

II. Project Description

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A. Project Summary

The Artisan Hollywood Project (Project) proposes the development of a 25-story building that would include 270 multi-family residential units (including 27 units restricted for Extremely Low Income households) and 6,790 square feet of ground floor commercial space. The Project's proposed uses would be supported by 320 vehicle parking spaces in four subterranean parking levels and two above-grade parking levels, as well as 166 bicycle parking spaces. The Project would also include approximately 30,918 square feet of open space and recreational amenities, including a landscaped amenity deck on Level 4, a roof deck, and street-level landscaping. To accommodate development of the Project, the existing surface parking area located in the northeast portion of the Project Site and the existing ornamental landscaping, including 12 non-protected olive trees, located within the Development Area would be removed. The Project would retain six existing commercial buildings on the Project Site that have a combined floor area of approximately 33,828 square feet. Approximately 4,000 square feet of floor area within the existing commercial buildings has been vacant since prior to 2018 but is anticipated to be occupied in the future with high-turnover restaurant uses. When including the existing buildings to be retained, the Project would result in 300,996 square feet of floor area with a maximum floor area ratio (FAR) of up to 4.5:1. Construction of the Project would require an estimated maximum depth of excavation of 50 feet below grade, resulting in the export of up to 69,333 cubic yards of soil.

B. Environmental Setting

1. Project Location

As shown in Figure II-1 on page II-2, the Project Site is located at 1520–1542 North Cahuenga Boulevard, 1523–1549 North Ivar Avenue, and 6350 West Selma Avenue in the Hollywood community of Los Angeles, approximately 12.5 miles from the Pacific Ocean and approximately 6 miles from Downtown Los Angeles. The irregularly shaped Project Site is bounded by Selma Avenue to the north, Ivar Avenue to the east, existing commercial development to the south, and Cahuenga Boulevard to the west. Primary regional access to the Project Site is provided by the Hollywood Freeway (US-101), located approximately 0.70 mile east (and approximately 0.5 mile north) of the Project Site. Major arterials providing

