

# HOLLYWOOD CENTER PROJECT

Application for Environmental Leadership Development Project

Prepared for  
MCAF Vine, LLC

May 2018





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Los Angeles, California

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# Application for Environmental Leadership Development Project

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**Project Title:** Hollywood Center Project

**Project Applicant:** MCAF Vine LLC

**Project Location:** Los Angeles, California

## Project Proposal

MCAF Vine LLC; 1750 North Vine LLC; 1749 North Vine Street LLC; 1770 Ivar LLC; 1733 North Argyle LLC; and 1720 North Vine LLC (collectively, the Applicant) proposes a new mixed-use development (Project) on an approximately 4.46-acre site, bounded by Yucca Street, Ivar Avenue, Argyle Avenue, and Hollywood Boulevard (Project Site) in the City of Los Angeles (City). The portion of the Project located between Ivar Avenue and Vine Street is identified as the “West Site,” while the portion located between Vine Street and Argyle Avenue is identified as the “East Site.” The Project is composed of 10 individual parcels, and is currently occupied by the Capitol Records and Gogerty Building (the Capitol Records Complex) and adjoining parking facilities on the East Site, a former rental car facility, and surface parking facilities on the West Site.

The Project would remove existing underutilized surface parking areas and the approximately 1,237 square foot former rental car facility (currently leased and utilized by the American Musical and Dramatic Academy College and Conservatory of the Performing Arts) on the West Site and surface parking on the East Site (the Capitol Records Complex would be preserved although its supporting parking area would be altered) and would construct in their place new mixed-use high rise developments to include residential uses including senior affordable units, ground floor fast food/coffee shops and high-turnover sit-down restaurant spaces, public paseos providing contiguous pedestrian access through the site from west to east, landscaping, and vehicle and bicycle parking. The entire Project would have a floor-area ratio (FAR) of 6.975:1 and would develop approximately 1,287,150 square feet of new zoning floor area.

The West Site would be developed with a 35-story “West Building” and an 11-story “West Senior Building.” The West Building would contain 449 market rate residential dwelling units with associated residential common spaces and 12,691 zoning square feet of retail uses. The West Building would have a total floor area of approximately 582,640 square feet. The West Senior Building would contain 68 senior affordable dwelling units and associated residential common

spaces. The West Senior Building would have a total floor area of approximately 66,104 square feet. The West Building and West Senior Building and would be connected by a basement which would contain five floors of subterranean parking with 837 total parking spaces.

The East Site would preserve the existing Capitol Records Complex and be developed with a 46-story “East Building” and an 11-story and “East Senior Building.” There are two scenarios being considered for the East Site: a Residential Scenario and a Hotel Scenario, both of which would have the same massing, commercial square footage, and parking outdoor open space configuration areas. The Residential Scenario would contain 423 market rate residential dwelling units with associated residential common spaces and 17,485 zoning square feet of retail uses in the East Building. In addition, the Residential Scenario would include 65 senior affordable dwelling units and associated residential common space in the East Senior Building. The Hotel Scenario would contain 319 market rate residential dwelling units, 220 hotel rooms, associated common spaces, and 17,485 square feet of retail uses in the East Building. In addition, the Hotel Scenario would include 48 affordable dwelling units and associated common space in the East Senior Building. In both scenarios, the East Senior Building and East Building would be connected by a basement which would contain five floors of subterranean parking with 684 total parking spaces.

The Project includes a variety of recreational and outdoor open spaces to create a unique pedestrian experience adjacent to the Capitol Records Complex. Based on the number of dwelling units and unit types, the Project would provide approximately 120,175 square feet of usable open space. The ground floor includes approximately 29,956 square feet of publicly accessible open space, designed to encourage pedestrian activity. The publicly accessible open space design was inspired by the local context including a series of well-loved courtyards, historical and cultural landmarks and world tourist destinations such as the Walk of Fame, the intersection of Hollywood Boulevard and Vine Street, Capitol Tower, the Jazz Mural, the Egyptian, Crossroads of the World, and Grauman's Chinese Theatre.

