bedroom units of 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.F.1, Public Services—Fire Protection; Section IV.F.2, Public Services—Police Protection; Section IV.F.3, Public Services—Schools; Section IV.F.4, Public Services—Parks and Recreation; Section IV.F.5, Public Services—Libraries; Section IV.G, Transportation; Section IV.I.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.I.2, Utilities and Service Systems—Wastewater; and Section IV.J, Energy Conservation and 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. 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 an area well-served by public transit. Metro and LADOT would provide a variety of transit options to Project residents and visitors, including various bus lines and the Metro Red Line Hollywood/Vine Station located approximately 0.2 mile northwest of the Project Site. The Project would also provide a total of 182 bicycle parking spaces (26 short-term spaces and 156 long-term spaces) for the Retail/Restaurant Option, or 186 bicycle parking spaces (28 short-term spaces and 158-long term spaces) that would promote the use of alternative transportation. Based on the analysis above, the Project would be consistent with the Redevelopment Plan.

(iv) Hollywood Signage Supplemental Use District

The Project would not include any of the types of signs that are prohibited in the HSSUD pursuant to Ordinance No. 181,340. Furthermore, the Project would comply with the design standards for specific types of signs set forth in Ordinance No. 181,340, including, but not limited to, standards related to location, dimensions, area, height, spacing, and materials. Therefore, the Project would be consistent with the applicable signage requirements in the HSSUD.

(v) Consistency with the 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy

The Project's general consistency with the applicable goals and principles set forth in the 2016 RTP/SCS is analyzed in Table IV.D-5 on page IV.D-62. As described therein, the Project would be generally consistent with the applicable goals and principles set forth in the 2016 RTP/SCS.

(b) Conclusion Regarding Impacts Relative to Land Use Consistency

Based on the analysis provided above, the Project would be generally consistent with applicable goals, policies, and objectives in local and regional plans that govern development on the Project Site. Therefore, the Project would not cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation of an agency adopted for the purpose of avoiding or mitigating an environmental effect. As such, impacts related to land use consistency would be less than significant.

(c) Land Use Compatibility

The Project proposes a mixed-use development that would provide new residential and neighborhood-serving commercial retail and restaurant uses to the Hollywood area. Hollywood is a highly developed urban community characterized by a mix of office, retail, hotel, restaurant, entertainment, and residential uses within low- to high-rise settings. The Project Site is located in an area that is characterized by low-, mid-, and high-rise buildings occupied by commercial, residential, and entertainment-related uses. The surrounding uses were developed over a span of decades and feature a variety of building types and architectural styles. The eclectic nature of these uses and their associated architecture results in a non-cohesive visual character within the area. Furthermore, much of the existing development in the area is sparsely landscaped and lacks pedestrian amenities. Similar to the Project, many of the developments proposed throughout the Hollywood Community Plan area and in the vicinity of the Project Site would infill existing surface parking lots and other undeveloped parcels with mixed-use buildings of varying heights. As shown by the number and type of related projects listed in Section III, Environmental

Table IV.D-5
**Project Consistency with Applicable Goals and Principles of SCAG's Regional Transportation Plan/
Sustainable Communities Strategy (2016 RTP/SCS)**

