

APPENDIX J
LAND USE PLANS AND POLICIES:
PROJECT CONSISTENCY TABLES

TABLE LU-1

CONSISTENCY OF THE PROJECT WITH APPLICABLE GOALS OF THE 2016–2040 REGIONAL TRANSPORTATION PLAN / SUSTAINABLE COMMUNITIES STRATEGY

Goals	Would the Project Conflict?
<p>Protect the environment and health of our residents by improving air quality and encouraging active transportation (e.g., bicycling and walking).</p>	<p>No Conflict. The Project would contribute to the concentration of mixed-use infill development within a Transit Priority Area (TPA) and with convenient access to the Metro Red Line Hollywood/Vine Station (located 600 feet from the Project Site), Metro bus and Metro rapid bus lines, and Los Angeles Department of Transportation (LADOT) DASH lines. The Project would not result in any additional GHG emissions as a result of implementation of GHG reduction measures and programs, as well as the Project’s land use characteristics and green building features. The Project would include a public paseo offering contiguous pedestrian access to all buildings and public spaces through the Project Site. Consistent with the Los Angeles Municipal Code (LAMC), the Project would also provide at least 554 bicycle parking spaces, bike lockers, and showers. The Project’s location and design would provide the new residential population, visitors, and employees with access to restaurant, retail, recreation, and entertainment activities within walking and biking distances and would provide convenient access to bus and rail services. The Project would also reduce air quality impacts through compliance with the City’s Green Building Code and 2016 CALGreen Code and compliance with the United State Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) Gold certification or equivalent standards (see Section IV.E, <i>Greenhouse Gas Emissions</i>, of this Draft EIR for further discussion of the Project’s sustainability features). In addition, as an Environmental Leadership Development Project (ELDP), the Project would be required to enter a binding commitment to delay operating the Project until it receives LEED Gold Certification or better. Achieving LEED Gold Certification requires meeting design criteria in three overarching categories, including siting, transportation, and mixed-use; building performance; and material selection, that serve to protect the environment and health of the community. As set forth in the HRA, Project residents would not be exposed to significant levels of toxic air contaminants (TACs) from US-101. The Project’s location and design offer increased transportation choices and access to services that improve the environment and health of residents by facilitating a reduction of per capita vehicle miles traveled (VMT) and reduced air pollution.</p>

TABLE LU-1

CONSISTENCY OF THE PROJECT WITH APPLICABLE GOALS OF THE 2016–2040 REGIONAL TRANSPORTATION PLAN / SUSTAINABLE COMMUNITIES STRATEGY

Goals	Would the Project Conflict?
Actively encourage and create incentives for energy efficiency, where possible.	<p>No Conflict. The Project would be designed and operated to comply with applicable requirements of the 2016 CALGreen Code, the City’s Green Building Code, Los Angeles Building Code, LAMC, and compliance with LEED Gold or equivalent standards. As further stated above, in meeting LEED Gold Certification requirements, the Project must demonstrate that it provides design features and characteristics that meet requirements in siting, transportation and mixed-use; building performance; and material selection that achieve a high level of energy efficiency and sustainability. Some of these key features and characteristics include the development of mixed-use in a high quality transit location; the provision for on-site electric vehicle (EV) charging stations; the use of green building features, such as heat reduction strategies and on-site recycling; the use of verified and registered materials meeting certain sustainability standards; and the use of high efficiency fixtures and appliances that optimize building energy performance. The Project’s urban location within one-half mile of transit enables it to earn LEED Location and Transportation credits, including access to public transit, bicycle amenities, and EV charging stations, which actively encourage use of alternative modes of transportation resulting in energy efficiency. The Project would also incorporate a green roof and reflective paving materials, a graywater system, along with high performance exterior walls. Further considerations regarding energy efficiency and sustainability include planting of native plants and rainwater harvesting and provisions for EV charging stations (the West Site would contain 211 EV parking spaces and the East Site would contain 236 EV parking spaces), which would reduce potable water use and provide opportunities for energy efficient transportation, respectively. The Project would also be designed to exceed American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) 90.1-2010 standards by more than 20 percent through the use of efficient heating, ventilation, and air conditioning (HVAC) systems and a high performance building envelope. Indoor air quality would be enhanced through the selection of low-volatile organic compound (VOC) emitting materials, and exhaust systems would be utilized for optimal ventilation in both kitchens and bathrooms.</p>

TABLE LU-1

CONSISTENCY OF THE PROJECT WITH APPLICABLE GOALS OF THE 2016–2040 REGIONAL
TRANSPORTATION PLAN / SUSTAINABLE COMMUNITIES STRATEGY

Goals	Would the Project Conflict?
Encourage land use and growth patterns that facilitate transit and active transportation.	No Conflict. The Project would intensify development in a TPA within 600 feet of the Metro Red Line Hollywood/Vine Station and numerous regional Metro bus lines and local LADOT DASH lines. Furthermore, the Project would provide new multi-family residences, including affordable senior housing units, a hotel (under the Project with the East Site Hotel Option), and restaurant/retail uses in an area with pedestrian access to a large range of commercial and entertainment services, as well as numerous job opportunities. Also, the Project would provide up to 554 bicycle parking spaces, bike lockers, and showers. Additionally, the Project would introduce a variety of pedestrian and bicycle access, which would help residents and visitors connect with the surrounding community. Wayfinding signage and crosswalks would allow for more multi-modal transportation throughout the Project Site and the vicinity. Therefore, the Project would provide for land use and growth patterns that facilitate the use of transit and active transportation options.

SOURCE: ESA, 2020.

