

## **IV. Environmental Impact Analysis**

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### **F. Land Use and Planning**

#### **1. Introduction**

This section analyzes the Project's potential impacts with regard to land use and planning. The analysis in this section evaluates whether the Project would conflict with any land use plans, policies, or regulations adopted for the purpose of avoiding or mitigating an environmental effect. Analyses of consistency and/or potential conflicts with plans that are more directly related to other environmental topics are addressed in other sections of this Draft EIR, including Section IV.A, Air Quality, which evaluates the Project's consistency with the South Coast Air Quality Management District's (SCAQMD's) Air Quality Management Plan (AQMP) and the City of Los Angeles General Plan (General Plan) Air Quality Element; Section IV.E, Greenhouse Gas Emissions, which evaluates the Project's consistency with the 2008 Climate Change Scoping Plan (and subsequent updates), the City of Los Angeles Green Building Code, and the City of Los Angeles' Sustainable City PLAN/Green New Deal; Section IV.I, Transportation (and the Transportation Assessment included in Appendix I of this Draft EIR), which evaluates the Project's consistency with the Vision Zero Action Plan as well as many of the plans discussed herein as they relate to transportation; and Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, which evaluates the Project's consistency with the Los Angeles Department of Water and Power's (LADWP) Urban Water Management Plan (UWMP).

#### **2. Environmental Setting**

##### **a. Regulatory Framework**

The following describes the primary regulatory requirements regarding land use and planning. Applicable plans and regulatory documents/requirements include the following:

- California Government Code Section 65302
- Senate Bill 375
- Southern California Association of Governments 2020–2045 Regional Transportation Plan/Sustainable Communities Strategy
- City of Los Angeles General Plan

- Hollywood Community Plan
- Los Angeles Municipal Code
- Hollywood Redevelopment Plan
- Citywide Design Guidelines
- Hollywood Signage Supplemental Use District

## (1) State

### *(a) California Government Code Section 65302*

California law requires that every city and county prepare and adopt a long-range comprehensive General Plan to guide future development and to identify the community's environmental, social, and economic goals. As stated in Section 65302 of the California Government Code, "The general plan shall consist of a statement of development policies and shall include a diagram or diagrams and text setting forth objectives, principle, standard, and plan proposals." While a general plan will contain the community vision for future growth, California law also requires each plan to address the mandated elements listed in Section 65302. The mandatory elements for all jurisdictions are land use, circulation, housing, conservation, open space, noise, and safety.

### *(b) Senate Bill 375*

On September 30, 2008, Senate Bill (SB) 375 was instituted to help achieve Assembly Bill (AB) 32 goals through regulation of cars and light trucks. SB 375 aligns three policy areas of importance to local government: (1) regional long-range transportation plans and investments; (2) regional allocation of the obligation for cities and counties to zone for housing; and (3) achievement of greenhouse gas (GHG) emission reduction targets for the transportation sector set forth in AB 32. It establishes a process for the California Air Resource Board (CARB) to develop GHG emission reduction targets for each region (as opposed to individual local governments or households). SB 375 also requires Metropolitan Planning Organizations (MPO) to prepare a Sustainable Communities Strategy (SCS) within the Regional Transportation Plan (RTP) that guides growth while taking into account the transportation, housing, environmental, and economic needs of the region. SB 375 uses California Environmental Quality Act (CEQA) streamlining as an incentive to encourage residential or mixed-use residential projects, which help achieve AB 32 goals to reduce GHG emissions.

## (2) Regional

### *(a) Southern California Association of Governments Regional Transportation Plan/Sustainable Communities Strategy*

On September 3, 2020, the Southern California Association of Governments (SCAG) Regional Council adopted the 2020–2045 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), also known as Connect SoCal. The 2020–2045 RTP/SCS presents a long-term transportation vision through the year 2045 for the six-county region of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties. The 2020–2045 RTP/SCS contains baseline socioeconomic projections that are used as the basis for SCAG’s transportation planning, and the provision of services by other regional agencies. SCAG’s overarching strategy for achieving its goals is integrating land use and transportation. SCAG policies are directed towards the development of regional land use patterns that contribute to reductions in vehicle miles and improvements to the transportation system. Rooted in past RTP/SCS plans, Connect SoCal’s “Core Vision” centers on maintaining and better managing the region’s transportation network, expanding mobility choices by co-locating housing, jobs, and transit, and increasing investment in transit and complete streets. The plans “Key Connections” augment the “Core Vision” to address challenges related to the intensification of core planning strategies and increasingly aggressive GHG reduction goals, and include but are not limited to, Housing Supportive Infrastructure, Go Zones, and Shared Mobility. Connect SoCal intends to create benefits for the SCAG region by achieving regional goals for sustainability, transportation equity, improved public health and safety, and enhancement of the regions’ overall quality of life. These benefits include but are not limited to a 5percent reduction in VMT per capita and vehicle hours traveled by 9 percent, increase in work-related transit trips by 2 percent, create more than 264,500 new jobs, reduce greenfield development by 29 percent, and, building off of the 2016–2040 RTP/SCS, increase the share of new regional household growth occurring in high-quality transit areas (HQTAs)<sup>1</sup> by 6 percent and the share of new job growth in HQTAs by 15 percent.

## (3) Local

### *(a) City of Los Angeles General Plan*

The City of Los Angeles General Plan (General Plan),<sup>2</sup> originally adopted in 1974, sets forth goals, objectives, policies, and programs to provide an official guide to the future

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<sup>1</sup> HQTAs are corridor-focused areas within 0.5 mile of an existing or planned transit stop or a bus transit corridor with a 15-minute or less service frequency during peak commuting hours.

<sup>2</sup> City of Los Angeles, Department of City Planning, *City of Los Angeles General Plan*, <https://planning.lacity.org/plans-policies/general-plan-overview>, accessed October 18, 2021.

development of the City, while integrating a range of state-mandated elements,<sup>3</sup> including Land Use, Circulation (Mobility Plan 2035), Housing, Conservation, Open Space, Safety, Noise, and Air Quality. The City's General Plan also includes the Framework Element, the Health and Wellness Element (Plan for a Healthy Los Angeles), the Infrastructure Systems Element, and the Public Facilities & Services Element. Both the City's General Plan land use controls and the goals, objectives, and policies within individual elements of the General Plan include numerous provisions that are intended to avoid or reduce potential adverse effects on the environment. The elements that make up the City's General Plan are described in more detail below.

*(i) Framework Element*

The City of Los Angeles General Plan Framework Element (General Plan Framework) establishes the conceptual basis for the City's General Plan. The General Plan Framework sets forth a Citywide comprehensive long-range growth strategy and establishes Citywide policies regarding land use, housing, urban form, neighborhood design, open space and conservation, economic development, transportation, infrastructure, and public services. The General Plan Framework provides guidelines for future updates of the City's community plans and does not supersede the more detailed community and specific plans.

(1) Land Use Chapter

The General Plan Framework Land Use Chapter designates Districts (i.e., Neighborhood Districts, Community Centers, Regional Centers, Downtown Center, and Mixed-Use Boulevards) that include standards and policies that shape the scale and intensity of proposed uses with the purpose of supporting the vitality of the City's residential neighborhoods and commercial districts. The establishment of the designated arrangement of land uses and development densities addresses an array of environmental issues, including, but not limited to: reductions in VMT, reductions in noise impacts, improved efficiency in the use of energy, improved efficiency and thus greater service levels within the infrastructure systems, availability of open space, compatibility of land uses, support for alternative modes of transportation, and provision of an attractive pedestrian environment.

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<sup>3</sup> The term "element" refers to the topics that California law requires to be covered in a general plan (Government Code Section 65302). In addition, State law permits the inclusion of optional elements which address needs, objectives or requirements particular to that city or county (Government Code Section 65303).