Goals and Principles	Analysis of Project Consistency
2016 RTP/SCS Goals	
Maximize mobility and accessibility for all people and goods in the region.	<p>Consistent. The Project is an infill development located within a designated High-Quality Transit Area (HQTAs) in the Hollywood area, which includes a mature network of roads and freeways that provide local and regional access. In addition, the Project Site is located in proximity to public transit. The 2016 RTP/SCS defines HQTAs 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.²³ The Project Site is located approximately 0.2 miles southeast of the Metro Red Line Hollywood/Vine Station. Residents of the Project would have access to a variety of public transit options, including subway and bus service. The Project would be designed to promote walkability by siting all retail and restaurant uses proposed for the Project Site along Argyle Avenue and Selma Avenue to encourage pedestrian activity and provide linkages to the existing commercial uses in the Project vicinity. In addition, the Project would enhance the pedestrian streetscape environment along Argyle Avenue and Selma Avenue by incorporating pedestrian friendly design features such as floor-to-ceiling glass, landscaped entrances, and wide sidewalks that would be separated from the streets by bike parking, trees, and other landscape features. The Project would also provide 182 bicycle parking spaces for the Retail/Restaurant Option or 186 bicycle parking spaces for the Grocery Store Option, and would site neighborhood-serving commercial uses along Argyle Avenue and Selma Avenue to promote walking and use of bicycles. Thus, the Project's proximity to a variety of public transit options, pedestrian-friendly design, and the availability of non-auto modes of transportation, would allow the Project to maximize mobility and accessibility for residents of the area.</p>
Ensure travel safety and reliability for all people and goods in the region.	<p>Consistent. As discussed in the Initial Study included as Appendix A of this Draft EIR, the Project does not include any hazardous design features that could pose safety issues to travelers. The roadways adjacent to the Project Site are part of the urban roadway network and contain no sharp curves or dangerous intersections. The Project does not include any proposed modifications to the street system or any dangerous design features. Furthermore, temporary pedestrian, bicycle, and vehicular traffic</p>

²³ SCAG, 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy, p. 189.

Table IV.D-5 (Continued)
**Project Consistency with Applicable Goals and Principles of SCAG's Regional Transportation Plan/
Sustainable Communities Strategy (2016 RTP/SCS)**

Goals and Principles	Analysis of Project Consistency
	controls, such as flagmen to control traffic movement during temporary traffic flow disruptions, would be implemented as required in the Construction Management Plan (see Project Design Feature TR-PDF-1 in Section IV.G, Transportation, of this Draft EIR) to ensure safety during construction.
Preserve and ensure a sustainable regional transportation system.	Consistent. As discussed in Section IV.G, Transportation, of this Draft EIR, Project impacts related to the Los Angeles County Congestion Management Plan, which serves as the monitoring and analytical basis for regional transportation funding decisions, would be less than significant
Maximize the productivity of our transportation system.	Consistent. The Project would support the use and productivity of the public transportation system by concentrating new development within an HQT, as discussed above. Refer to the goal to "Maximize mobility and accessibility for all people and goods in the region," above.
Protect the environment and health of our residents by improving air quality and encouraging active transportation (e.g. bicycling and walking).	Consistent. Refer to the discussion above regarding the goal to "Maximize mobility and accessibility for all people and goods in the region." In addition, as discussed in Section IV.A, Air Quality, of this Draft EIR, Project impacts related to air quality would be less than significant. Therefore, the Project's location and design features would encourage active transportation within the Project Site and surrounding area, which would help to protect the environment and health of residents.
Encourage land use and growth patterns that facilitate transit and active transportation.	Consistent. Refer to the goals to "Maximize mobility and accessibility for all people and goods in the region" and "Protect the environment and health of our residents by improving air quality and encouraging active transportation," above. As discussed therein, the Project is located in an area that allows for convenient access to neighborhood-serving commercial uses, as well as to a variety of public transit options.
<hr/> Source: Eyestone Environmental, 2019.	

Settings, of this Draft EIR, and recently constructed projects in the Community Plan area, the Hollywood Community Plan is undergoing further development as a lively, pedestrian-oriented community with a variety of residential and commercial uses. Similar to the Project, many of the recent developments provide new multi-family residential units with extensive residential amenities and ground-floor commercial uses. Thus, the Project would

represent a continuation of those types of projects and a reflection of the surrounding urban environment.

Despite the increase in density, scale, and height of Project over the existing on-site uses and existing uses to the north of the Project Site, the Project would be consistent with the character with the surrounding area, which is highly urbanized and contains a varied mix of land uses at various scales of development, including low- to high-rise buildings occupied by neighborhood-serving commercial/retail uses, entertainment uses, offices, hotels, and multi-family residences. Specifically, surrounding uses immediately adjacent to the Project Site would include the Hollywood Palladium and the approved Palladium Residences project to the south and east, which includes high-rise structures; the Columbia Square mixed-use project further east across El Centro Avenue, which includes a mix of low- to high-rise structures; the seven-story Camden Hollywood mixed-use development immediately to the west, the 12-story 1600 Vine and W Hollywood mixed-use developments to the northwest; and the low-rise commercial buildings immediately to the north across Selma. The Project would maximize the opportunity for developing new housing units, as well as neighborhood-serving retail and restaurant uses that would serve the Hollywood community.