TABLE LU-2
COMPARISON OF THE PROJECT TO APPLICABLE OBJECTIVES AND POLICIES OF THE
FRAMEWORK ELEMENT

Objective/Policy	Would the Project Conflict?
Land Use Chapter	
<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>No Conflict. The Project would contribute to the concentration of mixed-use infill development within a TPA and with convenient access to the Metro Red Line Hollywood/Vine Station (located 600 feet from the Project Site), multiple regional Metro bus routes, and LADOT DASH lines. The Project would include a public paseo offering contiguous pedestrian access through the Project Site to all buildings and public spaces. The Project would provide up to 554 bicycle parking spaces, bike lockers, and showers. The Project would also implement Project Design Features to reduce air quality impacts, including compliance with the City’s Green Building Code and 2016 CALGreen Code, and compliance with the USGBC LEED Gold certification or equivalent standards (see Section IV.E, <i>Greenhouse Gas Emissions</i>, of this Draft Environmental Impact Report (EIR) for further discussion of the Project’s sustainability features). In addition, as an ELDP, the Project would be required to enter a binding commitment to delay operating the Project until it receives LEED Gold Certification or better. Achieving LEED Gold Certification requires meeting design criteria in three overarching categories, including siting, transportation and mixed-use; building performance; and material selection that serve to protect the environment and health of the community. The Project’s location and design would provide the new residential population, visitors, and employees with access to restaurant, retail, recreation, and entertainment activities within walking and biking distances and would provide convenient access to bus and rail services. The Project’s location and design offer increased transportation choices and access to services that improve the quality of life by facilitating a reduction of per capita VMT and reduced air pollution.</p>
<p>Policy 3.2.1: Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by</p>	<p>No Conflict. The Project would introduce high-density, mixed-use buildings and stand-alone senior residential housing that would be compatible within an area designated as a TPA and Regional Center. The Project is located in an area that is targeted for high-density growth on the Framework Element Land</p>

**TABLE LU-2
COMPARISON OF THE PROJECT TO APPLICABLE OBJECTIVES AND POLICIES OF THE
FRAMEWORK ELEMENT**

Objective/Policy	Would the Project Conflict?
<p>considering factors such as the existing concentrations of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.</p>	<p>Use Diagram and a district that has been evolving into an increasingly mixed-use area. Typical characteristics and uses of a Regional Center are focal points of regional commerce, identity, and activity characterized by six to 20 stories (or higher) buildings, including mixed-use structures and multi-family housing (independent of commercial). The Project would include four new buildings constructed around the existing Capitol Records Complex and connected by a series of public open spaces on the ground level. The West Site would be developed with the 35-story West Building and 11-story West Senior Building and would contain ground floor open space, including the paseo, where visitors can view the Capitol Records Building. Under the Project, the East Site would preserve the existing Capitol Records Complex and include development of a 46-story East Building and 11-story East Senior Building (nine-story East Senior Building under the Project with the East Site Hotel Option) and would provide distinct ground floor open space areas and amenities, including an outdoor performance area with a stage to host local acoustic performances. Shopping, outdoor seating, landscaping, open-air dining, public performances, art installations, and special events are available in the East Plaza. The Project would provide higher density development and a broader range of uses on parcels primarily operated as surface parking, thereby creating a more concentrated, transit-oriented center and providing additional residential, commercial, open space and entertainment opportunities for residents, employees, and visitors to the Project Site.</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>No Conflict. The Project is designed to promote pedestrian access and gathering onto and across both the East and West Sites. Pedestrian access to the Project Site would be provided via sidewalks along the perimeter of the Project Site, as well as along a large landscaped publicly accessible paseo that runs east-west through the Project Site, as shown in Figure II-16, <i>Publicly Accessible Open Space</i>, in Chapter II, <i>Project Description</i>, of this Draft EIR. The Project is designed so that pedestrians can access restaurant uses on the West Site from Vine Street, Yucca Street, and Ivar Avenue and on the</p>

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FRAMEWORK ELEMENT**

Objective/Policy	Would the Project Conflict?
<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 enhance the character of commercial and industrial districts.</p>	<p>East Site from Argyle Avenue, Vine Street, and the landscaped paseo. The Project avoids driveway/vehicular access from Vine Street and is designed so that all vehicular entrances are from surrounding streets, further enhancing pedestrian access and safety along Vine Street. Consistent with LAMC Section 12.21 A.16, the Project would also provide at least 554 bicycle parking spaces, as well as bike lockers and showers located in the subterranean bike parking areas in dedicated areas on the respective sites. A bicycle repair facility would also be provided on the Project Site as part of the amenities to increase access for bicycle users. Bicyclists would have the same access opportunities to the Project Site as pedestrians.</p> <p>No Conflict. The Project Site is surrounded by residential, commercial, mixed-use, and industrial buildings that vary in building style and scale. The Project would be consistent with the on-going mixed-use redevelopment in the area and targeted growth policies applicable to Regional Centers and TPAs and would be sited and designed to enhance the character of the Regional Center mixed-use, commercial district. Existing buildings surrounding the Project Site range from one to 18 stories. Adjacent residential and mixed-use residential development would include an 18-story, mixed-use residential building (6226 Yucca) located immediately north of the East Site; a seven-story, mixed-use residential building (Easttown) to the south of the East Site. Lower-scale (two to three story) residential buildings are located to the east of the Project Site, and the 12-story Equitable Building to the south of the East Site, which includes live/work lofts. The nearest residential development to the West Site is located just south and includes an 11-story senior residential building (Knickerbocker Building).</p> <p>The Project is sited and designed to focus greater intensity development adjacent to Vine Street, with the 35-story West Building and 46-story East Building located toward the center of the development. The 11-story West Senior Building would be located at the corner of Ivar Avenue and Yucca Street and would provide a transition between</p>