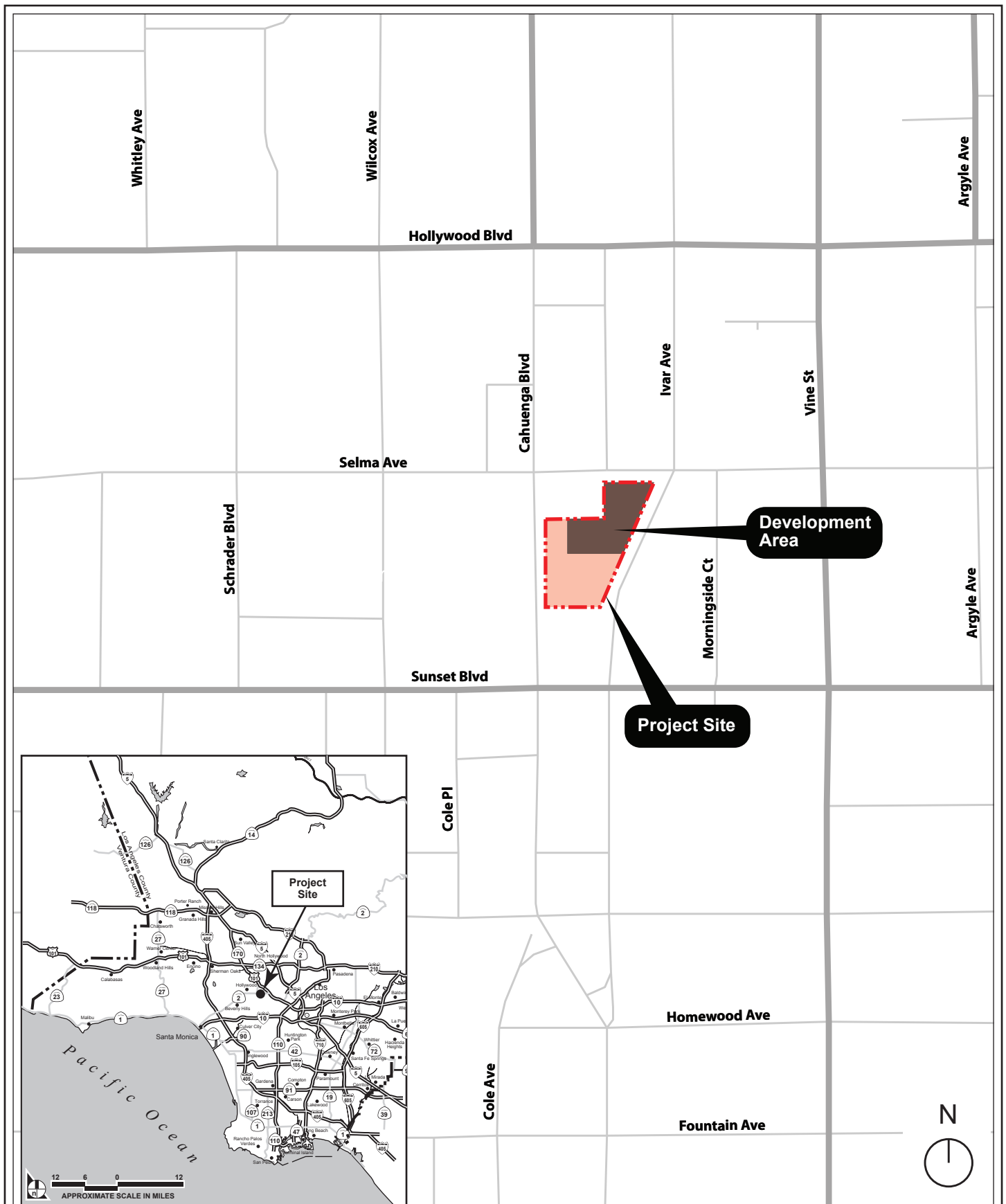


Figure II-1
Project Location Map

regional access to the Project vicinity include Cahuenga Boulevard to the west, Sunset Boulevard to the south, and Hollywood Boulevard to the north.

2. Existing Uses

a. Existing Project Site Conditions

The 1.55-acre Project Site is currently occupied by a surface parking area located in the northeast portion of the Project Site (Development 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 includes approximately 84 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, with pedestrian access to the various uses provided along Ivar Avenue, Cahuenga Boulevard, and Selma Avenue. Approximately 4,000 square feet of floor area within the existing commercial buildings has been vacant since prior to 2018 but is anticipated to be occupied in the future with high-turnover restaurant uses.

Landscaping within the Project Site includes minimal ornamental landscaping and hardscape features. Street trees and on-site trees within the Development Area consist of various non-native/non-protected species, including a total of 12 olive trees located within the existing surface parking area, 10 of which have a trunk diameter 8 inches or greater; and two magnolia trees located within the public right-of-way along Selma Avenue. These trees are not subject to the City of Los Angeles Protected Tree and Shrub Relocation and Replacement Ordinance.¹

b. Land Use and Zoning

The Project Site is located in the Hollywood Community Plan area of the City's General Plan.² The Project Site has a General Plan land use designation of Regional Center Commercial and is zoned C4-2D (Commercial, Height District 2 with D limitations) for the

¹ *The City of Los Angeles Protected Tree and Shrub Ordinance (Ordinance No. 177,404, as amended by Ordinance No. 186,873, updated February 4, 2021) applies to 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 or shrubs grown or held for sale by a licensed nursery or trees planted or grown as part of a tree planting program.*

² *The City is currently in the process of updating the Hollywood Community Plan, with portions of the City's Draft EIR for the updated Community Plan recently recirculated for public comment. However, as the Project's applications include a vesting tentative tract map, and these applications have been deemed complete, the Project is vested against future changes in City planning and zoning regulations, including the Hollywood Community Plan update.*

northeastern portion of the Project Site, which contains the majority of the Development Area, and C4-2D-SN (Commercial, Height District 2 with D limitations, Sign District) for the southern and western portions of the Project Site, which contain the existing commercial uses to remain. Pursuant to Footnote 9 of the Hollywood Community Plan land use map, development intensity within the Regional Center Commercial designation is limited to 4.5:1 FAR with a maximum of 6:1 FAR possible through a Transfer of Development Rights procedure and/or City Planning Commission approval.³

The C4 zone permits a wide array of land uses including commercial, office, retail, and hotel uses, as well as any land uses permitted in the R4 zone, including multi-family residential uses. 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 aesthetic of the HSSUD, and to eliminate blight created by poorly placed, badly designed signs throughout Hollywood.

The Project Site is also located within the boundaries of the Hollywood Redevelopment Plan, which establishes a base FAR limit of 4.5:1 for all development with a land use designation of Regional Center. Furthermore, the Project Site is also located within a Tier 3 Transit Oriented Communities (TOC) area, and is therefore eligible for density and FAR increases, as well as other development incentives provided that requisite amounts of affordable housing are provided, pursuant to the City’s TOC Affordable Housing Incentive Program and associated TOC Guidelines. The Project Site is also located within a Transit Priority Area (TPA) pursuant to Senate Bill (SB) 743.⁴ In addition, the Project Site is located within the former Los Angeles State Enterprise Zone, the Los Angeles Promise Zone, and the Hollywood Entertainment District Business Improvement District.

³ City of Los Angeles, Department of City Planning, *Hollywood Community Plan, General Plan Land Use Map*, Footnote 9, April 2014.

⁴ 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.” PRC Section 21064.3 defines a major transit stop as “a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.” The Project Site is located within 1,000 feet of the Los Angeles County Metropolitan Transit Authority (Metro) B Line (formerly the Red Line) Hollywood and Vine subway station, which qualifies as a major transit stop.

3. Surrounding Land Uses

As shown in Figure II-2 on page II-6, the area surrounding the Project Site is urbanized and is characterized by a mix of low- to high-rise buildings containing a variety of uses, including commercial/retail (including tourist and entertainment-related uses), offices, hotels, educational institutions, and single- and multi-family residential uses. Predominantly mid- to high-rise, high-density commercial, office, and multi-family residential uses are located along 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. 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.