## (2) Housing Chapter

The overarching goal of the General Plan Framework Housing Chapter is to define the distribution of housing opportunities by type and cost for all residents of the City. The General Plan Framework Housing Chapter recognizes that the distribution of housing in proximity to transit can reduce vehicle trips and provide residents with the opportunity to walk between their home, job, and/or neighborhood services. The Housing Chapter provides the following policies to achieve this goal through a number of measures:

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

## (3) Urban Form and Neighborhood Design Chapter

The General Plan Framework Urban Form and Neighborhood Design Chapter establishes the goal of creating a city that is attractive to future investment and a city of interconnected, diverse neighborhoods that builds on the strength of those neighborhoods and functions at both the neighborhood and Citywide scales. The purpose of the Urban Form and Neighborhood Design Chapter is two-fold: first, to support the population distribution principles of the General Plan Framework through proper massing and design of buildings and second, to enhance the physical character of neighborhoods and communities within the City.<sup>4</sup> The General Plan Framework 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 community plan updates. 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. The existing and planned transit system provides the opportunity to concentrate development and conserve the existing character of stable neighborhoods.

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<sup>4</sup> *City of Los Angeles General Plan Framework, page 5-1, et. seq.*

#### (4) Open Space and Conservation Chapter

The General Plan Framework Open Space and Conservation Chapter provides guidance for overall City provision of open space and sets forth policies for the protection of the City's natural environment resources. The Open Space and Conservation Chapter's objectives are oriented around the conservation of natural resources, provision of outdoor recreational opportunities, minimization of public risks from environmental hazards, and use of open space to enhance community and neighborhood character. Economic, social, and ecological imperative require the City to take full advantage of all existing open space elements. The ecological dimension is based on the improvement of water quality and supply, the reduction of flood hazards, improved air quality, and the provision of ecological corridors for birds and wildlife.

#### (5) Economic Development Chapter

The General Plan Framework Economic Development Chapter includes goals, policies, and objectives that address the appropriate land use locations for development. The chapter also establishes mutual development objectives for land use and economic development. This Chapter set forth policies for the development of an infrastructure investment strategy to support population and employment growth areas. The Chapter also includes goals, objectives, and policies focused on preserving commercial uses within walking distance to residential areas, and promoting opportunities in areas where growth can be accommodated without encroaching on residential neighborhoods. It also focuses on establishing a balance of land uses that provide for commercial and industrial development which meet the needs of local residents, sustaining economic growth, and assuring maximum feasible environmental quality.

#### (6) Transportation Chapter

The General Plan Framework Transportation Chapter includes proposals for major improvements to enhance the movement of goods and to provide greater access to major intermodal facilities. While the focus of the Transportation Chapter is on guidance for transportation investments, the Transportation Chapter also includes goals, policies, and objectives that overlap with policies included in other Framework chapters of the General Plan Framework regarding land use patterns and the relationship of the pedestrian system to arrangement of land uses. The Transportation Chapter of the General Plan Framework is implemented through the General Plan's Mobility Plan 2035 (Mobility Plan), which is a comprehensive update of the General Plan Transportation Element.

#### (7) Infrastructure and Public Services Chapter

The General Plan Framework Infrastructure and Public Services Chapter addresses infrastructure and public service systems, including wastewater, stormwater, water supply,

solid waste, police, fire, libraries, parks, power, schools, telecommunications, street lighting, and urban forests. For each of the public services and infrastructure systems, basic policies call for monitoring service demands and forecasting the future need for improvements, maintaining an adequate system/service to support the needs of population and employment growth, and implementing techniques that reduce demands on utility infrastructure or services. Generally, these techniques encompass a variety of conservation programs (e.g., reduced use of natural resources, increased site permeability, watershed management, and others). Strategic public investment is advocated in the Infrastructure and Public Services Chapter as a method to stimulate economic development, as well as maintain environmental quality. Attention is also placed on the establishment of procedures for the maintenance and/or restoration of service after emergencies, including earthquakes.

*(ii) Transportation Element*

The Transportation Element (Mobility Plan), adopted on January 20, 2016, and readopted September 7, 2016, is a comprehensive update of the General Plan Transportation Element. The Mobility Plan 2035 provides the policy foundation for achieving a transportation system that balances the needs of all road users, incorporates “complete streets” principles, and lays the policy foundation for how future generations of Angelenos interact with their streets, in compliance with the Complete Streets Act (AB 1358).

The purpose of the Mobility Plan is to present a guide to the future development of a Citywide transportation system for the efficient movement of people and goods. While the Mobility Plan focuses on the City’s transportation network, it complements other components of the General Plan that pertain to the arrangement of land uses to reduce VMT and policies to support the provision and use of alternative transportation modalities. The Mobility Plan includes the following five main goals that define the City’s high-level mobility priorities:

- Safety First;
- World Class Infrastructure;
- Access for All Angelenos;
- Collaboration, Communication, and Informed Choices; and
- Clean Environments and Healthy Communities.

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*(iii) 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 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 establishes 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 protecting historic and cultural sites and/or resources potentially affected by proposed land development, demolition, or property modification activities. The Conservation Element refers to the Open Space Element for a discussion of open space aspects of the City, including park sites.

*(iv) Housing Element*

The Housing Element of the General Plan is prepared pursuant to state law and provides planning guidance in meeting housing needs identified in the SCAG Regional Housing Needs Assessment (RHNA). The Housing Element identifies the City's housing conditions and needs; establishes the goals, objectives, and policies that are the foundation of the City's housing and growth strategy; and provides the array of programs the City intends to implement to create and preserve sustainable, mixed-income neighborhoods across the City. The goals of the Housing Element are as follows:

- A City where housing production results in an ample supply of housing to create more equitable and affordable options that meet existing and projected needs;
- A City that preserves and enhances the quality of housing and provides greater housing stability for households of all income levels;
- A City in which housing creates healthy, livable, sustainable, and resilient communities that improve the lives of all Angelenos;
- A City that fosters racially and socially inclusive neighborhoods and corrects the harms of historic racial, ethnic, and social discrimination of the past and present; and
- A City that is committed to ending and preventing homelessness.<sup>5</sup>

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<sup>5</sup> City of Los Angeles, *Los Angeles Housing Element 2021–2029*, p. 242.



(v) *Health and Wellness Element (Plan for a Healthy Los Angeles)*

The Plan for a Healthy Los Angeles, the Health and Wellness Element of the City's General Plan, 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.<sup>6</sup> Through a new focus on public health from the perspective of the built environment and City services, the City seeks to achieve better health and social equity through its programs, policies, plans, budgeting, and community engagement. The plan acknowledges the relationship between public health and issues such as transportation, housing, environmental justice, and open space, among others. The plan includes *Chapter 5, An Environment Where Life Thrives*, which identifies the following environmental policies:

- Reduce air pollution from stationary and mobile sources; protect human health and welfare and promote improved respiratory health.
- Reduce negative health impacts for people who live and work in close proximity to industrial uses and freeways through health promoting land uses and design solutions.
- Protect communities' health and well-being from exposure to noxious activities (for example, oil and gas extraction) that emit odors, noise, toxic, hazardous, or contaminant substances, materials, vapors, and others.
- Explore opportunities to continue to remediate and redevelop brownfield sites.
- Increase the city's resilience to risks (increasing temperatures and heat related effects, wildfires, reduced water supply, poor air quality, and sea level rise) resulting from climate change.
- Promote land use policies that reduce per capita greenhouse gas emissions, result in improved air quality and decreased air pollution.

This General Plan Element includes policies pertaining to the arrangement of land uses within the City related to public health hazards, and which reinforce other State, regional, and local policies which call for improvements to air quality, reducing GHGs, protection from hazards and hazardous materials, and reductions in vehicle trips.

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<sup>6</sup> City of Los Angeles, *Plan for a Healthy Los Angeles, A Health and Wellness Element of the General Plan*, March 2015.