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FRAMEWORK ELEMENT**

Objective/Policy	Would the Project Conflict?
	<p>the West Building and the lower-scale (one- to two-story) buildings located to the north across Yucca Street and west across Ivar Avenue. Under the Project, the 11-story (or nine-story under the Project with the East Site Hotel Option) East Site Senior Building would be located along Argyle Avenue, providing a transition from the East Building to the 18-story 6226 Yucca project (Argyle House) located at the corner of Yucca Street and Argyle Avenue, and the seven-story Easttown project located to the east across Argyle Avenue.</p> <p>While the West and East Buildings would have a substantially greater height and intensity than existing development in the area, the Project is consistent with the higher density, mixed-use redevelopment trend in Hollywood and would boost residential densities, significantly increasing housing opportunities in the Hollywood Community Plan area. The Project would also provide ground level dining and open space uses for residents, employees, and visitors. These ground level uses and the proposed mix of uses within the Project would increase the diversity of uses consistent with the Regional Center designation and would improve the pedestrian experience at the Project Site. The Project would enhance the urban character of the area, with an emphasis on activating Vine Street for pedestrians and cyclists and create a stronger connection to the Hollywood Walk of Fame and Capital Records Complex.</p>
<p>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.</p>	<p>No Conflict. The Project would be an infill project that includes multi-family residential development in a highly urbanized area with sufficient public infrastructure and services to meet Project needs. As discussed in Section IV.K, <i>Public Services</i>, and Section IV.N, <i>Utilities and Service Systems</i>, of this Draft EIR, impacts on public services and utilities, respectively, would be less than significant.</p>

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FRAMEWORK ELEMENT

Objective/Policy	Would the Project Conflict?
<p>Objective 3.10: Reinforce existing, and encourage 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.</p>	<p>No Conflict. The Project would reinforce the existing Regional Center by providing for a broad range of uses, including multi-family residential, senior affordable housing, restaurant/retail uses and open space uses that would complement the existing office, retail, dining, and entertainment opportunities in the area. The Project would provide 206 new job opportunities (or 445 new job opportunities under the Project with the East Site Hotel Option) located within a TPA served by the nearby Metro Red Line Hollywood/Vine Station (located within 600 feet), multiple regional Metro bus routes, and LADOT DASH lines. Therefore, the Project would support development of a broad range of uses, including enhanced job opportunities that are regionally accessible, that complement surrounding land uses, and support an urban lifestyle.</p>
<p>Objective 3.15: Focus commercial/residential neighborhood-oriented 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.</p>	<p>No Conflict. The Project would provide a new mixed-use development that includes multi-family residential, restaurant/retail uses, and quasi-public uses in the form of entertainment and open space uses in a TPA served by the nearby Metro Red Line Hollywood/Vine Station (located within 600 feet), multiple regional Metro bus routes, and LADOT DASH Lines. The Project would contribute to the on-going redevelopment of the Regional Center by providing for mixed-use growth consistent with recent development and surrounding land uses. The Project would provide publicly accessible open space on the ground floor that would support outdoor public gathering spaces and by providing stronger connections to the Hollywood Walk of Fame and Capitol Records Complex. The proposed 11-story West Senior Building would be located at the corner of Ivar Avenue and Yucca Street and would provide a transition between lower-scale (one- to two-story) buildings located to the north across Yucca Street and west across Ivar Avenue. Under the Project, the 11-story (or nine-story under the Project with the East Site Hotel Option) East Site Senior Building would be located along Argyle Avenue, providing a transition from the East Building to the 18-story 6226 Yucca project (Argyle House) located at the corner of Yucca Street and Argyle Avenue, and the seven-story Eastown mixed-use development located to the</p>

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FRAMEWORK ELEMENT

Objective/Policy	Would the Project Conflict?
	east across Argyle Avenue. The Project would provide for mixed-use growth around an urban transit station that would not encroach on any surrounding low-density neighborhoods and would enhance the urban character and vitality of the existing district.
Policy 3.15.3: Increase the density generally within one quarter mile of transit stations, determining appropriate locations based on consideration of the surrounding land use characteristics to improve their viability as new transit routes and stations are funded in accordance with Policy 3.1.6.	No Conflict. The Project proposes increased density on space currently occupied primarily by surface parking lots within a Regional Center setting and a TPA. The Project would provide new mixed-use development that includes multi-family residential, commercial/restaurant uses, and open space uses within 600 feet of the Metro Red Line Hollywood/Vine station and multiple regional Metro bus routes, and LADOT DASH Lines improving the viability and use of these routes and stations.
3.15.4: Design and site new development to promote pedestrian activity and provide adequate transitions with adjacent residential uses.	No Conflict. The Project is designed to promote pedestrian access and gathering onto and across both the East and West Sites. Pedestrian access to the Project Site would be provided via sidewalks along the perimeter of the Project Site, as well as along a large landscaped paseo that runs east-west through the Project Site, as shown in Figure II-16, <i>Publicly Accessible Open Space</i> , in Chapter II, <i>Project Description</i> , of this Draft EIR. The Project would avoid driveway or vehicular access from Vine Street and would include median improvements in Vine Street to further enhance pedestrian access and safety along this street and to improve pedestrian safety between the West and East Buildings. The Project is also sited and designed to focus greater intensity development adjacent to Vine Street, with the 35-story West Building and 46-story East Building located toward the center of the development and the 11-story (9-story under the Project with the East Site Hotel Option) senior buildings toward the periphery of the Project Site providing a transition to adjacent lower-scale, residential development, which ranges from seven to 18 stories and comprises both mixed-use and residential buildings.
Objective 3.16: Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.	No Conflict. The Project is designed to enhance pedestrian activity and create stronger connections to the Hollywood Walk of Fame and the Capitol Records Complex. The Project and Project with the

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COMPARISON OF THE PROJECT TO APPLICABLE OBJECTIVES AND POLICIES OF THE
FRAMEWORK ELEMENT