Figure II-2
Aerial Photograph of the Project Vicinity

C. Project Objectives

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines states that the project description shall contain “a statement of the objectives sought by the proposed project.” Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the Project is to redevelop the Project Site by constructing a new mixed-use development that provides new multi-family housing opportunities at a range of income levels as well as new neighborhood-focused ground-floor commercial uses that serve the community and promote walkability. The Project’s specific objectives are as follows:

- Maximize the provision of high-density, multi-family housing units, including affordable housing units, to support the much-needed demand for housing at a range of income levels;
- Locate residential and commercial uses in a high quality transit area and transit priority area, thereby promoting sustainability and reducing automobile dependency and Vehicle Miles Traveled (VMT).
- Redevelop and improve the visual character of the surface parking portion of the Project Site with a development that is compatible in scale and design with the character of the surrounding area;
- Contribute to economic investment in the Hollywood Community Plan area through the creation of construction and retail/restaurant jobs;
- Create a street-level identity for the Project Site and improve the pedestrian experience through the introduction of active street-level uses;
- Promote sustainable development by incorporating “Green” principles in the design of the Project capable of meeting the standards of LEED® Certified or equivalent green building standards, including an energy-efficient building, a pedestrian- and bicycle-friendly site design, water conservation features, and waste reduction features; and
- Incorporate the best practices for smart growth⁵ by providing housing, employment, and retail/restaurant opportunities within an employment hub with walkable streets, a bike-friendly environment, and access to public transit.

⁵ According to the United States Environmental Protection Agency (USEPA), “smart growth” refers to a range of development and conservation strategies that help protect human health and the natural environment and make communities more attractive, economically stronger, and more socially diverse. These strategies include mixed land uses; compact building design; a range of housing opportunities and choices; walkable neighborhoods; distinctive, attractive communities with a strong sense of place; preservation of open space, (Footnote continued on next page)

D. Description of the Project

1. Project Overview

The Project proposes to develop a new 25-story mixed-use building comprised of 270 residential dwelling units (including 27 units restricted to Extremely Low Income households) and 6,790 square feet of ground floor commercial space, including restaurant, and retail uses. The height of the proposed building would be approximately 268 feet to the top of the parapet, with additional projections (e.g., stairwell and elevator penthouses and mechanical enclosures) reaching a maximum height of 286 feet. As shown in Table II-1 on page II-9, the Project would replace the surface parking area within the northeast portion of the Project Site (Development Area), while the six existing buildings located in the southern and western portions of the Project Site, containing 33,828 square feet of commercial uses, would be retained. The uses within the Project Site would be supported by up to 320 vehicle parking spaces located in two above-ground and four subterranean parking levels, and 166 bicycle parking spaces. The subterranean parking levels would require an estimated maximum depth of excavation of 50 feet below grade, resulting in the export of up to 69,333 cubic yards of soil. The Project would also include approximately 30,918 square feet of open space and recreational amenities. A conceptual site plan of the Project is illustrated in Figure II-3 on page II-10, a ground floor site plan of the Project is illustrated in Figure II-4 on page II-11, and elevations of the proposed building are shown in Figure II-5 and Figure II-6 on pages II-12 and II-13.

2. Design and Architecture

As previously described, the proposed mixed-use residential and commercial building would include 25 stories and would reach a maximum parapet height of 268 feet above grade level, with additional projections reaching a maximum height of 286 feet above grade level. As shown in Figure II-4, the ground level of the new building would include commercial uses that would wrap the corner of Selma Avenue and Ivar Avenue and continue along each of these streets, a residential lobby oriented toward Ivar Avenue, and an internal loading area with vehicular access provided via Ivar Avenue. Two above-ground parking levels and four subterranean levels with access from Ivar Avenue would be provided, with the above-ground levels located internal to the Project Site, in the southwest portion of the Development Area.

The proposed building has been designed to complement its surroundings by incorporating elements that would respond to the neighborhood while providing unique

farmland, natural beauty, and critical environmental areas; development directed towards existing communities; a variety of transportation choices; predictable, fair, and cost effective development decisions; and community and stakeholder collaboration in development decisions.

**Table II-1
Summary of Proposed Floor Area^a**

Land Use	Proposed Development
Residential—Apartments	260,378 sf (270 du)
Proposed Commercial (retail/restaurant) ^b	6,790 sf
Existing Commercial (retail/restaurant) to Remain ^c	33,828 sf
Total	300,996 sf
<p><i>du = dwelling units</i> <i>sf = square feet</i></p> <p>^a Square footage is calculated pursuant to the LAMC definition of floor area for the purpose of calculating FAR. In accordance with LAMC Section 12.03, floor area is defined as “[t]he area in square feet confined within the exterior walls of a building, but not including the area of the following: exterior walls, stairways, shafts, rooms housing building-operating equipment or machinery, parking areas with associated driveways and ramps, space for the landing and storage of helicopters, and basement storage areas.”</p> <p>^b The new proposed commercial space may be occupied by either a retail or restaurant tenant; however, for purposes of conservative analysis, this Draft EIR analyzes the entirety of the new commercial space as being occupied by a restaurant tenant.</p> <p>^c Of the 33,828 square feet of existing commercial floor area on the Project Site, approximately 4,000 square feet has been vacant since prior to 2018, but is anticipated to be occupied in the future with high-turnover restaurant uses.</p> <p>Source: Gensler, 2020.</p>	

features that would contribute to the distinct and varied Hollywood Community Plan area. The 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.