*(vi) Hollywood Community Plan*

Adopted in 1988 and readopted in 2014, the City's Hollywood Community Plan (Community Plan), covering the neighborhoods of Hollywood, various Hollywood Hills communities, Los Feliz, East Hollywood, and Griffith Park, among others, is the land use element of the General Plan applicable to the Hollywood Community Plan Area. The Community Plan implements the General Plan Framework and includes land use designations, density limits, building heights and other provisions to implement the development that supports the City's policies and development vision for the future. The specific purpose of the Community Plan is to promote an arrangement of land use, circulation, and services that encourages and contributes to the economic, social and physical health, safety, welfare, and convenience of the Hollywood community within the framework of the City. In addition, the Community Plan serves to guide the development, betterment, and change of the community to meet existing and anticipated needs and conditions, as well as to balance growth and stability, reflect economic potentials and limits, land development and other trends, and to protect investment to the extent reasonable and feasible. As shown in Figure IV.F-1 on page IV.F-11, the Community Plan's land use designation for the Project Site is Regional Center Commercial.<sup>7</sup>

*(b) Los Angeles Municipal Code*

All development activity on the Project site is subject to the City of Los Angeles Municipal Code (LAMC), particularly Chapter 1, General Provisions and Zoning, also known as the City of Los Angeles Planning and Zoning Code. The LAMC defines the range of zoning classifications throughout the City, provides the specific permitted uses applicable to each zoning designation, and applies development regulations to each zoning designation. As shown in Figure IV.F-2 on page IV.F-12, the Project Site has two zoning designations under the LAMC. The northeastern portion of the Project Site, which contains the majority of the Development Area, is zoned C4-2D (Commercial Zone, Height District 2 with Development Limitation) and the southern and western portions of the Project Site, which contain the existing commercial uses, is zoned C4-2D-SN (Commercial Zone, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District). The C4 zone permits a wide array of land uses including commercial, office, retail, and hotel uses, as well as multi-family residential uses permitted by the R4 zone. The Regional Center Commercial land use designation for the Project Site also permits the R5 zone

<sup>7</sup> The Los Angeles Department of City Planning is currently preparing the Hollywood Community Plan Update (<https://planning.lacity.org/plans-policies/community-plan-update/hollywood-community-plan-update>). Under the current draft documents, the Project Site's existing land use designation of Regional Center Commercial would be retained, the eastern portion of the Project Site would be rezoned [Q]C4-2D-CPIO, and the western portion of the Project Site would be rezoned [Q]C4-2D-SN-CPIO. For purposes of this Draft EIR, the analysis is limited to the designations and policies under the currently adopted Hollywood Community Plan.

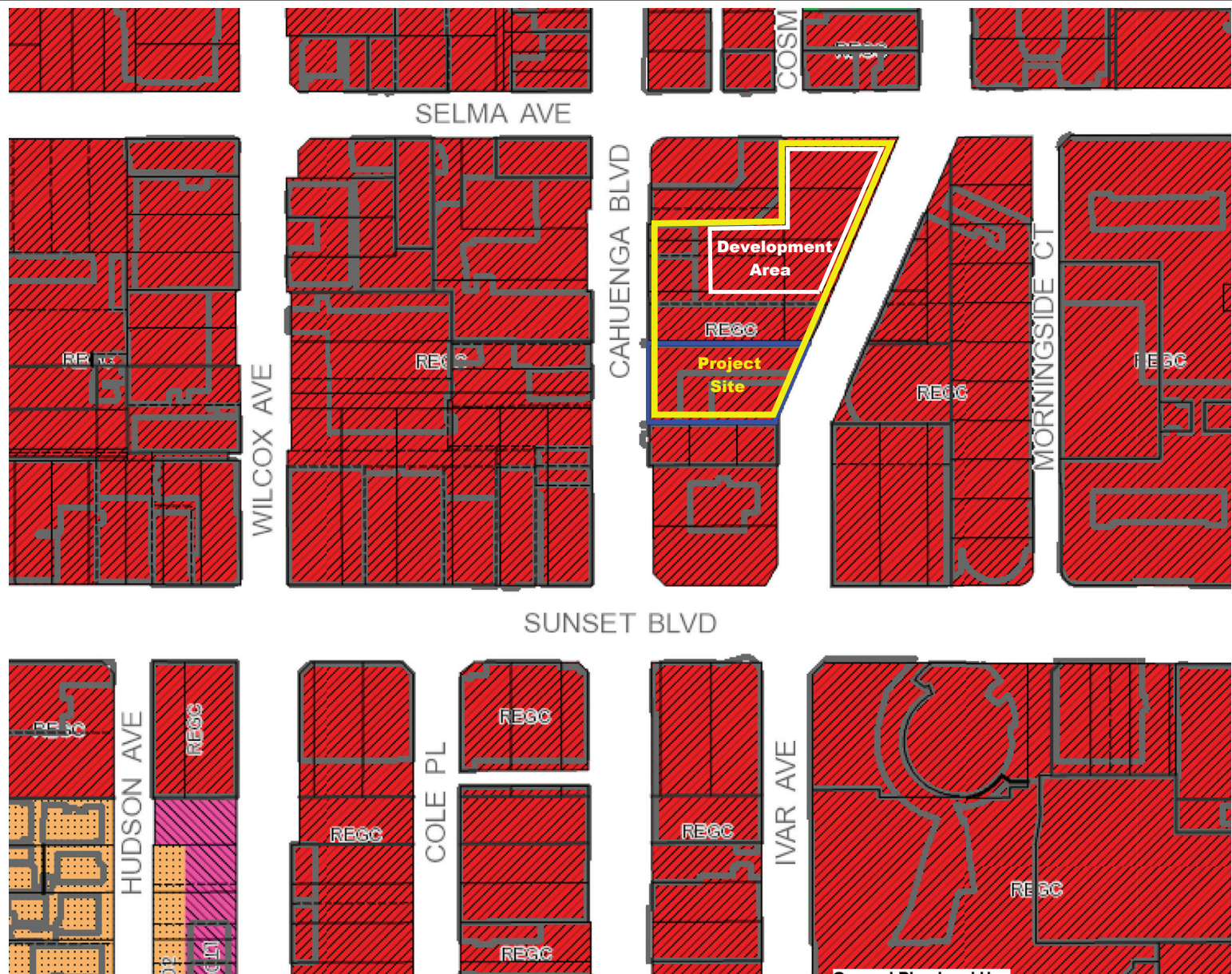
**LEGEND**

**COMMERCIAL**

- Regional Center Commercial
- Limited Commercial

**RESIDENTIAL**

- Low Medium II Residential



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





residential density calculation of 200 square feet of lot area per dwelling unit for mixed-use projects. The Height District 2 designation, in conjunction within the C4 Zone, does not impose a maximum building height limitation but does impose a maximum floor-area ratio (FAR) of 6:1. However, the “D” limitation of the Project Site’s zoning limits the total floor area contained in all buildings to a maximum FAR of 3:1 (per Ordinance No. 165,660, adopted in 1990). The “SN” designation indicates that the southern and western portions of the Project Site are located within the Hollywood Signage Supplemental Use District (HSSUD), where signage is subject to special regulations designed to enhance the distinctive aesthetics of the district and to eliminate visual clutter and other undesirable effects created by poorly placed and badly designed signs.

*(c) Hollywood Redevelopment Plan*

Redevelopment Plans outline a community vision and revitalization opportunities within specific neighborhoods across the City. Each Redevelopment Project Area has a unique set of land use restrictions designed specifically to enhance the quality of life for the community. 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.<sup>8</sup>

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

As the City of Los Angeles initially elected not to become the successor agency to the CRA/LA, a Designated Local Authority (DLA) was formed and the Governor of California appointed its three-member board to wind down the operations of the former CRA/LA. From 2012 to 2019, the DLA implemented and enforced the requirements of the Redevelopment Plan. On November 11, 2019, Ordinance No. 186,325 became effective,

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<sup>8</sup> *Community Redevelopment Agency of the City of Los Angeles, Redevelopment Plan for the Hollywood Redevelopment Project, as first amended on May 20, 2003 (Ordinance No. 175,236).*

which transferred the DLA's land use authority under the redevelopment plans to the Department of City Planning and established a process by which the Department would review projects for consistency with applicable redevelopment plan regulations. Accordingly, this Draft EIR addresses the Project's consistency with the Redevelopment Plan, and assumes its applicability until action from the City makes the Redevelopment Plan no longer applicable to the Project Site.