Objective/Policy	Would the Project Conflict?
	<p>East Site Hotel Option both provide 30,176 square feet of neighborhood-serving commercial and restaurant space and 33,922 square feet of publicly accessible open space. The open space areas and ground floor restaurant uses would activate the street frontages along Vine Street and Argyle Avenue, allowing visitors to visit the restaurants, outdoor dining areas, and the public open space plazas and their amenities. Pedestrian access to the Project Site would be provided via sidewalks along the perimeter of the Project Site, as well as along a large landscaped paseo that runs east-west through the Project Site as shown in Figure II-16, <i>Publicly Accessible Open Space</i>, in Chapter II, <i>Project Description</i>, of this Draft EIR. The Project Site contains 16 existing street trees and 48 existing on-site trees, none of which are protected, which would be removed and replaced. The Project would include the addition of 130 trees on the West Site and 122 trees on the East Site. Landscaping would be provided along the street edges and throughout all of the Project's open space and would be selected from a large palette of native plants. The Project would also remove and reduce the number of curb cuts along Vine Street and restore these areas to sidewalks, reestablishing connectivity to the existing Walk of Fame and further enhancing pedestrian access and safety along this street.</p>
<p>Objective 3.17: Maintain significant historic and architectural districts while allowing for the development of economically viable uses.</p>	<p>No Conflict. Although the Project Site is not located in within a historic or architectural district. The Capitol Records Complex located on the Project Site includes two historical resources (the Capitol Records Building and Gogerty Building). Furthermore, the Project Site is adjacent to two historic districts (Hollywood Boulevard Commercial and Entertainment District and the Vista del Mar/Carlos District). The Project would preserve and avoid impacts on the Capitol Records Complex and would allow for economically viable uses to be developed on the Project Site without having any significant indirect impacts on the two adjacent historic districts. For further discussion of historic resources and indirect effects on historic effects, refer to Section IV.C, <i>Cultural Resources</i>, of the Draft EIR.</p>

**TABLE LU-2
COMPARISON OF THE PROJECT TO APPLICABLE OBJECTIVES AND POLICIES OF THE
FRAMEWORK ELEMENT**

Objective/Policy	Would the Project Conflict?
Housing Chapter	
<p>Policy 4.1.1: Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within each City sub-region to meet the twenty-year projections of housing needs.</p>	<p>No Conflict. The Project would provide 872 market-rate multi-family residential units and 133 senior affordable dwelling units. The Project with the East Site Hotel Option would provide 768 market-rate multi-family units and 116 senior affordable dwelling units. The senior affordable units would be set aside for Extremely Low and Very Low Income households and would meet housing needs established in the Southern California Association of Governments (SCAG's) Regional Housing Needs Assessment and the Housing Element of the General Plan. The Project would increase the supply of ownership and rental units in the neighborhood and provide quality housing for a range of income and age groups, including Extremely Low and Very Low Income households.</p>
<p>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 development and surrounding lower density residential neighborhoods.</p>	<p>No Conflict. The Project would provide new multi-family and senior affordable housing, within a Regional Center and TPA located within 600 feet of the Metro Red Line Hollywood/Vine Station and within a convenient distance from multiple regional Metro bus routes and LADOT DASH Lines. The Project would contribute to the on-going redevelopment of a Regional Center and TPA by providing for mixed-use growth consistent with recent development and within a high activity area that connects to the Hollywood Walk of Fame and Capitol Records Complex. The Project is sited and designed to provide adequate transitions and buffers between higher density development and lower scale development adjacent to the Project as further described in the analysis of Policies 3.15.4 and 3.2.4 above.</p>
Open Space and Conservation Chapter	
<p>Objective 6.4: Ensure that the City's open spaces contribute positively to the stability and identity of the communities and neighborhoods in which they are located or through which they pass.</p>	<p>No Conflict. The Project would provide 166,582 square feet of useable open space consistent with the City's open space requirements. The Project would provide a minimum of 33,922 square feet of publicly accessible outdoor open space, 89,060 square feet of common open space, and 43,600 square feet of private open space in the form of private balconies. The Project with the East Site</p>
<p>Policy 6.4.8: Maximize the use of existing public open space resources at the neighborhood scale and seek new</p>	

TABLE LU-2
COMPARISON OF THE PROJECT TO APPLICABLE OBJECTIVES AND POLICIES OF THE
FRAMEWORK ELEMENT

Objective/Policy	Would the Project Conflict?
<p>opportunities for private development to enhance the open space resources of the neighborhoods.</p> <p>Policy 6.4.8.a: Encourage the development of public plazas, forested streets, farmer’s markets, residential commons, rooftop spaces, and other places that function like open space in urbanized areas of the City with deficiencies of natural open space, especially in targeted growth areas.</p> <p>Policy 6.4.8.b: Encourage the improvement of open space, both on public and private property, as opportunities arise. Such places may include the dedication of “unbuildable” areas or sites that may serve as green space, or pathways and connections that may be improved to serve as neighborhood landscape and recreation amenities.</p>	<p>Hotel Option would provide 150,371 square feet of open space, including 33,922 square feet of publicly accessible outdoor open space, 78,049 square feet of common open space, and 38,400 square feet of private open space in the form of private balconies. The publicly accessible open space is designed to strengthen connections in the immediate area, including to and across the Project Site, and would promote walkability through the removal of surface parking lots and by providing a paseo linking the East and West Sites (via a crosswalk across Vine Street) and activated commercial street frontages. The paseo passes through the Project Site from Argyle Avenue to Ivar Avenue, as shown in Figure II-16, <i>Publicly Accessible Open Space</i>, in Chapter II, <i>Project Description</i>, of this Draft EIR. The East Site open space plaza would provide three distinct areas, including the Lounge, an informal gathering space with an outdoor fire pit; the Garden, another informal gathering space with more intimate seating areas and enhanced landscaping; and the Plaza, an outdoor performance area with a stage that would host public local acoustic performances, shown in Figure II-16. The Plaza would be accented by the existing Hollywood Jazz Mural and would provide outdoor seating to encourage pedestrians to enjoy the performances or to gather when the stage is inactive. Both the West and East Plazas include ground floor restaurant uses that would activate the street frontages along Vine Street and Argyle Avenue.</p>
<p>SOURCE: ESA, 2020.</p>	