The Project would include a podium level (Level 4) that would primarily be located along the southern portion of the western building elevation. Level 4 would incorporate an amenity deck that would include landscaping around the perimeter of the terrace that would be visible from the street and adjacent properties, which would further serve to break up the building planes and add visual interest. As illustrated in Figure II-4 on page II-11, the first five floors of the corner of the new building would be set back at Selma Avenue and Ivar Avenue to provide increased visibility and would include a street-level gathering area with a corner planter and seating. Storefront surfaces would include glazing and integrated signage and lighting. Glass used in all building façades would be non-reflective or treated with a non-reflective coating in order to minimize glare.

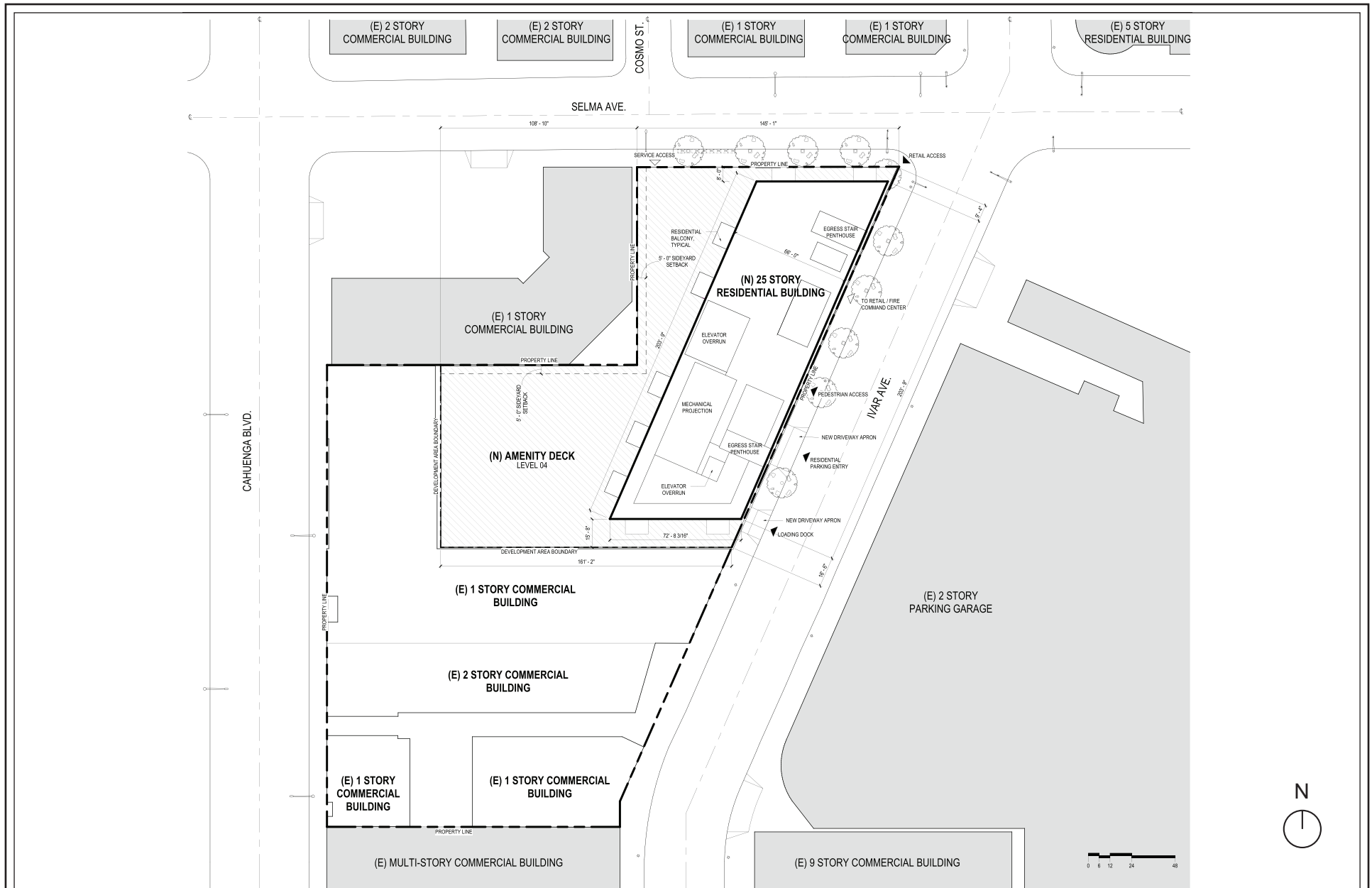
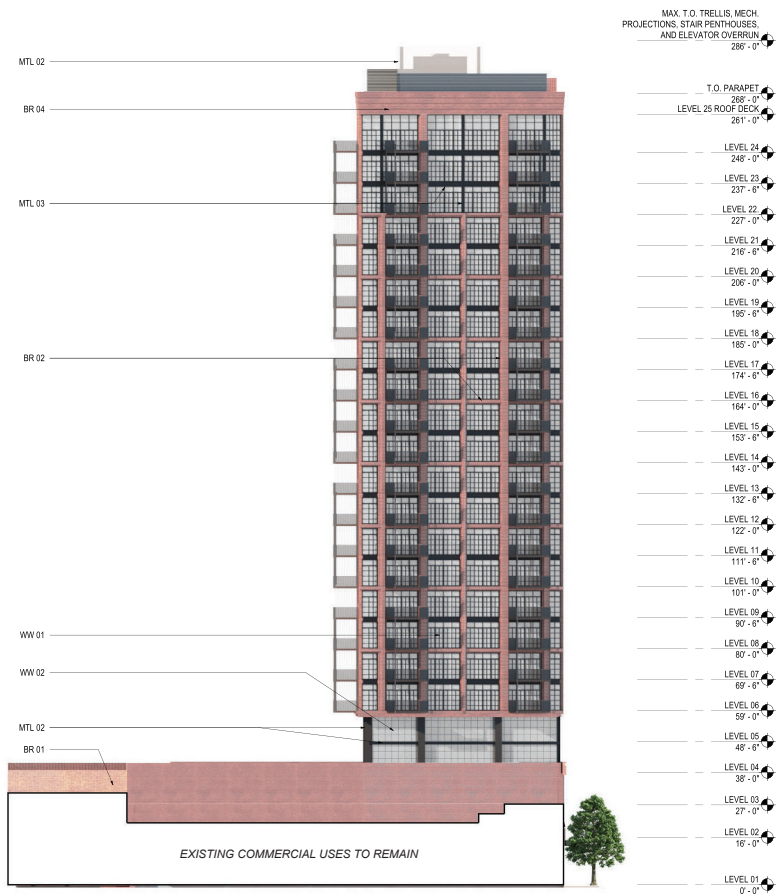