The 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.<sup>9</sup> The Project Site is located within the boundaries of the Redevelopment Area. The Redevelopment Plan Map, included as Exhibit A.1 to the Redevelopment Plan, designates the Project Site for Regional Center Commercial land uses. This designation is consistent with the Community Plan's designation of Regional Center Commercial for the Project Site.

According to the Redevelopment Plan, Regional Center Commercial uses shall generally provide goods and services which are designed in a manner that appeals to a regional market as well as to local markets and includes uses such as theaters, restaurants, hotels, offices, and retail or service businesses.<sup>10</sup> 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.

#### *(d) Citywide Design Guidelines*

The Citywide Design Guidelines serve to implement the General Plan Framework Element's urban design principles and are intended to be used by City of Los Angeles Department of City Planning staff, developers, architects, engineers, and community members in evaluating project applications, along with relevant policies from the Framework Element and Community Plans. By offering more direction for proceeding with the design of a project, the Citywide Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. The Citywide Design Guidelines, which were initially adopted by the City Planning Commission in July 2013 and updated in October 2019, are intended as performance goals and not zoning regulations or development standards and, therefore, do not supersede regulations in the LAMC. The guidelines "carry out the common design objectives that maintain neighborhood form and character while promoting quality design and creative infill development solutions" and are

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<sup>9</sup> CRA/LA, *A Designated Local Authority, Hollywood Project Area Overview*, [www.crala.org/internet-site/Projects/Hollywood/](http://www.crala.org/internet-site/Projects/Hollywood/), accessed January 25, 2021.

<sup>10</sup> *Hollywood Redevelopment Plan*, May 20, 2003.

organized in relation to Pedestrian-First Design, 360 Degree Design, and Climate-Adapted Design. The Citywide Design Guidelines incorporate the goals of the previous Walkability Checklist and interact with other guidelines such as those found in Community Design Overlays.

*(e) Hollywood Signage Supplemental Use District*

An overlay is an additional layer of planning control applied to properties in a clearly defined geographic area. Overlays function as tailored zoning districts, each with its own specialized set of regulations. Overlays implement the City's General Plan and Community Plans through neighborhood-specific policy objectives, supplementing the underlying base zoning. Projects located in an overlay must demonstrate compliance with all applicable regulations. The existing commercial uses located within the southern and western portions of the Project Site are within the HSSUD, which was last amended by Ordinance No. 181,340. Signage within the HSSUD is subject to special regulations formed to promote the continuing contribution of signage to the distinctive aesthetic of the HSSUD and to eliminate visual clutter and other undesirable effects created by poorly placed, badly designed signs throughout Hollywood. The HSSUD includes provisions that promote signage that coordinates with the structure on which it is located, reflects the image of Hollywood, compliments and protects character-defining features of historic buildings, limits visual clutter, protects street views and scenic vistas of the Hollywood Sign and the Hollywood Hills, protects and enhances major commercial corridors and properties, and enhances the community environment.<sup>11</sup> The regulations set forth in the HSSUD are in addition to those set forth in the LAMC. However, where provisions set forth in the HSSUD regarding sign types, sign height, sign area, number of signs, sign dimensions, sign content, etc., are more restrictive or permissive than would be allowed pursuant to the LAMC, the HSSUD supersedes the applicable provisions of the LAMC.

## **b. Existing Conditions**

### **(1) Project Site**

As discussed in Section II, Project Description, of this Draft EIR, the Project Site is currently occupied by a surface parking area and six one- and two-story commercial structures located in the southern and western portions of the Project Site. The existing surface parking area (Development Area) includes approximately 84 vehicular parking spaces with vehicular access provided via a two-way driveway on Selma Avenue. The existing commercial structures contain approximately 33,828 square feet of floor area, providing a variety of retail, restaurant, and service uses. Approximately 4,000 square feet

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<sup>11</sup> *Hollywood Signage Supplemental Use District, Ordinance No. 181,340, updated November 17, 2010.*

of floor area within the existing commercial space has been vacant since prior to 2018 but is anticipated to be occupied with high-turnover restaurant uses in the future. Pedestrian access to the existing commercial space is provided along Ivar Avenue, Cahuenga Boulevard, and Selma Avenue. Landscaping within the Project Site includes minimal ornamental landscaping and hardscape features.

As previously discussed, and as shown above in Figure IV.F-1 on page IV.F-11, under the Community Plan, the Project Site is currently designated as Regional Center Commercial. As shown in Figure IV.F-2 on page IV.F-12, the northeastern portion of the Project Site, which contains a majority of the Development Area, is zoned by the LAMC as C4-2D (Commercial Zone, Height District 2 with Development Limitation), and the southern and western portion of the Project Site is zoned C4-2D-SN (Commercial Zone, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District). The Project Site is also located within a SCAG-designated HQTA and Transit Priority Area (TPA)<sup>12</sup> pursuant to PRC Section 21099.

## (2) Surrounding Uses

As shown in the aerial photograph in Figure II-2 in Section II, Project Description, of this Draft EIR, the area surrounding the Project Site is highly urbanized and includes a mix of low- to high-rise buildings containing a variety of uses, including commercial/retail (including tourist and entertainment-related uses), offices, hotels, education institutions, and single- and multi-family residential uses. Predominantly mid- to high-rise, high-density commercial, office, and multi-family residential uses line Vine Street, Cahuenga Boulevard, Hollywood Boulevard, and Sunset Boulevard, generally transitioning to lower density multi-family and single-family neighborhoods to the north of the Hollywood Freeway (US-101). Land uses immediately surrounding the Project Site include commercial and retail uses surrounding the Project Site on all sides, with the Los Angeles Film School located to the southeast across Ivar Avenue and a multi-family apartment building located to the northeast across Ivar Avenue and Selma Avenue.

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<sup>12</sup> PRC Section 21099 defines a TPA as 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.”



### 3. Project Impacts

#### a. Thresholds of Significance

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

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

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

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

As discussed in the Initial Study prepared for the Project, included as Appendix A of this Draft EIR, the Project's potential impact related to whether the Project would physically divide an established community was determined to be less than significant and no further analysis was deemed necessary. A summary of the analysis included in the Initial Study is provided below for informational purposes.

The *L.A. CEQA Thresholds Guide* identifies the following factors to evaluate impacts related to 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. Methodology

The determination of consistency with applicable land use policies and ordinances is based upon a review of the previously identified planning and zoning documents that were adopted to mitigate or avoid an environmental effect. CEQA Guidelines Section 15125(d) requires that an EIR discuss any inconsistencies with applicable plans. A conflict between

a project and an applicable plan is not necessarily a significant impact under CEQA unless the inconsistency will result in an adverse physical change to the environment that is a “significant environmental effect” as defined by CEQA Guidelines Section 15382. Specifically, as provided in Continuing Education of the Bar, Practice Under the California Environmental Quality Act, Section 12.34:

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

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

### **c. Project Design Features**

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

### **d. Analysis of Project Impacts**

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

#### **(1) Impact Analysis**

As discussed in the Initial Study for the Project, which is included in Appendix A of this Draft EIR, the Project would replace an existing surface parking area with a new mixed-use building. All proposed development would occur within the boundaries of the Project Site. The proposed residential and commercial uses would be consistent with the uses on the Project Site as well as the area immediately surrounding the Project Site. In addition, the Project does not propose a freeway or other large infrastructure that would divide the existing surrounding community. **Therefore, as determined in the Initial Study, the Project would not physically divide an established community, and impacts with respect to Threshold (a) would be less than significant.**

## (2) Mitigation Measures

Project-level impacts related to physically dividing an established community would be less than significant. Therefore, no mitigation measures are required.

## (3) Level of Significance After Mitigation

Project-level land use impacts associated with the physical division of a community were determined to be less than significant without mitigation. Therefore, no mitigation measures were required, and the impact level remains less than significant.