**TABLE LU-3
CONSISTENCY OF THE PROJECT WITH APPLICABLE OBJECTIVES OF THE HOLLYWOOD
COMMUNITY PLAN**

Objectives	Would the Project Conflict?
<p>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. 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>No Conflict. The Project is located in an area that is targeted for high-density growth on the Framework Element Land Use Diagram and a district that has been evolving into an increasingly mixed-use area. The Project would provide 872 market-rate multi-family residential units and 133 senior affordable dwelling units. The Project with the East Site Hotel Option would provide 768 market-rate multi-family units and 116 senior affordable dwelling units. The Project's senior affordable units would be set aside for Extremely Low and Very Low Income households providing a range of housing choices for various economic segments. The development is also concentrated within a Regional Center and TPA located within 600 feet of the Metro Red Line Hollywood/Vine Station and within convenient distance from multiple regional Metro bus routes, and LADOT DASH Lines. The Project is also sited and designed to focus greater intensity development adjacent to Vine Street, with the 35-story West Building and 46-story East Building located toward the center of the development and the 11-story (nine-story for the Project with the East Site Hotel Option) senior buildings toward the periphery of the Project Site providing a transition to adjacent lower-scale, residential development which ranges from seven to 18 stories and comprises both mixed-use and residential buildings. The Project's location and the siting of the buildings minimizes the intrusion of apartments in lower density housing areas.</p>
<p>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 	<p>No Conflict. The Project would provide new restaurant/retail and residential uses, which would activate the street frontage, in particular along Vine Street. This development would be provided in a manner consistent with accepted planning principles and standards as the commercial and restaurant uses would be provided at ground level in a pedestrian-friendly setting and integrated into the overall ground level connectivity of retail and entertainment uses in the Project vicinity. Provision of an industrial development on the Project Site would not be consistent with the existing and planned uses in the Project vicinity. The Project's implementation would not adversely affect the revitalization of the motion picture industry or the activities associated with the medical facilities in East Hollywood and would</p>

**TABLE LU-3
CONSISTENCY OF THE PROJECT WITH APPLICABLE OBJECTIVES OF THE HOLLYWOOD
COMMUNITY PLAN**

Objectives	Would the Project Conflict?
center serving the medical needs of Los Angeles.	provide housing near such services.
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.	No Conflict. The Project would increase population density in proximity to the Metro Red Line Hollywood/Vine Station, other regional Metro bus lines, and the LADOT DASH lines. Furthermore, the Project would include bicycle parking spaces, bike lockers, and showers for Project residents, employees, and visitors. The Project also proposes road and pedestrian improvements, including providing a paseo linking the West Site and East Site and new median improvements along Vine Street, which would increase pedestrian safety. Refer to Section IV.L, <i>Transportation</i> , of this Draft EIR, for a discussion of potential impacts related to traffic and public transportation.
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.	No Conflict. The Project would not adversely affect any open space areas or natural features. The existing setting is urban and densely populated. The Project Site is not located in a mountainous area, although the Project Site does include views of the Hollywood Hills. As indicated therein, the Project's impacts on views would be less than significant.

SOURCE: ESA, 2020.

TABLE LU-4
CONSISTENCY OF THE PROJECT WITH APPLICABLE SECTIONS OF THE HOLLYWOOD
REDEVELOPMENT PLAN

Goals and Policies	Would the Project Conflict?
Section 300. Redevelopment Plan Goals	
<p>5) Improve the quality of the environment, promote a positive image for Hollywood and provide a safe environment through mechanisms such as:</p> <ul style="list-style-type: none"> a. adopting land use standards; b. promoting architectural and urban design standards including: standards for height, building setback, continuity of street façade, building materials, and compatibility of new construction with existing structures and concealment of mechanical appurtenances; c. promoting landscape criteria and planting programs to ensure additional green space; d. encouraging maintenance of the built environment; e. promoting sign and billboard standards; f. coordinating the provision of high quality public improvements; g. promoting rehabilitation and restoration guidelines; h. integrate public safety concerns into planning efforts. 	<p>No Conflict. This goal pertains to the application of redevelopment programs and is a directive to the Community Redevelopment Agency (CRA). While the Hollywood Redevelopment Plan itself only recommends the creation of design standards, the City has proceeded with the development of design guidelines, such as the Walkability Checklist and the Citywide Design Guidelines, which support Site Plan Review and contribute to community plan updates throughout the City.</p>
<p>6) Support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry.</p>	<p>No Conflict. The Project supports and promotes Hollywood as the center of the entertainment industry and a tourist destination by revitalizing parcels primarily operated as surface parking and creating a stronger connection to the Hollywood Walk of Fame and the Capital Records Complex, which would be preserved. The Project's ground floor includes approximately 33,922 square feet of publicly accessible open space. The East Site open space plaza would include the Nat King Cole Plaza, an outdoor performance area with a stage that would host local public acoustic performances and is accented by the existing Hollywood Jazz mural. The façades of the West and East Buildings facing the Capitol Records Building and the Hollywood Hills curve softly to complement the Capitol Records buildings and to maximize the width of view corridors into and through the Project Site. These project design features and enhancements would preserve landmarks related to the entertainment industry. In addition, under the Project with</p>