Figure II-3
Conceptual Site Plan



EXTERIOR ELEVATION - SOUTH

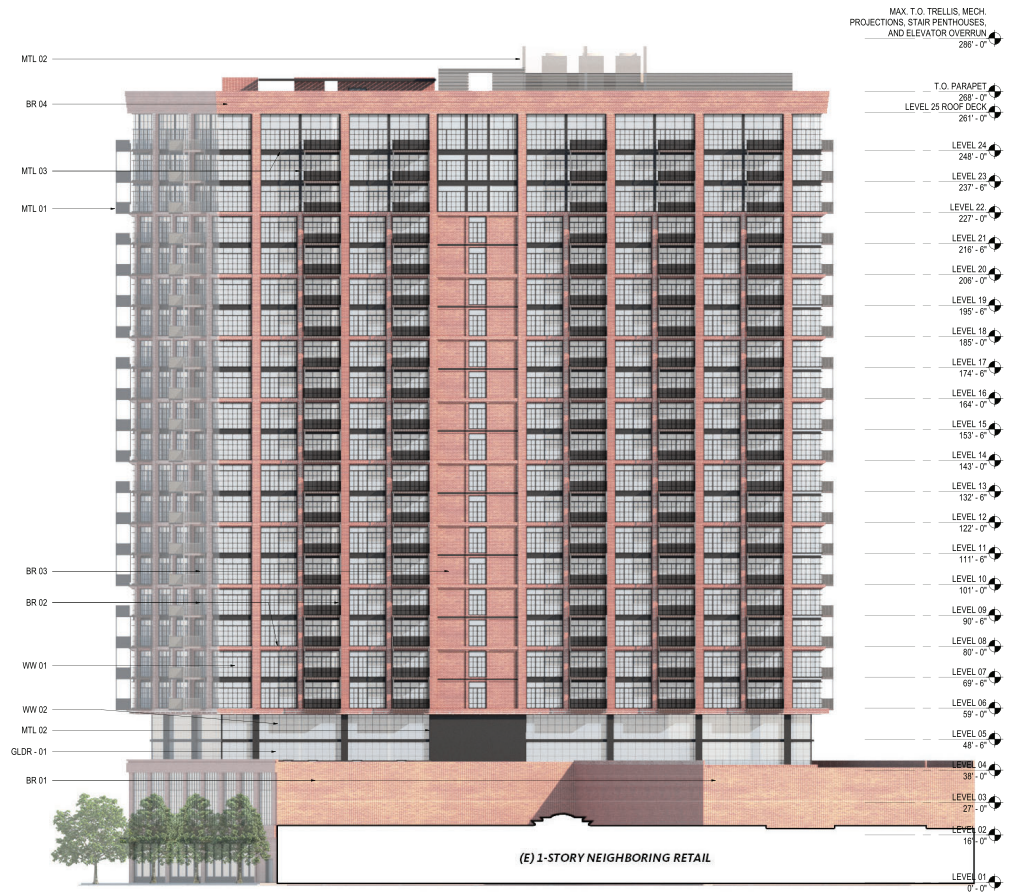


EXTERIOR ELEVATION - EAST

Figure II-5
Building Elevations (South and East)