The open space plan would strengthen the connection in the immediate area and provide a number of cultural and social amenities in order to promote the use of public open space with pedestrian linkages; enhance walkability; provide substantive, active, quality spaces that adequately frame adjacent buildings, and; create a variety of outdoor living spaces and environments ranging from intimate social spaces to large plazas. The open space design creates a sequence of unique, integrated multi-programmed outdoor courtyards that would function as local gathering places.

Vehicular site access to the Project would be provided by driveways located on Ivar Avenue, Yucca Street, and Argyle Avenue. Access to the West Site would be provided via a driveway on Ivar Avenue. Loading access to the West Site would also be provided via Ivar Avenue. Access to the East Site would be provided via an alley off Argyle Avenue. Loading access to the East Site would also be provided via Argyle Avenue. The Yucca Street driveway, located between Vine Street and Argyle Avenue, also provides access to the East Site parking facilities, as well as direct access to the Capitol Records Complex. There would be no vehicular access on Vine Street.

The Project would provide up to 1,521 vehicle parking spaces, including 1,242 spaces dedicated to residential parking, 182 spaces provided for commercial uses, and 97 spaces reserved for the existing Capitol Records Complex use. Bicycle parking would also be provided consistent with the requirements of the Los Angeles Municipal Code (LAMC), with 551 bicycle parking spaces under the Residential Scenario and 554 bicycle parking spaces under the Hotel Scenario.

The Project Site contains 19 existing street trees and 49 existing on-site trees, none of which are protected. All existing trees would be removed and the Project would include the addition of 130 trees on the West Site and 122 trees on the East Site. In addition, planting areas would consist of native plants, shrubs, perennials, and ground-cover to the Project Site. Both the West Site and East Site would provide a large elevated garden on Level 2, outdoor amenity spaces with planting areas and canopy trees, and a rooftop terrace on the senior buildings with planting areas and canopy trees. Landscaping would be provided along the street edges and throughout all of the Project's open space and would be selected from a large pallet of native plants.

The Applicant is requesting approval of the following entitlements:

- Pursuant to the Los Angeles Municipal Code (LAMC) Section 12.32-F, a **Zone Change** to C2-SN;
- Pursuant to LAMC Section 12.32-Q, a **Height District Change** for the Property to remove the D Limitation;
- Pursuant to 11.5.11(e) and subsequently California Government Code Section 65915(k), three incentives, concessions, reductions, or modifications of zoning code requirements to provide for affordable housing costs:
  - A Floor Area Modification to allow an additional 35 percent of floor area (increasing the total allowable FAR to 8.1:1 FAR; however, the Project proposed uses at 6.975:1 FAR);
  - A development modification for balcony floor area to exclude residential balconies and terraces from consideration as floor area, as defined by LAMC Section 12.03; and
  - A development modification to allow a greater number of smaller affordable units with less bedrooms to accommodate Senior Affordable Housing units in lieu of providing the requisite number of Restricted Affordable Units;
- Pursuant to LAMC Section 12.24-W.1, a **Master Conditional Use Permit** for the sale or dispensing of alcoholic beverages for on-site and off-site consumption;
- Pursuant to LAMC Section 12.24-W.19, a **Conditional Use Permit** for a unified development to allow floor area ratio averaging and residential density transfer between the East Site and the West Site;
- Pursuant to LAMC Section 16.05, a **Site Plan Review** for a development that results in an increase of 50 or more dwelling units and/or guest rooms or generates more than 1,000 average daily trips;
- Pursuant to LAMC Section 17.15, a **Vesting Tentative Tract Map No. 82152** to merge (i) an alley to add 1,267 square feet of the Property and (ii) portions along the sidewalk of Yucca Street and both sides of Vine Street to add 5,114 square feet to the Property; and
- Pursuant to California Government Code Sections 65864-65869.5, a **Development Agreement** between the Applicant and the City of Los Angeles.

## Project Site

The Project Site currently consists of existing surface parking and a former rental car facility (currently leased and utilized by the American Musical and Dramatic Academy College and Conservatory of the Performing Arts) on the West Site and existing parking and the Capitol Records Complex on the East Site. The Project Site is located within the Hollywood Community Plan area and the Hollywood Redevelopment Plan area of the City. The approximately 4.46-acre Project Site is bounded by Yucca Street to the north and spans portions of two city blocks, bounded by Ivar Avenue to the west and Argyle Avenue to the east, and is bifurcated by Vine Street. Land uses in the vicinity of the Project Site are comprised primarily of neighborhood-serving commercial, tourist and entertainment-related commercial uses, offices, hotels, and medium- to high-density residential developments.