**TABLE LU-4
CONSISTENCY OF THE PROJECT WITH APPLICABLE SECTIONS OF THE HOLLYWOOD
REDEVELOPMENT PLAN**

Goals and Policies	Would the Project Conflict?
	the East Site Hotel Option, the Project would provide 220 hotel rooms to further support tourism in the area.
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.	No Conflict. The Project would provide up to 1,005 new housing units, including up to 133 senior affordable housing units to meet housing needs established in SCAG's Regional Housing Needs Assessment and the Housing Element of the General Plan. The Project would increase the supply of ownership and rental units in the neighborhood and provide quality housing for a range of income and age groups. The Project would include senior affordable housing units that would be set aside for Extremely Low and Very Low Income households.
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.	No Conflict. The Project would redevelop the Project Site with new residential, restaurant/retail development, and would provide affordable Extremely Low and Very Low Income housing within the Hollywood Regional Center. The Project's architecture is a contemporary adaptation of the modernist architectural character of the Capitol Records Building. The West and East Buildings mimic the articulation of the Capitol Records building but, at 35 and 46 stories, extend the skyline upward. The façades of the West and East Buildings facing the Capitol Records Building and the Hollywood Hills curve softly to complement the Capital Records Building and to maximize the width of view corridors into and through the Project Site. The curved exterior walls include serrated balconies intended to echo the signature sunshades of the Capitol Records Building and reference the natural contours of the Hollywood Hills. The remaining façades are more traditional rectangular buildings. In addition, the Project is designed to create a stronger connection to Vine Street and the Hollywood Walk of Fame. The Project would provide 30,176 square feet of neighborhood-serving commercial and restaurant space and 33,922 square feet of publicly accessible open space. The open space areas and ground floor restaurant uses would activate the street frontages along Vine Street and Argyle Avenue, inviting visitors to utilize and patronize the restaurants, outdoor dining opportunities, and the public open space plazas and their amenities. The Project would provide higher intensity development on space occupied primarily by surface parking lots within a Regional Center setting and TPA. The Project would create a more concentrated, transit-oriented center and providing additional residential, commercial, open space, and entertainment opportunities for surrounding neighborhoods and visitors to the area.

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Goals and Policies	Would the Project Conflict?
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.	No Conflict. The Project would increase population density in proximity to the Metro Red Line Hollywood/Vine Station, other regional Metro bus lines, and LADOT DASH lines. The concentration of residential uses in proximity to services, retail uses, restaurants, and jobs within walking distance, or available via transit within walking distance, would generate pedestrian activity, improve quality of life, and increase the use of transit in the Hollywood Community. Furthermore, the Project would include bicycle facilities for Project residents, visitors, and employees and would provide road and pedestrian improvements, including providing a paseo linking the East and West Sites and new median improvements along Vine Street, which would increase pedestrian safety (see Figure II-16, <i>Publicly Accessible Open Space</i> , in Chapter II, <i>Project Description</i> , of this Draft EIR).
14) Promote and encourage development of recreational and cultural facilities and open spaces necessary to support attractive residential neighborhoods and commercial centers.	No Conflict. The Project would provide recreational and open space uses on the Project Site designed for a variety of activities. The Project Site would promote walkability through the removal of surface parking lots by providing a paseo linking the West Site and the East Site, their open space plazas, and activated street frontages. The two-block paseo is shown in Figure II-16, <i>Publicly Accessible Open Space</i> , in Chapter II, <i>Project Description</i> , of this Draft EIR. The East Site open space plaza would provide three distinct areas, including the Lounge, an informal gathering space with an outdoor fire pit; the Garden, another informal gathering space with outdoor seating areas and landscaping; and the Plaza, an outdoor performance area with a stage that would host local public acoustic performances. The Plaza would be accented by the existing Hollywood Jazz Mural and would provide outdoor seating to encourage pedestrians to enjoy the performances or to gather when the stage is inactive. Both the West and East Plazas include ground floor restaurant uses that would activate the street frontages along Vine Street and Argyle Avenue, inviting visitors to connect and utilize and patronize the restaurants, outdoor dining opportunities, and the public open space plazas and their amenities.

Section 500. Land Uses Permitted in the Project Area

506.2.1 Hollywood Boulevard District

Hollywood Boulevard and adjacent properties as illustrated on the Redevelopment Plan Map shall be designated as the Hollywood Boulevard District. The objectives of the District are to:

No Conflict. The Project would meet the objectives of the Hollywood Boulevard District as follows:

- 1) The proposed Project preserves the Capital Records Complex, which contains significant historical and architecturally significant structures. As further discussed below, and as described in Section IV.A,

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Goals and Policies	Would the Project Conflict?
<ol style="list-style-type: none"> 1) Encourage preservation, restoration, and appropriate reuse of historically or architecturally significant structures; 2) Assure that new development is sympathetic to and complements the existing scale of development; 3) Provide pedestrian oriented retail uses along the street level; 4) Encourage entertainment, theater and tourist related uses; 5) Provide adequate parking for new and existing uses: and 6) Reinforce and enhance the existing pedestrian environment. 	<p><i>Aesthetics</i>, and Section IV.C, <i>Cultural Resources</i>, of this Draft EIR, new construction would step back from Vine Street and the façades of the West and East Buildings facing the Capitol Records Building and the Hollywood Hills curve softly to complement the Capitol Records Building and to maximize the width of view corridors into and through the Project Site.</p> <ol style="list-style-type: none"> 2) The Project is sited and designed to focus greater development intensity adjacent to Vine Street, with the 35-story West Building and 46-story East Building located toward the center of the development. The 11-story senior residential building on the West Site would be located at the corner of Ivar Avenue and Yucca Street and would provide a transition between the West Building and the lower-scale (one- to two-story) buildings located to the north across Yucca Street and west across Ivar Avenue. The 11-story senior residential building on the East Site (or nine-story under the Project with the East Site Hotel Option) would be located along Argyle Avenue, providing a transition from the East Building to the 18-story 6226 Yucca project (Argyle House) located at the corner of Yucca Street and Argyle Avenue and the 7-story Eastown project located to the east across Argyle Avenue. 3) The Project would provide street level restaurant/retail uses, open space, and entertainment uses along the street level. 4) The Project would provide publicly accessible open space, shown in Figure II-16, <i>Publicly Available Open Space</i>, in Chapter II of the Draft EIR, including a stage that would host public acoustic performances. The Plaza area would be accented by the existing Hollywood Jazz Mural and would provide outdoor seating to encourage pedestrians to enjoy the performances or to gather when the stage is inactive. The Plaza area would also provide visitors with a view of the Capitol Records Building. These Plaza areas would be incorporated as part of the paseo that would connect the West and East Site open spaces. The paseo would also increase the Project's continuity with the Hollywood Walk of Fame that is located between the West Site and the East Site, along Vine Street. Under the Project with the East Site Hotel Option, the Project would also include ground level restaurant uses and 220 hotel rooms. 5) As further described in Section IV.L, <i>Transportation</i>, the Project would provide 1,521 vehicular parking spaces, which exceeds the LAMC requirement of 1,490 spaces. The Project would also provide 489