EXTERIOR ELEVATION - NORTH



EXTERIOR ELEVATION - WEST

Figure II-6
Building Elevations (North and West)

3. Open Space and Landscaping

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 Los Angeles Municipal Code (LAMC). Open space areas would include private balconies, an amenity deck on Level 4, and a roof deck on Level 25. As shown in Figure II-7 on page II-15, the amenity deck on Level 4 would include outdoor and indoor amenities such as a fitness center, outdoor kitchen, pool, and spa. As previously discussed, Level 4 would also include landscaping, including approximately 60 trees, that would be visible from the street and adjacent properties. As shown in Figure II-8 on page II-16, the roof deck would include a pool, spa, seating, and landscaping.

As shown in Figure II-9 on page II-17, the Project would also include landscaping on the ground level. A landscaped planter would extend along a portion of the building frontage on Ivar Avenue near the main lobby entry to the residences. In addition, the building setback at the corner of Selma Avenue and Ivar Avenue would include planters and seating. The Project would retain the two existing magnolia trees located along Selma Avenue, and would enhance the sidewalks surrounding the Development Area with the addition of approximately eight new street trees.⁶ The 12 existing non-protected olive trees located within the Development Area would be removed to accommodate Project development.

4. Access, Public Transit, and Parking

Vehicular access to the Project's above-grade and subterranean parking levels would be provided via two 2-way driveways along Ivar Avenue. The primary driveway would provide residential, retail, and service access to the ground level and subterranean parking levels, while the secondary driveway, located further south along Ivar Avenue, would provide access to the parking area located on Level 2 of the building. Service/loading for the existing commercial buildings to be retained would be provided within the ground level of the new building with access from the primary driveway along Ivar Avenue. Pedestrian access for the new ground level commercial uses would be provided along Selma Avenue and Ivar Avenue, and at the corner of these roadways. Pedestrian access to the main lobby for the residential units would be provided along Ivar Avenue.

The proposed uses, as well as the Project Site's existing commercial uses that are being retained, would be supported by approximately 320 vehicle parking spaces that would be contained in two above-grade parking levels and four subterranean levels to be

⁶ *If it is subsequently determined that it is not feasible to maintain the existing magnolia street trees (e.g., due to changes in project design or access), any trimming or tree removals would be subject to review and approval by the City's Urban Forestry Division and the Board of Public Works.*



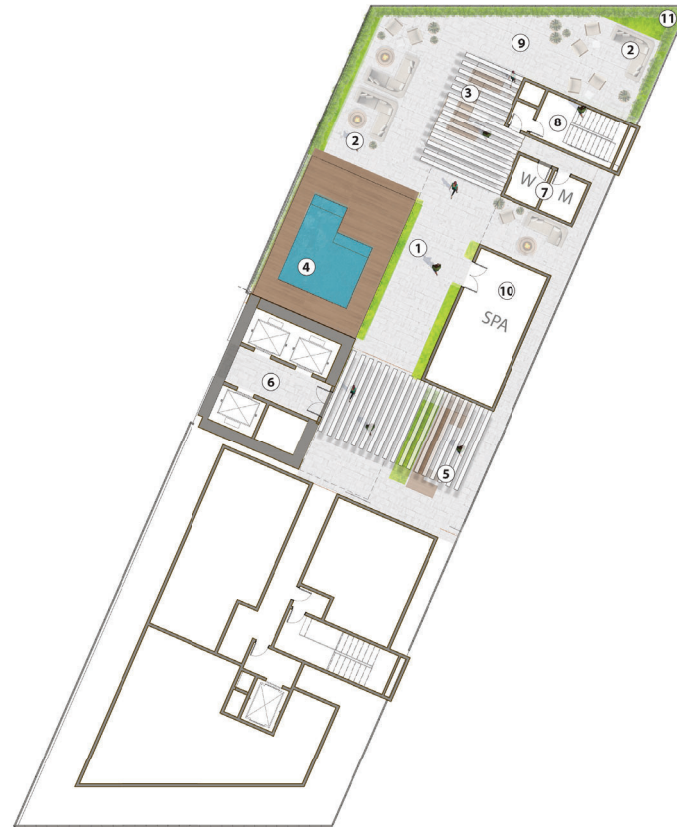
Figure II-7
Conceptual Landscape Plan – Level 4

KEYNOTE LEGEND

1. SHADE PERGOLA
2. OUTDOOR LOUNGE
3. WET BAR WITH SEATING
4. SMALL SPLASH POOL WITH SPA + WOOD DECKING
5. BUILT-IN BENCH AND PLANTER
6. ELEVATORS
7. RESTROOMS
8. STAIRS
9. FLEXIBLE PATIO SPACE
10. INDOOR SPA / WELLNESS AMENITY
11. DROUGHT TOLERANT, NON-FLAMMABLE PERIMETER PLANTINGS

NOTES:

- (2) EXISTING MAGNOLIA TREES ALONG STREET TO REMAIN
- (2) EXISTING OLIVE TREES ON SITE TO BE DEMOLISHED
- PROJECT TOTAL:
 - (A) GROUND FLOOR - 8 TOTAL (MIN. 24-INCH BOX)
 - (B) AMENITY DECK LEVEL - 60 TOTAL (MIN. 24-INCH BOX)
- ALL TREES TO BE MINIMUM 24-INCH BOX SIZE - 68 NEW TREES TOTAL



0 3 6 12 24

Figure II-8
Conceptual Landscape Plan – Roof Level

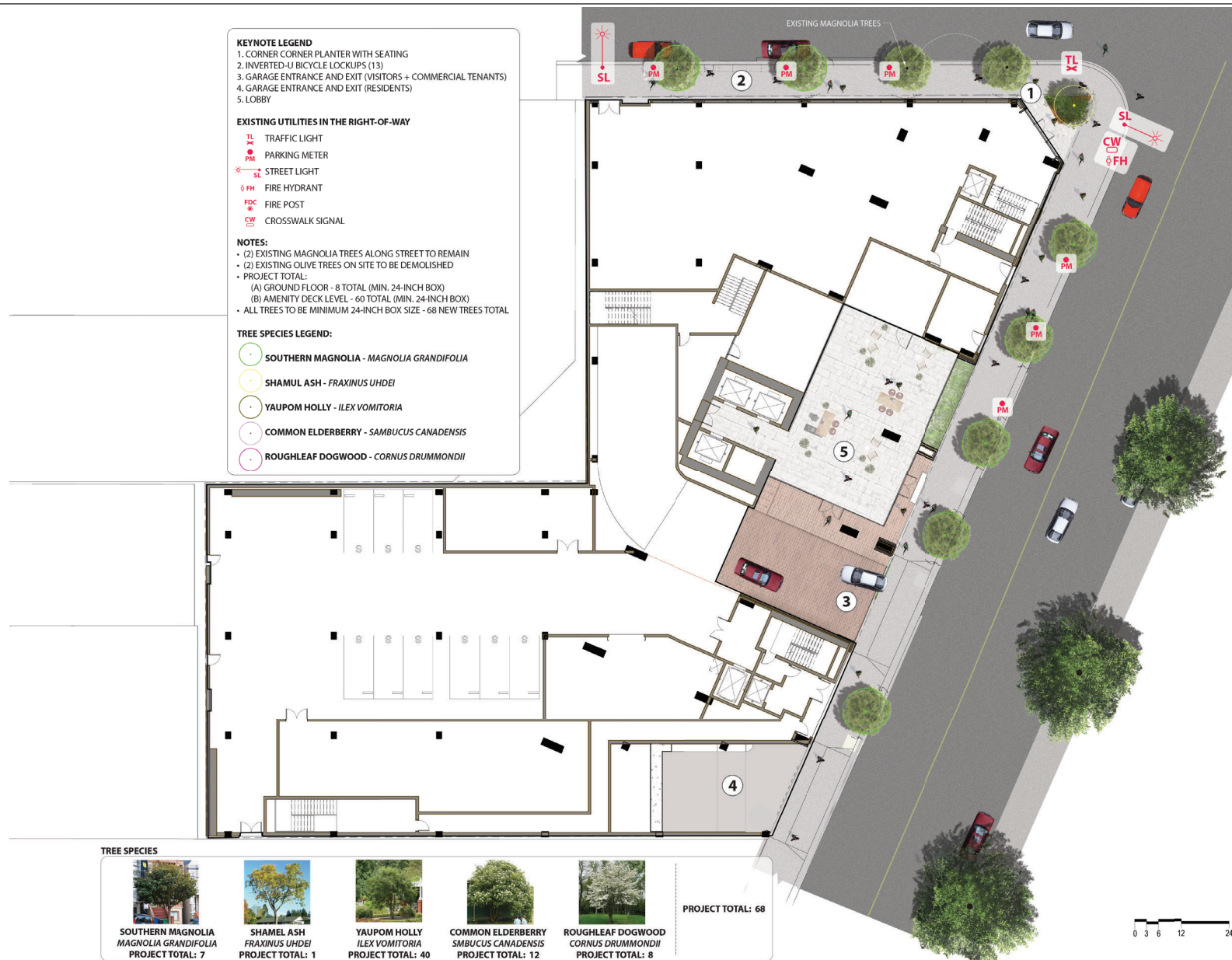


Figure II-9
Conceptual Landscape Plan – Ground Level

constructed as part of the new building. The Project would provide a total of 166 bicycle parking spaces, including 147 long-term spaces and 19 short-term spaces. Short-term bicycle parking would be provided adjacent to the main lobby and outside of the building on the sidewalk along Selma Avenue. Long-term bicycle parking would be located within a bicycle storage area in the parking portion of Level 2 of the proposed building.