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

## (1) Impact Analysis

### *(a) Local Plans and Applicable Policies*

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

### *(i) Los Angeles General Plan*

#### (1) City of Los Angeles General Plan Framework Element

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

#### *(a) Land Use Chapter*

The Framework Element Land Use Chapter identifies districts, centers, and mixed-use boulevards, which are described in terms of ranges of intensity/density, heights, and lists of typical uses. The Project Site is located in an area that is identified as a Regional Center on the Framework Element's Long Range Land Use Diagram for the City's Metro

area. As provided in the Land Use Diagram, a Regional Center is characterized as a focal point of regional commerce, identity and activity and contains 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, Regional Centers will fall within an FAR range of 1.5:1 to 6.0:1. Generally, Regional Centers are characterized by 6- to 20-stories or higher and are usually major transportation hubs.<sup>13</sup> Thus, the Project would be consistent with the type of use and at the intensity and height envisioned for a Regional Center.

Additionally, as detailed Table 1 of Appendix F of this Draft EIR, the Project would support and would be consistent with the Framework Element Land Use Chapter as it would accommodate a diversity of uses that would support the needs of the City's existing and future residents, businesses, and visitors. The Project would provide 270 multi-family residential units, including 27 units restricted for Extremely Low-Income households, and up to 6,790 square feet of community-serving commercial uses. These proposed uses would replace an underutilized infill site and would thus promote a more balanced distribution of land uses. In addition, development of the Project in an area with convenient access to public transit and opportunities for walking and biking would promote an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled (VMT), and air pollution, while supporting the City's objective to encourage new multi-family residential, retail, restaurant, and office uses along primary transit corridors/boulevards and in designated Regional Centers. Furthermore, the provision of multi-family residential uses in an area with existing public infrastructure and services that would be designed in compliance with the standards in the Urban Form and Neighborhood Design Chapter of the Framework Element, discussed below, would further support the goals, objectives, and policies related to multi-family residential neighborhoods included in the Land Use Chapter. The Project would also contribute to a pedestrian-friendly environment by incorporation of ground level commercial space and streetscape improvements. Therefore, based on the above and as further outlined in Table 1 of Appendix F of this Draft EIR, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Land Use Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

#### (b) Housing Chapter

The Project would support the City's goal to provide a distribution of housing opportunities by type and cost for all residents of the City through the development of 270 new multi-family residential units, consisting of 92 studios, 93 one-bedroom units, 75 two-

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<sup>13</sup> *Citywide General Plan Framework Element, Chapter 3, Land Use, Long Range Land Use Diagram—Metro, p. 3-9.*

bedroom units, and 10 three-bedroom units. Of the 270 residential units, 27 would be restricted for Extremely Low-Income households. In addition, the Project would encourage the location of new multi-family housing to occur in proximity to transit and within high activity areas with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods. The Project would be located in a vibrant and active area that is physically distanced from lower-density neighborhoods and that is well-served by public transit, including bus stops along many of the surrounding roadways and the Metro B Line Hollywood/Vine Station located within 1,000 feet of the Project Site. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Housing Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

*(c) Urban Form and Neighborhood Design Chapter*

The Project would promote the City's goals, objectives, and policies of the Urban Form and Neighborhood Design Chapter applicable to the Project by contributing to the overall livability of the City by building on the strength of the neighborhood while functioning at both a neighborhood and citywide scale. The Project Site is located in an area that is well served by transit and where activity is already concentrated. Consistent with policies related to Regional Centers, the Project would consist of a 25-story mixed-use structure that would include ground-level commercial uses situated along pedestrian-oriented streets. In addition, the Project would replace a surface parking area with a building that has been designed to complement its surroundings by incorporating elements that would respond to the neighborhood while providing unique features that would contribute to the surrounding area. Specifically, the design of the building would incorporate a variety of architectural treatments, colors, and building materials, including exterior brick, metallic, and glass balconies, to create articulation and visual interest consistent with the eclectic nature of the area. Cantilevered balcony decks and horizontal overhangs would provide additional horizontal and vertical articulation. Landscaping on the ground level and around the perimeter of the amenity deck on Level 4, streetscape amenities, retail/restaurant uses at the street level, and the setback gathering area at the corner of Selma Avenue and Ivar Avenue would further integrate the Project with the surrounding area. The Project would also incorporate elements that promote individual and community safety such as controlled access to all building elevators, residences, and resident-only common areas; proper lighting of building entries and walkways to provide for pedestrian orientation; and sufficient lighting of parking areas to maximize visibility and reduce areas of concealment. Therefore, the Project would not conflict with the applicable objective that supports the goals set forth in the Framework Element's Urban Form and Neighborhood Design Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

(d) Open Space and Conservation Chapter

The Project would incorporate a variety of open space and recreational amenities for Project residents and guests totaling approximately 30,918 square feet, which would exceed the requirements of the LAMC. On Level 4, the Project would include an amenity deck with outdoor and indoor amenities such as a fitness center, outdoor kitchen, pool, and spa. Level 4 would also include substantial landscaping that would be visible from the street and adjacent properties. Open space amenities would also be provided at Level 25, including a roof deck, pool, spa, landscaping, and seating. Furthermore, the Project would incorporate elements that promote individual and community safety throughout the Project Site, including open space areas that are well-lit and equipped with a closed-circuit camera system to allow for constant monitoring of such areas to ensure public safety and security at all times. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Open Space and Conservation Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

(e) Economic Development Chapter

The Project would support the City's objective to establish a balance of land uses through the development of a mixed-use project with residential, retail, and restaurant uses in an area well-served by public transit. The proposed community-serving commercial uses would complement the employment base (e.g., existing residential, commercial, office, hotels, and entertainment venues) of the Community Plan area, provide amenities to meet the needs of local residents, and serve to reduce VMT by locating housing and jobs in an area well served by public transit. Thus, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Economic Development Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

(f) Infrastructure and Public Services Chapter

The Project would support the City's policy and objectives pertaining to effective and efficient approaches to protecting water quality by implementing a SWPPP during construction that would include BMPs and other erosion control measures to minimize the discharge of pollutants in stormwater runoff. During operation, the Project would include BMPs to collect, detain, treat, and discharge runoff on-site before discharging into the municipal storm drain system as required by the City's Low Impact Development (LID) Ordinance. Implementation of Project BMPs would minimize the discharge of pollutants from the Project Site. Furthermore, as discussed in Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, LADWP would be able to meet the water demand for the Project, as well as existing and planned water demands of its future service area. In addition, as discussed in the Section IV.K.2, Utilities and Service Systems—Wastewater, of this Draft EIR, the Project would not exceed wastewater

treatment requirements of the LARWQCB, and LASAN is anticipated to make a determination that it has adequate treatment capacity to serve the Project's projected demand in addition to existing commitments. Furthermore, as outlined in Section IV.K.3, Utilities and Service Systems—Energy Infrastructure, of this Draft EIR, LADWP and SoCalGas would have sufficient capacity to serve the energy needs of the Project.

As discussed in the Initial Study, included in Appendix A of this Draft EIR, the landfills that serve the Project Site would have sufficient permitted capacity to accommodate the solid waste that would be generated by the construction and operation of the Project. In addition, as also outlined in the Initial Study, pursuant to SB 50, the Project Applicant would be required to pay development fees for schools to the Los Angeles Unified School District (LAUSD), which, according to Government Code Section 65995, would fully addresses Project-related school impacts. The Project's potential impacts related to fire, police, libraries, and parks are analyzed in Section IV.H.1, Public Services—Fire Protection, Section IV.H.2, Public Services—Police Protection, IV.H.3, Libraries, and IV.H.4, Public Services—Parks and Recreation, respectively, of this Draft EIR. As concluded therein, the Project's impacts to these public services would be less than significant.

Therefore, based on the above, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Framework Element's Infrastructure and Public Services Chapter adopted for the purpose of avoiding or mitigating an environmental effect.

#### (g) Conclusion

Based on the analysis above, the Project would not conflict with the relevant goals, objectives, and policies in the Framework Element adopted for the purpose of avoiding or mitigating an environmental effect.