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Goals and Policies	Would the Project Conflict?
	<p>long-term bicycle parking spaces and 62 short-term parking spaces; or 473 long-term bicycle spaces and 81 short-term bicycle spaces under the Project with the East Site Hotel Option (which is consistent with LAMC Section 12.21 A.4).</p> <p>6) The Project would reinforce and enhance the existing pedestrian environment by providing a public paseo offering contiguous pedestrian access through the Project Site to all buildings and public spaces (see Figure II-16 of Chapter II, <i>Project Description</i>, of the Draft EIR). The Project would avoid driveway or vehicular access from Vine Street and would include median improvements in Vine Street to further enhance pedestrian access and safety along this street and to improve the Project's continuity with the Hollywood Walk of Fame. The Project would also include restaurant uses accessible at the ground level. The combination of landscaping, design and ground level activities would notably enhance pedestrian activity compared to existing conditions on and around the Project Site.</p> <p>While the Hollywood Redevelopment Plan only recommends the creation of design guidelines for the Hollywood Boulevard District, the City has proceeded with the development of design guidelines, such as the Walkability Checklist and the Citywide and CD 13 Design Guidelines.</p>
<p>506.2.3 Regional Center Commercial Density</p> <p>Development within the Regional Center Commercial designation shall not exceed the equivalent of an average floor area ratio (FAR) of 4.5:1 for the entire area so designated.</p> <p>It is the intent of this Plan, however, to focus development within the Regional Center Commercial designation, as hereinafter set forth, in order to provide for economic development and guidance in the orderly development of a high quality commercial, recreational and residential urban environment with an emphasis on entertainment oriented uses. Therefore, development within the Regional Center Commercial designation shall be focused on areas served by adequate transportation facilities and transportation demand management programs. Further it shall reinforce the historical development patterns of the area, stimulate appropriate residential</p>	<p>No Conflict. The proposed Project is requesting an increase from a base 6:1 floor area ration (FAR) to a 7:1 FAR. The Project is eligible for an FAR bonus of up to 35 percent (8.1:1 FAR) pursuant to LAMC Section 11.5.1 for providing at least 11 percent of the total residential units as Very Low Income households. Subject to City findings that the Project's proposed FAR of up to 7:1 would be compatible with and would not degrade adjacent properties, the Project would be consistent with the FAR objectives of the Redevelopment Project. As such, the Project would also be substantially consistent with Objectives (a) through (e), discussed below.</p>

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Goals and Policies	Would the Project Conflict?
<p>housing and provide transitions compatible with adjacent lower density residential neighborhoods.</p> <p>Proposed development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective "a" and at least one other of the following objectives:</p>	
<p>a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;</p>	<p>No Conflict. The Project would be consistent with the land uses encouraged for designated Regional Centers in the Framework Element and Hollywood Community Plan by concentrating a mix of residential and restaurant/retail uses that complement similar mixed-use development in the Project vicinity. The Project is located in a TPA, located within 600 feet of the Metro Red Line Hollywood/Vine Station, multiple regional Metro bus routes, and LADOT DASH Lines.</p>
<p>b) to provide for new development which compliments [sic] the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.</p>	<p>No Conflict. As described in response to Goal 10 above, the Project would complement the architecture of the Capitol Records Complex. As further discussed below, and as described in Section IV.A, <i>Aesthetics</i>, and Section IV.C, <i>Cultural Resources</i>, of this Draft EIR, new construction would step back from Vine Street and the façades of the West and East Buildings facing the Capitol Records Building and the Hollywood Hills curve softly to complement the Capitol Records Building and to maximize the width of view corridors for the Capitol Records Building into and through the Project Site. The Project is also designed to create a stronger connection to Vine Street and the Hollywood Walk of Fame. The open space areas and ground floor restaurant uses would activate the street frontages along Vine Street and Argyle Avenue, inviting visitors to utilize and patronize the restaurants, outdoor dining opportunities, and the public open space plazas, including a stage for acoustic performances. The Project would complement the existing buildings and historical significance of the Capital Records Complex.</p>
<p>c) to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and</p>	<p>No Conflict. The Project provides a range of housing types and commercial uses that would support the needs of the City's existing and future residents, would expand the diversity within the designated Regional Center, and provide housing in close proximity to commercial, retail, entertainment, and restaurant uses. Under the Project</p>