The Project vicinity is highly urbanized and generally built-out. The local vicinity is part of the active regional center of Hollywood with a mix of commercial, studio/production, office, entertainment, and residential uses. Adjacent development to the north of the Project Site includes commercial development, ranging from one-story to eighteen-stories, a one-story building, and a Los Angeles Department of Water and Power station. The recently constructed 18-story, 114-unit mixed-use residential building at 6226 Yucca Street and the 15-story, and the 216-room Kimpton Everly Hotel at 1800 Argyle Boulevard are located immediately north of the Project Site. Two-story multi-family homes and a five-story mixed-use development are located to the east of the Project Site. Surface parking, commercial uses, and mixed-use development are located south of the Project Site, ranging from one-story to twelve-stories, including the 10-story Hollywood Pantages Theatre. The structures directly west of the Project Site on the west side of Ivar Avenue include the 12-story Hotel Hollywood and various retail, restaurant, and service uses.

The Project Site is well served by a network of regional transportation facilities, and is located within a Transit Oriented District (TOD). Various public transit stops operated by the Los Angeles County Metropolitan Transportation Authority (Metro) and Los Angeles Department of Transportation (LADOT) are located in close proximity to the Project Site. The nearest Metro Red Line station at Hollywood Boulevard/Vine Street, is located approximately 600 feet south of the Project Site. Bus transit access is provided to a number of Metro and LADOT bus routes at multiple stops located within one block of the Project Site. These bus routes include Metro Rapid Line 780, Metro Local Lines 180/181, 210, 212/312, 217, and 222, and LADOT Downtown Area Short Hop (DASH) Hollywood, DASH Beachwood Canyon, and DASH Hollywood/Wilshire. The Hollywood Freeway (US Route 101) is approximately 500 feet north of the Project Site; Interstate 10 is approximately five miles to the south; Interstate 110 is approximately five miles to the southeast; Interstate 5 is approximately five miles to the east; State Route 134 is approximately four miles to the north; and Interstate 405 is approximately eight miles to the southwest.

## Consistency with Statutory Requirements for CEQA Streamlining

This application was prepared in accordance with the Governor's Guidelines for Streamlining Judicial Review under the California Environmental Quality Act (CEQA), which is provided on the Governor's Office of Planning and Research Website (<http://www.opr.ca.gov/ceqa/california-jobs.html>).

The following information (in addition to all exhibits) is submitted to establish that the Project satisfies the statutory requirements for CEQA streamlining as further informed by the criteria set forth in the Governor's Guidelines under California Public Resources Code Section 21178 et seq.

### **Information to show the project is residential, retail, commercial, sports, cultural, entertainment, or recreational in nature.**

The Project is a mixed-use development that is both residential and commercial in nature, located on property zoned as (T)(Q)C2-2-SN and C4-2D-SN<sup>1</sup>, which allows for multi-family residential development and commercial uses. As previously stated, the Project would include 872 market rate multi-family residential units in the Residential Scenario, (or 768 market rate multi-family residential units in the Hotel Scenario), 133 senior affordable dwelling units (or 116 senior affordable dwelling units in the Hotel Scenario) and 30,176 zoning square feet of neighborhood serving commercial uses (in both scenarios).

The residential units would include a large range of housing types to serve a broad section of the housing market, including singles, small families, empty-nesters as well as few larger units that could accommodate a larger family, and senior citizens via the incorporation of senior affordable units on both the Project's East and West Sites. The unit mix would include 1-, 2-, and 3-bedroom units. The Project's commercial uses would meet needs of neighborhood residents. The specific commercial uses may vary; however, it is expected that a substantial amount of the commercial area would be devoted to restaurant and retail uses.

Amenity/open space would be provided within buildings and through streetscaping and landscaping. Open space and recreation facilities for residents would be located on the second floor consisting of a fitness center in both towers; a large garden on Level 2 of both towers, and a rooftop terrace on both towers. At the pedestrian level, the Project would provide public paseos providing contiguous pedestrian access through the Project Site from west to east.