#### (2) Mobility Plan 2035

The Project's general consistency with the applicable goals, objectives, and policies set forth in the Mobility Plan adopted for the purpose of avoiding or mitigating an environmental effect is discussed in Table 2 of Appendix F of this Draft EIR. The Project would support the City's policy to provide for safe passage of all modes of travel during construction by preparing and implementing a Construction Traffic Management Plan pursuant to Project Design Feature TR-PDF-2, as outlined in Section IV.I, Transportation, of this Draft EIR, that would incorporate safety measures around the construction site to reduce the risk to pedestrian activity near the work area; minimize the potential conflicts between construction activities, street traffic, transit stops, and pedestrians; and reduce congestion to public streets and highways. The Project would also support the City's policy

to ensure high quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment by constructing all access points in accordance with City requirements and providing ground level commercial spaces that promote pedestrian activity.

During operation, the Project would support the City's policy to recognize all modes of travel as integral components of the City's transportation system by providing adequate vehicular and pedestrian access and providing bicycle facilities. Specifically, the Project would provide 166 bicycle parking spaces, including 147 long-term spaces and 19 short-term spaces. Long-term bicycle parking would be located within a bicycle storage area in the parking portion of Level 2 of the proposed building and short-term spaces would be provided adjacent to the main residential lobby and outside of the building on the sidewalk along Selma Avenue. The Project would also enhance pedestrian activity along Selma Avenue and Ivar Avenue through elements of building design and proposed streetscape amenities, including ground-level, community-serving commercial uses, a setback gathering area at the corner of Selma Avenue and Ivar Avenue, and new landscaping. Additionally, given the location of the Project Site along and in proximity to major transit corridors, the Project would provide all residents, guests, employees, and patrons of the Project convenient access to transit services. The Project would also include Transportation Demand Management (TDM) measures pursuant to Project Design Feature TR-PDF-1, as outlined in Section IV.I, Transportation, of this Draft EIR, that would facilitate reduced Project VMT. Therefore, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Mobility Plan adopted for the purpose of avoiding or mitigating an environmental effect.

### (3) Los Angeles General Plan Conservation Element

As discussed in Section II, Project Description of this Draft EIR, the Project Site is currently developed with six one- and two-story commercial structures and a surface parking area and does not contain any natural resources. Landscaping within the Development Area is limited to two olive trees located within the existing surface parking area and two magnolia trees located within the public right-of-way along Selma Avenue. These existing trees are non-native/non-protected species that are not subject to the City of Los Angeles Protected Tree and Shrub Relocation and Replacement Ordinance (Ordinance No. 177,404, as amended by Ordinance No. 186,873).<sup>14</sup> In addition, as discussed in the Initial Study included in Appendix A of this Draft EIR, no riparian or other

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<sup>14</sup> *The City of Los Angeles Protected Tree and Shrub Relocation and Replacement Ordinance (Ordinance No. 177,404, as amended by Ordinance No. 186,873, updated February 4, 2021) protects Oak, Southern California Black Walnut, Western Sycamore, and California Bay tree species as well as Mexican Elderberry and Toyon shrub species that are native to Southern California, and excludes trees grown by a nursery or trees planted or grown as part of a tree planting program.*



sensitive natural community exists on the Project Site or in the immediate vicinity. Furthermore, due to the improved nature of the Project Site and the surrounding areas, and lack of large expanses of open space areas, species that may occur on-site would be limited to small, common terrestrial and avian species typically found in developed urban settings. As discussed further in Section VI, Other CEQA Considerations, of this Draft EIR, while unlikely due to the lack of both natural and man-made features on the Project Site that could provide foraging or roosting opportunities, protected species that are sometimes found in urban areas (e.g., bats), could be encountered during Project construction. Should a protected species be encountered, a qualified biologist would be retained to ensure that the species would not be impacted by construction activities, as further outlined in Section VI, Other Environmental Considerations, of this Draft EIR. In addition, the Project would adhere to all applicable regulations, including the California Fish and Game Code and the California Code of Regulations, so as to avoid direct or indirect impacts. Therefore, the Project would not have a substantial adverse effect, either directly or through habitat modification, on a protected species, including any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service. Furthermore, no water bodies or federally protected wetlands as defined by Section 404 of the Clean Water Act exist on the Project Site or in the immediate vicinity of the Project Site. The areas surrounding the Project Site are fully developed and there are no large expanses of open space areas within and surrounding the Project Site which provide linkages to natural open spaces areas and which may serve as wildlife corridors. Accordingly, development of the Project would not interfere substantially with any established native resident or migratory wildlife corridors or impede the use of native wildlife nursery sites. Furthermore, no water bodies that could serve as habitat for fish exist on the Project Site or in the vicinity of the Project Site.

With respect to historic resources, as discussed in Section IV.B, Cultural Resources, of this Draft EIR, none of the buildings on the Project Site are considered historic resources as defined by CEQA and direct impacts to historic resources would be less than significant. There are identified historic resources in the Project vicinity, including one listed and seven potential historic resources in the study area. None of these resources are located within the same block as the Project Site and all of them are separated from the Project Site by a street. Although the Project would introduce increased height and density to the Site, the Project does not include demolition, destruction, relocation, or alteration of any potential historical resource or its immediate surroundings such that the significance of a historical resource would be materially impaired. Therefore, the Project would not result in a substantial adverse change in the significance of a historic resource and indirect impacts would be less than significant.

Therefore, based on the above, the Project would not conflict with the applicable goals, objectives, and policies set forth in the Conservation Element adopted for the purpose of avoiding or mitigating an environmental effect.

#### (4) Los Angeles General Plan Housing Element

The Project's consistency with the applicable goals, objectives, and policies set forth in the 2021–2029 Housing Element is detailed in Table 3 of Appendix F of this Draft EIR. As discussed therein, the Project would produce an ample supply of housing, including affordable options, and would promote healthy, livable, and sustainable neighborhoods that have mixed-income housing, jobs, amenities, services, and transit through the development of 270 multi-family residential units (including 27 units restricted for Extremely Low-Income households) and 6,790 square feet of ground floor commercial space in an area well-served by public transit. The Project would promote environmentally sustainable buildings and land use patterns in order to minimize adverse effects on the environment and minimize use of non-renewable resources by utilizing sustainable planning and building strategies, using environmentally friendly materials, and incorporating “green” principles that would comply with the City of Los Angeles Green Building Code. These standards would reduce and conserve energy, water usage, and waste, thereby reducing associated greenhouse gas emissions and the impact on natural resources and infrastructure. Therefore, as further detailed in Table 3 of Appendix F, the Project would not conflict with the applicable objectives and policies set forth in the Housing Element adopted for the purpose of avoiding or mitigating an environmental effect.

#### (5) Los Angeles General Plan Health and Wellness Element

The Project would be consistent with the applicable goals and objectives of the Health and Wellness Element by continuing a land use pattern that would further improvements to air quality, GHG reduction, protection from hazards and hazardous materials, and vehicle trip reduction. The Project would expand housing opportunities, generating temporary and permanent jobs, avoiding displacement of existing housing or populations, promoting healthy living, and integrating healthy building design and construction on a site that is proximate to public transit. The Project would not expose people to noxious activities and would incorporate open space areas and promote walkability and biking and contribute to the creation of a healthy community. Therefore, the Project would be consistent with applicable goals set forth in the Health and Wellness Element adopted for the purpose of avoiding or mitigating an environmental effect.

#### (6) Hollywood Community Plan

The Project's general consistency with the objectives and policies set forth in the Hollywood Community Plan is discussed in detail in Table 4 of Appendix F of this Draft EIR. As discussed therein, the Project would not conflict with the applicable 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 the Hollywood area with other parts of the City while continuing to foster Hollywood as a major center of population, employment, and retail services. The Project would also support the Community Plan's objective to promote the economic well being and public convenience by developing new community-serving commercial uses in Hollywood. The proposed uses would be located in a designated TPA, which would reduce VMT. The Project would also support the Community Plan's policy provide housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice. In addition, the Project would promote economic well-being and public convenience, and would coordinate land use and transportation by locating high-density housing in close proximity to transit.