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Goals and Policies	Would the Project Conflict?
	with the East Site Hotel Option, 220 hotel rooms would be provided to the area, thus supporting tourism and the economic viability of the entertainment, commercial, and tourist activities in the area. The provision of neighborhood-serving commercial uses provided alongside open space and entertainment uses at the ground level of the Project would support the Project Site's residents, as well as other off-site residents, tourists, and visitors by providing commercial, recreational, and entertainment services within an accessible, walkable, and active environment.
d) to encourage the development of appropriately designed housing to provide a balance in the community.	No Conflict. The Project would provide up to 1,005 new housing units, including up to 133 senior affordable housing units. Under the Project with the East Site Hotel Option, the Project would provide 884 new housing units, including up to 116 senior affordable housing units. The Project would increase the supply of ownership and rental units in the neighborhood and provide quality housing for a range of income and age groups.
e) to provide for substantial, well designed, public open space in the Project Area.	No Conflict. The Project provides 33,922 square feet of publicly accessible open space designed to strengthen connections in the immediate area, including to and across the Project Site, and would promote walkability by providing a paseo, open space plazas, and activated street frontages. The East Site open space plaza would provide three distinct areas, including the Lounge, an informal gathering space with an outdoor fire pit; the Garden, another informal gathering space with outdoor seating areas and landscaping; and the Plaza, an outdoor performance area with a stage that would host local public acoustic performances. The Plaza would be accented by the existing Hollywood Jazz Mural and would provide outdoor seating to encourage pedestrians to enjoy the performances or to gather when the stage is inactive. Both the West and East Plazas include ground floor restaurant uses that would activate the street frontages along Vine Street and Argyle Avenue, inviting visitors to connect and utilize and patronize the restaurants, outdoor dining opportunities, and the public open space plazas and their amenities.
The Agency may permit development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density as may be permitted by future amendments to the Community Plan, only if the Agency makes the following findings and determinations:	No Conflict. As described above, the Project would conform with the provisions and goals of the Hollywood Redevelopment Plan, by concentrating mixed-use development within a Regional Center and near public transit with a design that is compatible with surrounding mixed-use and residential development. Although design guidelines for the Hollywood Boulevard District and Hollywood Core Transition District have not been
1. The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable	

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Goals and Policies	Would the Project Conflict?
Design(s) for development or requirements of the Hollywood Boulevard District and Hollywood Core Transition District.	developed, the City has developed the Citywide and Council District (CD) 13 Design Guidelines.
2. Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.	No Conflict. See the responses regarding the Project's proposed contributions to the creation of open space and entertainment uses that complement the architecturally significant Capitol Records Complex. Furthermore, as discussed in Section IV.A, <i>Aesthetics</i> , of this Draft EIR, the public open space provided by the landscaped paseo and deeper setbacks achieved by the paseo would allow for light and views between structures, including continued visibility of the Capitol Records Building. The replacement of existing surface parking lots with new buildings that complement the modern curvilinear style of the Capitol Records Building, a public paseo, sidewalk improvements, and street front retail and restaurant uses would activate the area and improve the visual character of the Project Site and the immediately adjacent areas.
3. Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by the proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.	No Conflict. Environmental effects of the Project and corresponding mitigation measures, where applicable, are presented in Chapter IV, <i>Environmental Impact Analysis</i> , of this Draft EIR. As analyzed in Section IV.L, <i>Transportation</i> , impacts related to programs, plans, and ordinances; VMT; and geometric design or incompatible use hazards would be less than significant.
No development in excess of 4.5:1 shall be permitted without a binding written agreement with the Agency which ensures that the proposed development will occur in conformity to the Redevelopment Plan and this Section by providing for, among other things, Agency review and approval of all plans and specifications, the compliance with all conditions applicable to development in excess of 4.5:1 site FAR and the provisions of adequate assurances and considerations for the purpose of effectuating the objectives of this plan.	No Conflict. The proposed Project is requesting an increase from a base 6:1 FAR to a 7:1 FAR. The Project is eligible for an FAR bonus of up to 35 percent (8.1:1 FAR) pursuant to Section 11.5.1 of the LAMC for providing at least 11 percent of the total residential units as Very Low Income households. Additionally, the Project proposes to remove the "D" Limitation, pursuant to Ordinance No. 165,659, through a proposed Zone Change and Height District Change for the Project Site. Subject to approval of the requested discretionary action to allow an increase in floor area, the Project would be consistent with the FAR objectives of the Redevelopment Project. Review and approval of plans would be conducted by the Planning Department as further described in the analysis of plan provision 506.2.3. As described above, the Project would be substantially consistent with the objectives of the Hollywood Redevelopment Plan.
506.3 Residential Uses Within Commercial Areas	No Conflict. The Project would provide up to 1,005 residential units, including up to 133 senior affordable units, as well as 30,176 square feet of restaurant/retail

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Goals and Policies	Would the Project Conflict?
<p>New and rehabilitated residential uses shall be encouraged within the Regional Center Commercial land use designations. Subject to Agency approval of a development or participation agreement(s), the Agency may permit the development of new residential uses within commercial areas. The conditions for approving such a development shall include determination that the residential development, as well as any commercial development in the case of a mixed-use development, meets all design and location criteria specified by the Agency to ensure the goals of this Plan are met and that amenities are provided which are appropriate to the size and type of housing proposed.</p>	<p>uses, within a site designated as Regional Center Commercial. Under the Project with the East Site Hotel Option, the Project would provide 884 new housing units, including up to 116 senior affordable housing units. A determination of residential uses within a commercial development is no longer needed as review of projects has been transferred to the City's Department of City Planning. Therefore, the Project would require a finding of consistency to ensure that all design and location criteria are consistent with the Hollywood Redevelopment Plan. As previously described, the Project would conform with the provisions and goals of the Hollywood Redevelopment Plan by concentrating mixed-use development within a Regional Center and near public transit with a design that is compatible with surrounding mixed-use and residential development. The Project would provide public accessible open space and amenities and private open space appropriate for the proposed size and type of housing proposed.</p>
<p>SOURCE: ESA, 2020.</p>	