Proposed site plans for the Project are attached as **Exhibit 1**. A rendering of the Project is attached as **Exhibit 2**.

<sup>1</sup> On or about July 24, 2013, the City's City Council approved Ordinance No. 182,636 (effective on or about July 26, 2013) that amended the Property's zoning from C4-2D-SN to (T)(Q)C2-2-SN. On or about April 30, 2015, the Los Angeles Superior Court issued a ruling invalidating the City's adoption of Ordinance No. 182,636. The Superior Court's ruling is currently under appeal. However, the Applicant is hereby requesting a zone change that would supersede Ordinance No. 182,636; therefore, Ordinance No. 182,636 would be superseded and upon the City's approval of the requested zone change.

**Information to show the project, upon completion, will qualify for LEED Gold Certification or better. The application shall specify those design elements that make the project eligible for LEED Gold Certification or better, and the applicant shall submit a binding commitment to delay operating the project until it receives LEED Gold Certification or better. If, upon completion of construction, LEED Gold Certification or better is delayed as a result of the certification process rather than a project deficiency, the applicant may petition the Governor to approve project operation pending completion of the certification process.**

The Project would include design and construction decisions that have the potential to reduce energy and water use, promote resource conservation through redevelopment and the sourcing of local construction materials, and create healthier indoor environments. The Project would achieve the United States Green Building Standards (USGBC) Leadership in Energy and Environmental Design (LEED) Gold Certification. Achieving LEED Gold Certification requires obtaining at least 60 points satisfying seven categories, which can be organized into three overarching themes: Siting and Transportation, Building Performance, and Material Selection. The end result is a positive impact on resource conservation, the built environment, and the local community.

Because there are multiple buildings proposed on each site, the Project shall utilize the following documents:

- USGBC and the Green Business Certification, Inc. (GBCI) 2014 LEED Campus Guidance for Projects on a Shared Site.
- LEED v4 Building Design and Construction (BD+C) for New Construction rating system.

Both the East and West sites of the Project will submit as a Master Site – a certification process that allows projects that are on a shared site to document campus credits that are applicable to the entire site and buildings. Examples of campus credits include Location and Transportation Credit 7 (LTc7 – Reduced Parking Footprint) and Sustainable Sites Credit 5 (SSc5 – Heat Island Reduction). This approach allows for efficiencies in the LEED management and documentation process. As a complement to the Master Site approach, the Project would then pursue individual LEED certifications for each building (i.e., two on the West Site and two on the East Site, totaling four). Information regarding the LEED measures that the Project would achieve is provided below.

**Siting, Transportation, and Mixed Use:** This overarching theme addresses preservation of undeveloped property by encouraging infill development, adaptive re-use of existing historic buildings, and facilitating pedestrian activity by integrating a diversity of uses and providing convenient access to public transportation. The Project has been designed as high-density residential uses with neighborhood serving commercial uses on an underdeveloped site (currently the site is primarily surface parking lots) proximate to entertainment and employment, and would integrate a range of residential and commercial uses around public and private open spaces. The Project is located in a prime urban location in Hollywood in proximity (i.e., within a one-half mile) to transit including the Metro Red Line Hollywood and Vine Station and bus routes (Metro Rapid Line 780, Metro Local Lines 180/181, 210, 212/312, 217, and 222, and LADOT DASH Hollywood, DASH Beachwood Canyon, and DASH Hollywood/Wilshire). The Project Site is

also located in proximity to restaurants and coffee shops, grocery stores, laundry/dry cleaner, movie theater, fitness center/gym uses, banks, and other service uses.

The Project would facilitate pedestrian access to the Project Site via sidewalks around the perimeter of the Project Site, as well as a wide, landscaped paseo extending east-west through the Project Site. Residents, visitors, patrons, and employees arriving to the Project Site by bicycle would have the same access opportunities as pedestrians and would be able to utilize on-site bicycle parking. The Project design would also include lighting of entryways, publicly accessible areas, and common building and open space areas associated with the residential units and hotel rooms for pedestrian way-finding and security purposes.