Therefore, as further detailed in Table 4 of Appendix F of this Draft EIR, the Project would not conflict with the goals, objectives, and policies set forth in the Community Plan adopted for the purpose of avoiding or mitigating an environmental effect.

*(ii) Los Angeles Municipal Code*

As previously discussed, a majority of the Development Area is zoned C4-2D, and the southern and western portions of the Project Site, which contain the existing commercial uses, is zoned C4-2D-SN. The C4 zone permits a wide array of land uses, including those proposed by the Project (e.g., multi-family residential and retail). The Regional Center Commercial land use designation for the Project Site also permits the R5 zone residential density calculation of 200 square feet of lot area per dwelling unit for mixed-use projects. The Height District 2 designation, in conjunction within the C4 Zone, does not impose a maximum building height limitation but does impose a maximum floor-area ratio (FAR) of 6:1. However, the "D" limitation of the Project Site's zoning limits the total floor area contained in all buildings to a maximum FAR of 3:1 (per Ordinance No. 165,660, adopted in 1990). When including the existing buildings to be retained, the Project would result in 300,996 square feet of floor area with a maximum FAR of up to 4.5:1. As permitted by The Project Transit Oriented Communities Affordable Housing Incentive Program Guidelines (TOC Guidelines) and LAMC Section 12.22 A.31, the Project would request base incentives to allow an increase in FAR of 50 percent, which would increase the FAR allowance from 3:1 to 4.5:1. Thus, the Project's FAR 4.5:1 would be consistent with the LAMC. The Project reduced amount of parking would also be consistent with the TOC Guidelines and LAMC Section 12.22 A.31. The TOC Guidelines and LAMC Section 12.22 A.31 also provide additional incentives that allow for the reduction in the side yards to 5 feet, based on RAS3 zone yard setback requirements. In addition, pursuant to LAMC Section 12.28, the Project would request a Zoning Administrator's Adjustment to further reduce the side yards to zero feet at the second above-grade level of the Project. Thus, based on the above, the Project would be consistent with the LAMC.

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*(iii) Citywide Design Guidelines*

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

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

The Project would enhance the streetscape adjacent to the Project Site by implementing a design that would enhance the pedestrian experience. Specifically, the Project would activate the ground floor along the primary street frontages by introducing new commercial and residential lobby uses that would be designed to be highly visually permeable with a coherent, uniform architectural design. The building would be set back at the corner of Selma Avenue and Ivar Avenue to provide increased visibility as well as a street-level gathering area. Both the commercial entry and residential main lobby entry would include landscaped areas to enhance and distinguish these entries. The Project would also include pedestrian-scale lighting and visibility at the ground floor which would improve the livability of the neighborhood at all hours. Additionally, the Project would incorporate new landscaping along the Project Site perimeter and would include street trees for shade, which would further activate the streetscape and improve the pedestrian environment. In addition, the proposed driveways would be designed to meet all applicable City Building Code and Fire Code requirements regarding site access and would incorporate pedestrian warning systems, as appropriate. The Project would also comply with Americans with Disabilities Act (ADA) requirements. These Project elements would promote a safe, comfortable, and accessible pedestrian experience for all.

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

Vehicular access to the Project's parking would be provided via two 2-way driveways along Ivar Avenue. A main driveway would provide residential, retail, and service access and a second driveway located further south along Ivar Avenue would provide additional access. A truck loading area would be provided along Selma Avenue on the north side of the Project Site for the new commercial uses and trash collection. The proposed driveways would be designed to meet all applicable City Building Code and Fire Code requirements regarding site access and would incorporate pedestrian warning systems, as appropriate. With two driveways that would serve both the proposed uses and existing uses to remain, the Project would also minimize curb cuts so as to not degrade the pedestrian experience.

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

As described above, the Project would activate the ground floor along the primary street frontages by introducing new commercial and residential lobby uses in areas of the Project Site that are currently used for surface parking. The Project's ground floor would be designed to be highly visually permeable and to activate the streetscape with active uses along Selma Avenue and Ivar Avenue, while providing a coherent, uniform architectural design featuring large floor-to-ceiling windows and pedestrian oriented signage. The Project would include landscaping at building entrances and approximately eight new street trees, further activating the streetscape and improving the pedestrian environment. Furthermore, the corner of the new building would be set back at Selma Avenue and Ivar Avenue and would include a street-level gathering area with a corner planter and seating. In addition, the Project would also include pedestrian-scale lighting and visibility at the ground floor which would provide an inviting, comfortable user experience. Overall, the Project would be designed to actively engage with streets and public space and maintain human scale.

*Guideline 4: Organize and shape projects to recognize and respect surrounding context.*

The area surrounding the Project Site is predominantly developed with mid- to high-rise, high-density commercial, office, and multi-family residential uses. Land uses adjacent to the Project Site include commercial and retail uses to the north, west, south, and east, as well as the Los Angeles Film School to the southeast across Ivar Avenue and a multi-family apartment building to the northeast across Ivar Avenue and Selma Avenue. The Project would be designed to be compatible with the general urban characteristics of the surrounding neighborhood. The Project would be moderated by a high degree of articulation, using both variations in building planes and façade setbacks, as well as a variety of exterior finishes, materials, and textures, including exterior brick, and metallic and glass balcony railings, and would be designed to complement the surrounding neighborhood.

*Guideline 5: Express a clear and coherent architectural idea.*

The Project would incorporate a variety of design elements that would present a clear and coherent architectural idea that would also complement the surrounding area. The proposed building design would employ a variety of architectural treatments and building materials to create articulation and visual interest. Changes in material and color would divide the building into multiple vertical and horizontal elements. The building would feature exterior brick that would be incorporated with a variety of other finishes, materials, and textures, including metallic and glass balcony railings. Cantilevered balcony decks and horizontal overhangs would provide additional horizontal and vertical articulation.

Landscaping around the perimeter of the amenity deck on Level 4 would further serve to break up the building planes and add visual interest. Additional landscaping, pedestrian amenities, and retail/restaurant uses at the street level would also contribute to the overall architectural idea.

*Guideline 6: Provide amenities that support community building and provide an inviting, comfortable user experience.*

As previously discussed, the Project would enhance the streetscape adjacent to the Project Site by implementing active ground floor uses that will be highly visually permeable with floor to ceiling windows and transparent materials at the ground floor. The Project would also include landscaping at building entrances and new street trees, further activating the streetscape and improving the pedestrian environment. Furthermore, the corner of the new building would be set back at Selma Avenue and Ivar Avenue and would include a street-level gathering area with a corner planter and seating. In addition, the Project would also include pedestrian-scale lighting and visibility at the ground floor which would provide an inviting, comfortable user experience. The Project would also include amenities to serve the residents of the Project and their guests, including an amenity deck on Level 4, which would include outdoor and indoor amenities such as a fitness center, outdoor kitchen, pool, and spa; a roof deck on Level 25, which would include a pool, spa, seating, and landscaping; and private balconies.

*Guideline 7: Carefully arrange design elements and uses to protect site users.*

The Project includes a mixed-use building that would include ground floor commercial uses with residential uses above. The new building would be located on the northeast corner of the Project Site (Development Area) and would be integrated with the six existing buildings to be retained at the Project Site. This arrangement of buildings and uses would ensure that pedestrian activity remains along an active pedestrian corridor. In addition, pedestrian pathways would be provided along the driveways to minimize pedestrian-vehicular conflicts. The Project would also include lighting of building entries and walkways to provide for pedestrian orientation and to clearly identify a secure route between parking areas and points of entry into the commercial buildings.

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

The Project Site is located in an urbanized area and is currently developed with retail and restaurant uses and a surface parking area. Landscaping within the Project Site includes minimal ornamental landscaping and hardscaping features. As discussed further below, none of the trees within the Project Site and in the adjacent public right-of-way are considered protected species by the City.