The Project is well served by transit and is located within 1,000 feet of the Los Angeles County Metropolitan Transit Authority (Metro) B⁷ Line Hollywood and Vine subway station, providing regional transit access. Additional bus service is provided throughout the Project vicinity by Metro and Los Angeles Department of Transportation (LADOT) Downtown Area Shuttle (DASH), including Metro bus lines 2, 210, and 302; and LADOT DASH Hollywood, Hollywood/Wilshire, and Beachwood Canyon lines.

5. Lighting and Signage

The Project would include low-level exterior lights along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage would be incorporated. All lighting would comply with current energy standards and regulations, as well as design requirements. Project lighting would be designed to provide efficient and effective on-site lighting while minimizing light spill-over from the Project Site, reducing sky-glow, and improving nighttime visibility through glare reduction. Specifically, all on-site exterior lighting, including lighting fixtures on the pool decks, would be automatically controlled via photo sensors to illuminate only when required and would be shielded or directed toward areas to be illuminated to limit spill-over onto neighboring properties. All exterior and interior lighting would meet high energy efficiency requirements utilizing light emitting diode (LED) or efficient fluorescent lighting technology. New street and pedestrian lighting within the public right-of-way would comply with applicable City regulations.

Proposed signage would be designed to be aesthetically compatible with the proposed architecture of the Project and its surroundings. Proposed signage would include identity signage, building and tenant signage, and general ground level and way-finding pedestrian signage that would comply with LAMC and HSSUD signage regulations, as applicable. No new billboards or other off-site advertising are proposed as part of the Project.⁸ The Project would also not include signage with flashing or mechanical properties. Project signage would be illuminated via low-level, low-glare external lighting, internal halo lighting, or ambient light. Exterior lighting for signage would be directed onto signs to avoid creating off-site glare.

⁷ In November 2018, the Metro Board of Directors approved an update to the names of all Metro Rail and Bus Rapid Transit lines to include letters. The Metro B line was formerly the Metro Red line.

⁸ The Project would not alter the existing commercial buildings on the Project Site that would remain, and therefore would also not remove or alter the two existing billboards located atop the existing buildings.

Illumination used for Project signage would comply with light intensities set forth in the LAMC and as measured at the property line of the nearest residentially zoned property.

6. Sustainability Features

The Project's design is based on best practices for smart growth and environmental sustainability, as demonstrated by its mixed-use configuration within an area characterized by an emphasis on walkability, bike-friendly environment, and proximity to public transit.⁹ "Green" principles that would comply with the City of Los Angeles Green Building Code and that would be capable of meeting the standards of LEED® Certified or equivalent green building standards are incorporated throughout the Project. Such features 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.

7. Anticipated Construction Schedule

Construction of the Project would commence with site clearance and demolition of the existing parking lot, followed by grading and excavation for the subterranean parking levels. Building foundations would then be laid, followed by building construction, paving/concrete installation, and installation of landscaping and amenities. The Project would install new utility connections from existing public infrastructure to serve the Project. Project construction is anticipated to occur over an approximately 26-month period and to be completed in 2025. The estimated maximum depth of excavation for the subterranean parking and building foundations would be approximately 50 feet below grade and approximately 69,333 cubic yards of export would be hauled from the Project Site.

E. Requested Permits and Approvals

The list below includes the anticipated requests for approval of the Project. The Environmental Impact Report will analyze impacts associated with the Project and will provide environmental review sufficient for all necessary entitlements and public agency actions associated with the Project. The discretionary entitlements, reviews, permits and

⁹ *The Southern California Association of Governments (SCAG) considers smart growth to be a range of development and conservation strategies that help protect the natural environment and make communities more attractive, economically stronger, and more socially diverse. A balance is sought between economically prosperous, socially equitable, and environmentally sustainable community development. SCAG, Connect SoCal Final Program EIR, May 2020, Section 3.11, Land Use and Planning, p. 3.11-3.*

approvals required to implement the Project include, but are not necessarily limited to, the following:

- Pursuant to the TOC Guidelines and LAMC Section 12.22.A.31, base incentives to allow an increase in FAR of 50 percent or to 3.75:1, whichever is greater, to permit a 50-percent increase in FAR from 3:1 to 4.5:1, and to allow reductions in residential and commercial parking requirements.
- Pursuant to the TOC Guidelines and LAMC Section 12.22.A.31, an additional incentive to reduce the side yards to 5 feet, based on RAS3 zone yard setback requirements.
- Pursuant to LAMC Section 12.28, a Zoning Administrator's Adjustment to further reduce the side yards to zero feet at the second and third above-grade levels of the Project.
- Pursuant to LAMC Section 12.27, a Zone Variance to permit Code-required parking for the existing Project Site buildings to be temporarily located off-site via lease in lieu of a covenant during Project construction activities.
- Pursuant to LAMC Section 16.05, the approval of Site Plan Review findings.
- Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map to merge the Project Site into a single ground lot and to allow the future creation of commercial condominium units, a determination of the Project Site's yards, and approval of a haul route.

In addition to the specific discretionary actions listed above, other discretionary and ministerial permits and approvals may be deemed necessary or will be required, including, but not limited to, temporary street closure permits, street tree removal permits, grading permits, excavation permits, foundation permits, and building permits.