The urban location of the Project Site in Hollywood enables the Project to achieve many of the LEED Location and Transportation category credits including access to high-quality public transit and on-site Project electric vehicle (EV) charging stations (the West Site would contain 84 EV parking spaces and the East Site would contain 69 EV parking spaces). In terms of the LEED Sustainable Sites category credits, the Project is planning to incorporate rainwater management strategies such as pervious paving. The Project would provide 100 percent subterranean parking and light-colored, reflective paving materials to reduce the urban heat island effect relative to the existing site, which is primarily surface parking lots.

**Building Performance:** This overarching theme emphasizes water and energy efficiency to maximize livability with reduced resource consumption. The Project would incorporate high performance building envelopes to maximize energy efficiency and high-efficiency fixtures and appliances to optimize building energy performance to achieve a minimum of a 20 percent reduction from the LEED baseline (i.e., ASHRAE 90.1-2010 standards). The Project would incorporate high efficiency water fixtures and comply with the California Department of Water Resources Model Water Efficient Landscape Ordinance to maximize water efficiency and reduce water use. The Project would include other specific design features that would be incorporated into the Project design to enhance energy and water efficiency, such as incorporating rainwater management strategies such as a green roof, rainwater capture, and pervious paving. The Project would also be graywater ready by incorporating graywater plumbing.

**Material Selection:** This overarching theme attempts to reduce the building's life cycle impact through the selection of upcycled, recycled, and locally sourced materials where feasible and also minimize exposure to environmental toxins by choosing low volatile organic compound (VOC) materials. The Project would incorporate materials and products with environmental product declarations (EPD) and health product declarations (HPD), which are materials and products with verified and registered disclosure documents that communicate transparent and comparable information about the life-cycle environmental impact of materials and products and disclosure of the potential chemicals of concern in materials and products. In addition, the Project would divert at least 75 percent of nonhazardous construction and demolition materials by utilizing City-approved construction and demolition haulers and implementation of a construction waste management plan.

Green building features consistent with the Project's LEED Gold certification that would result in quantifiable reductions in GHG emissions would include the following:

**Green Building Features:** The Project will achieve the USGBC LEED Gold Certification and will be designed and operated to meet or exceed the applicable requirements of the State of California Green Building Standards Code and the City of Los Angeles Green Building Code. A summary of key green building and LEED measures are provided below:

- The Project will incorporate heat island reduction strategies for 50 percent of the Project Site hardscapes or provide 100 percent structured parking for the Project uses and incorporate heat island reduction strategies for the Project roof areas.
- The Project will promote alternatives to conventionally fueled automobiles by providing electric vehicle charging stations and/or preferred parking for alternative-fuel vehicles, low-emitting, and fuel-efficient and ride-sharing vehicles.
- The Project will optimize building energy performance with a 20 percent reduction from the LEED baseline consistent with LEED requirements (equivalent to approximately 11.6 percent reduction from the 2016 Title 24 standards) (DOE 2014, Energy Star 2018).<sup>2</sup>
- The Project will reduce water consumption by 40 percent for indoor water and 50 percent for outdoor water from the LEED usage baseline.
- The Project will provide on-site recycling areas with containers to promote the recycling of paper, metal, glass, and other recyclable materials and adequate storage areas for such containers.

The LEED measures described above would contribute the Project achieving LEED Gold Certification, obtaining at least 60 points satisfying seven categories, as organized into the three overarching themes above: Siting and Transportation, Building Performance, and Material Selection. The GHG Emissions Offset Approach for the Hollywood Center Project / LEED Measures, dated May 2018, is attached as **Exhibit 3**.

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<sup>2</sup> The 2013 ASHRAE 90.1 Determination for High-Rise Apartments reports an 8.4% savings in new building Source Energy Use Intensity (EUI) compared to 2010 ASHRAE 90.1. The EPA recommends using Source Energy as most equitable unit of evaluation so Source EUI was compared between 2013 and 2010. The Project LEED checklist states it will be 20% more efficient than the LEED baseline, which uses the 2010 ASHRAE 90.1 Standard. Therefore, compared to 2016 Title 24 Building Energy Efficiency, which is aligned with the 2013 ASHRAE 90.1 standards, the Project would be 11.6 percent (20 percent - 8.4 percent) more efficient than 2016 Title 24 standards.