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

As discussed in Section II, Project Description, of this Draft EIR, the Project would be designed and constructed to incorporate environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code. The Project's design is based on principles of smart growth and environmental sustainability, as demonstrated by its mixed-use configuration, emphasis on walkability, bike-friendly environment, and proximity to public transit. "Green" features would include an energy-efficient building, a pedestrian- and bicycle-friendly site design, and water conservation and waste reduction measures, among others. The Project would also utilize sustainable planning and building strategies, and would incorporate the use of environmentally friendly materials wherever applicable.

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

The Project would be required to comply with the City's Low Impact Development (LID) ordinance and implement standard erosion controls to limit stormwater runoff. As part of these requirements, the Project would manage stormwater through a capture and reuse and/or biofiltration system. This system would capture stormwater runoff that would then be used for irrigation of the new landscaping on the Project Site.

*(iv) Hollywood Redevelopment Plan*

The Project Site is currently designated as Regional Center Commercial by both the Community Plan and the Redevelopment Plan. The Project would construct a mixed-use development consisting of residential uses and community-serving commercial uses. According to Section 506.3 of the Redevelopment Plan, new and rehabilitated residential uses are encouraged within the Regional Center Commercial land use designation. Thus, the types of land uses proposed by the Project would be consistent with the existing Regional Center Commercial land use designation.

As set forth in Section 506.2.3 of the Redevelopment Plan, the Regional Center Commercial designation allows development at a FAR of 4.5:1, and imposes additional standards for approving projects with FARs of up to 6:1. As discussed in Section II, Project Description, of this Draft EIR, the Project would result in a maximum FAR of up to 4.5:1. Therefore, the Project would be consistent with the base FAR of 4.5:1 permitted under the Regional Center Commercial land use designation in the Redevelopment Plan.

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

- Goal 3—Promote a balanced community meeting the needs of the residential, commercial, industrial, arts and entertainment sectors;
- Goal 9—Provide housing choices and increase the supply and improve the quality of housing for all income and age groups, especially for persons with low and moderate incomes; and to provide home ownership opportunities and other housing choices which meet the needs of the resident population;
- Goal 10—Promote the development of sound residential neighborhoods through mechanisms such as land use, density and design standards, public improvements, property rehabilitation, sensitive in-fill housing, traffic and circulation programming, development of open spaces and other support services necessary to enable residents to live and work in Hollywood;
- Goal 11—Recognize, promote, and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.
- Goal 12—Support and encourage a circulation system which will improve the quality of life in Hollywood, including pedestrian, automobile, parking and mass transit systems with an emphasis on serving existing facilities and meeting future needs.

The Project would contribute to these goals. Specifically, the Project would contribute to Goal 3 by providing a mix of residential and community-serving commercial uses that would promote a balanced community within the Redevelopment Area. The Project would contribute to Goal 9 by providing 270 new residential units (27 units would be reserved for Extremely Low-Income households) consisting of a mix of 92 studios, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units in varying sizes and configurations. Thus, the Project would increase the supply of housing in the Hollywood community, provide additional housing choices, and improve the quality of housing for a range of household types within the Redevelopment Area. In conformance with Goal 10, the Project would provide new mixed-use development on an infill site in conformance with the Redevelopment Plan's use and density standards, without intruding on nearby residential neighborhoods. Moreover, as discussed in Section IV.H.1, Public Services—Fire Protection; Section IV.H.2, Public Services—Police Protection; Section IV.H.3, Public Services—Libraries; Section IV.H.4, Public Services—Parks and Recreation; Section IV.I, Transportation; Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, Section IV.K.2, Utilities and Service Systems—Wastewater; and Section IV.K.3, Utilities and Service Systems—Energy Infrastructure, of this Draft EIR; and the Initial Study included in Appendix A of this Draft EIR, public facilities would not be significantly impacted by the Project, and the Project would provide on-site open space and recreational amenities to support its residents and visitors. With respect to Goal 11, the



Project would retain six existing commercial buildings on the Project Site. Furthermore, the Project would support Goal 12 by promoting the use of public transportation and a reduction in VMT by concentrating new development in a designated HQTa and TPA. Specifically, Metro and LADOT would provide a variety of transit options to Project residents and visitors, including bus lines and the Metro B Line Hollywood/Vine Station located approximately 1,000 feet from the Project Site. The Project would also provide a total of 166 bicycle parking spaces, including 147 long-term spaces and 19 short-term spaces that would promote the use of alternative transportation. Based on the analysis above, the Project would not conflict with the applicable goals, objectives, and policies of the Redevelopment Plan adopted for the purpose of avoiding or mitigating an environmental effect.

*(v) Hollywood Signage Supplemental Use District*

As previously discussed, the southern and western portions of the Project Site are located within the HSSUD. These portions of the Project Site are predominantly outside of the Development Area and contain the existing commercial uses that will remain. There are two existing billboards atop the commercial structures that will also remain. The Project would not include any of the types of signs that are prohibited in the HSSUD pursuant to Ordinance No. 181,340. As described in Section II, Project Description, of this Draft EIR, Project signage would be aesthetically compatible with the proposed architecture of the Project and its surroundings. No new billboards or other off-site advertising are proposed as part of the Project. The Project would also not include signage with flashing or mechanical properties. Furthermore, the Project would comply with LAMC and HSSUD signage regulations, as applicable, 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.

*(b) Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)*

The Project's general consistency with the applicable goals set forth in the 2020–2045 RTP/SCS is discussed in detail in Table 5 of Appendix F of this Draft EIR. As detailed therein, the Project would be generally consistent with the whole of applicable goals and strategies set forth in the RTP/SCS adopted for the purpose of avoiding or mitigating an environmental effect. Specifically, the Project would support the goals of the RTP/SCS to increase person and goods movement and travel choices within the transportation system as well as support healthy and equitable communities by improving air quality and encouraging active transportation (e.g., bicycling and walking). The Project would be developed within an existing urbanized area that provides an established network of roads and freeways that provide local and regional access to the area, including the Project Site. In addition, the Project Site is served by a variety of nearby mass transit options, including a rail line and a number of bus lines. The availability and accessibility of

public transit in the vicinity of the Project Site is documented by the Project Site's location within a SCAG-designated HQT and TPA, as defined PRC Section 21099. In addition, the Project would provide bicycle parking spaces for the proposed uses that would serve to promote bicycling and walking. The Project would also include adequate parking to serve the proposed uses and would provide charging stations to serve electric vehicles. As such, the Project would maximize mobility and accessibility by providing opportunities for the use of several modes of transportation. Therefore, the Project would not conflict with the applicable goals and strategies of the RTP/SCS adopted for the purpose of avoiding or mitigating an environmental effect.

*(c) Conclusion*

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

**(2) Mitigation Measures**

Project-level impacts with regard to conflicts with applicable land use plans, policies, or regulations would be less than significant. Therefore, no mitigation measures are required.

**(3) Level of Significance After Mitigation**

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

**e. Cumulative Impacts**

**(1) Impact Analysis**

*(a) Physically Divide an Established Community*

As indicated in Section III, Environmental Setting, of this Draft EIR, there are 46 related development projects in the vicinity of the Project Site. In addition, the Hollywood Community Plan is currently in the process of being updated, which includes corresponding updates to the land use policies and maps. All of the related development projects are located within the Hollywood Community Plan area, and any projected growth associated with the Hollywood Community Plan Update is assumed to be captured in the

ambient growth rate and in the 46 related projects identified in Section III, Environmental Setting, of this Draft EIR.

The related projects generally consist of infill development and redevelopment of existing uses. As such, similar to the Project, the proposed construction associated with the related projects would be confined to the related project sites and would not physically divide a community. The uses proposed by the related projects, including multi-family residential, commercial, office, and hotel uses, would also be compatible with the various developments planned throughout Hollywood as well as with existing uses. **As such, cumulative impacts related to the physical division of an established community would be less than significant.**

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

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

## (2) Mitigation Measures

Cumulative impacts with regard to land use and planning would be less than significant. Thus, no mitigation measures are required.

## (3) Level of Significance After Mitigation

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