Based on the analysis above, the Project would not substantially or adversely change the existing land use relationships between the Project Site and existing off-site uses, or have a long-term effect of adversely altering a neighborhood or community through ongoing disruption, division, or isolation. The Project would not cause a significant environmental impact due to a conflict with any land use plan, policy, or regulation of an agency adopted for the purpose of avoiding or mitigating an environmental effect. Impacts related to land use compatibility would be less than significant.

4. Cumulative Impacts

Cumulative growth in the greater Project area through 2023 includes specific known development projects, growth that maybe projected as result of the land use designation and policy changes contained in the Hollywood Community Plan Update, as well as general ambient growth projected to occur. As indicated in Section III, Environmental Setting, of this Draft EIR, there are 108 related development projects in the vicinity of the Project Site, as well as Related Project No. 109, the Hollywood Community Plan Update, which once adopted, will be a long-range plan designed to accommodate growth in Hollywood until 2040. The related projects generally consist of infill development and redevelopment of existing uses, and the proposed uses include mixed-use, residential, commercial, office, restaurant, retail, school, studio, entertainment/theme park, hotel, and combinations thereof, as well as the Hollywood Community Plan Update. The closest related projects to the Project Site are Related Project No. 2, BLVD 6200 Mixed-Use;

Related Project No. 14, Selma & Vine Office Project; Related Project No. 33, Columbia Square Mixed-Use, Related Project No. 38, Sunset & Vine Mixed-Use; and Related Project No. 49, Palladium Residences. All of these nearby related projects propose uses that are compatible with the Project and the surrounding area. As with the Project, the related projects would be required to comply with relevant land use policies and regulations. These related projects are also not expected to fundamentally alter the existing land use relationships in the Community Plan. Moreover, the Hollywood Community Plan Update would guide future development in accordance with both existing and desired future land use patterns. Therefore, the Project and the related projects would not have cumulatively significant land use impacts. In addition, as the Project would generally be consistent with applicable land use plans and zoning standards, the Project would not incrementally contribute to cumulative inconsistencies with respect to land use plans and zoning standards. Therefore, cumulative impacts with regard to regulatory framework would not be cumulatively considerable and cumulative impacts would be less than significant.

As discussed above, the Project's proposed mix of residential, retail, and restaurant uses would be generally compatible with surrounding land uses. The balance of the related projects would not cause cumulative land use impacts related to land use compatibility due to either distance and/or existing intervening development. Based on the mix of uses and buildings that currently comprise the Hollywood Community Plan area as well as the related projects that have been proposed or approved, or are under construction, as detailed in Table III-1 in Section III, Environmental Setting, of this Draft EIR, the Project would be compatible with the various existing developments and related projects in the immediate vicinity of the Project Site as well as with the existing and proposed uses planned throughout the surrounding vicinity. In addition, while the Project and related projects represent a continuing trend of infill development at increased densities, future development, inclusive of the Project, would also serve to modernize the project vicinity and provide sufficient infrastructure and amenities to serve the needs of a growing population. Such related projects are not expected to fundamentally alter the existing land use relationships in the community, but rather would concentrate development on particular sites and promote a synergy between existing and new uses.

For these reasons, the Project's incremental contribution with respect to land use compatibility would not be cumulatively considerable and the cumulative impact of the Project and the related projects on land use compatibility would be less than significant.

5. Mitigation Measures

Project-level and cumulative impacts with regard to land use would be less than significant. Thus, no mitigation measures would be necessary.

6. Level of Significance After Mitigation

Project-level and cumulative Impacts related to land use would be less than significant.