**Information to show the project will achieve at least 15 percent greater transportation efficiency, as defined in Public Resources Code section 21180(c), than comparable projects. The applicant shall provide information setting forth its basis for determining and evaluating comparable projects and their transportation efficiency, and how the project will achieve at least 15 percent greater transportation efficiency. For residential projects, the applicant shall also submit information demonstrating that the number of vehicle trips by residents divided by the number of residents is 15 percent more efficient than for comparable projects. For the purpose of this provision, comparable means a project of the same size, capacity and location.**

The Project is considered an “infill” project, as it is replacing existing commercial/underutilized space with a high-density, mixed-use development. The Project Site is located in the Hollywood Community Plan Area of the City. The Project Site is located approximately 500 feet south of the Hollywood Freeway (US Route 101), which connects the San Fernando Valley and Downtown Los Angeles.

The Project would include a mix of residential and neighborhood serving commercial uses (restaurant and retail) as well as publicly accessible open space, which would provide convenient local destinations for the residential element of the Project without having to drive to other locations. The mix of uses on and around the Project Site provides for internal capture of vehicle trips that would otherwise occur without the mix of uses. The Project is also located in a highly-walkable area of Hollywood with excellent access to high-quality transit service that would provide convenient access to local employment, shopping and entertainment opportunities without using a car for the residents of the Project. The Project Site is located within a TOD and is accessible via multiple modes of public transportation. Metro and LADOT operate an extensive system of rapid and local bus lines in the Hollywood community. The Metro Red Line station at Hollywood Boulevard/Vine Street is located approximately 600 feet south of the Project Site, and allows immediate access to the Metro Red Line subway. The Metro Red Line provides high-capacity, high-frequency transit service along the high-density corridor through North Hollywood, Hollywood, and Downtown Los Angeles. Bus transit access is provided to a number of Metro and LADOT bus routes at multiple stops located within one block of the Project Site. These bus routes include Metro Rapid Line 780, Metro Local Lines 180/181, 210, 212/312, 217, and 222, and LADOT DASH Hollywood, DASH Beachwood Canyon, and DASH Hollywood/Wilshire.

Bicycle access to the Project Site is provided via routes with shared lane markings or “sharrows” on Yucca Street, Vine Street, and Wilcox Avenue. Pedestrian access to the Project would be provided via sidewalks around the perimeter of the Project Site, as well as a wide, landscaped paseo extending east-west through the Project Site. Residents, visitors, patrons, and employees arriving to the Project Site by bicycle would have the same access opportunities as pedestrians, and would be able to utilize on-site bicycle parking facilities. The paseo would be open to the public at all times.

A transportation demand management (TDM) program will be implemented to reduce the Project’s single occupant vehicles trips and increase the trips arriving via alternative modes of transportation (e.g., walking, bicycle, carpool, vanpool, and transit). The TDM program will

include design features, transportation services, education, and incentives intended to reduce the amount of single occupant vehicles during commuter peak hours. The TDM program may include the following strategies:

- Parking
  - Unbundle residential parking
  - Unbundle commercial parking coupled with pricing workplace parking and parking cash-out
  - Contribute to LADOT Express Park program to upgrade local parking meter technology
  - Daily parking discount for Metro Commuters
- Transit
  - Provide a location on-site at which to purchase Metro passes and bus info
  - Transit subsidies (residential and commercial employees)
  - Provide parking spaces for monthly lease to non-resident Metro park n ride users
  - Provide discounted daily parking to non-resident Metro transit pass holders
  - Bus stop upgrades
  - Upgrade/repair public sidewalks on route to Metro Red Line Hollywood/Vine Station
- Commute Trip Reductions
  - Commute trip reduction program:
    - rideshare (carpool/vanpool) matching and preferential parking
    - guaranteed ride home (e.g., monthly Uber/Lyft/taxi reimbursement)
    - alternative work schedules and telecommute
  - Business center/work center for residents working at home
- Shared Mobility
  - On-site car share
  - Rideshare matching
  - On-site bike share station and/or subsidized membership (residents, employees); on-site guest bike share service (hotel) (if/when public bike share comes to Hollywood)
  - LADOT Mobility Hub program
- Bicycle Infrastructure
  - Develop a bicycle amenities plan
  - Bicycle parking (indoors & outdoors)
  - Bike lockers, showers, and repair station

- Convenient access to on-site bicycle facilities (wayfinding, etc.)
- Contribution towards City’s Bicycle Plan Trust Fund
- Site Design
  - Integrated pedestrian network within and adjacent to site (transit, bike, ped friendly)
- Education & Encouragement
  - Transportation information center, kiosks and/or other on-site measures
  - Tech-enabled mobility: website/mobile app (comprehensive commute planning, on-demand rideshare matching, shared-ride reservations, real-time traffic/transit information, push notifications about transportation choices, etc.)
  - Marketing and promotions (including digital gamification – participants can log trips for prizes, promotions, discounts for local merchants, incentives, etc.)
- Management
  - On-site TDM program coordinator and administrative support
  - Conduct user surveys
  - Join future Hollywood Transportation Management Organization (TMO)

Based on the findings of the ELDP Transportation Efficiency Analysis for the Hollywood Center Project prepared by Fehr and Peers for the Project, the Project’s location in the dense, infill, transit-friendly Hollywood community environment, its mixed-use character resulting in internal trip capture, and its proposed TDM strategies would reduce the Project’s estimated daily vehicular trip generation estimates by 19 percent for the Hotel Scenario and 19 percent for the Residential Scenario as compared to a comparable mixed-use project. Therefore, both proposed Project scenarios would result in substantially more than the 15 percent greater transportation efficiency requirement.

The ELDP Transportation Efficiency Analysis for the Hollywood Center Project, dated April 18, 2018, is attached as **Exhibit 4**.

**Information to show the project is located on an infill site, defined at Public Resources Code Section 21061.3, and in an urbanized area, as defined at Public Resources Code Section 21071.**

The Project is located on an infill site. Under Public Resources Code Section 21061.3, an “infill site” is defined as a site that “has been previously developed for qualified urban uses.” In turn, a “qualified urban use” is defined, pursuant to Public Resources Code Section 21072, as “any residential, commercial, public institutional, transit or transportation passenger facility, or retail use, or any combination of those uses.” The Project Site meets this definition as it is currently developed with existing commercial space consisting of parking spaces, the Capitol Records Complex, and a former rental car facility. Additionally, the Project is located in an “urbanized area,” which is defined under Public Resources Code Section 21071 as “an incorporated city” that meets the criteria of having a population of at least 100,000 persons. The City, which is an incorporated city, has an estimated population of 4,041,707 in 2017 according to the 2017

estimates prepared by the California Department of Finance (DOF 2017). Thus, the Project would represent an urban infill development since it would be located on a site that meets the definition of an infill site in an urbanized area and would be considered a qualified urban use.

**The information required by Public Resources Code section 21180(b)(1) is available for projects within a metropolitan planning organization for which a sustainable communities strategy or alternative planning strategy is in effect. For the purposes of this provision, “in effect” means that the sustainable communities strategy or the alternative planning strategy has been adopted by the metropolitan planning organization, and that the Air Resources Board has accepted the metropolitan planning organization’s determination that the sustainable communities strategy or alternative planning strategy meets the adopted greenhouse gas reduction targets and is not the subject of judicial challenge.**

California Senate Bill (SB) 375 was passed by the State Assembly on August 25, 2008 and signed into law by the Governor on September 30, 2008. This legislation links regional planning for housing and transportation with the greenhouse gas (GHG) reduction goals outlined in California Assembly Bill (AB) 32. Under SB 375, each Metropolitan Planning Organization (MPO) is required to adopt a Sustainable Community Strategy to encourage compact development that reduces passenger vehicle miles traveled (VMT) and trips so that the region will meet a target, created by the California Air Resources Board (CARB), for reducing GHG emissions.

The Project is within the jurisdiction of the Southern California Association of Governments (SCAG). On April 4, 2012, SCAG’s Regional Council adopted the 2012–2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS): Towards a Sustainable Future (2012–2035 RTP/SCS). On April 7, 2016, SCAG’s Regional Council adopted the 2016-2040 RTP/SCS: A Plan for Mobility, Accessibility, Sustainability and a High Quality of Life. The 2016-2040 RTP/SCS reaffirms the land use policies that were incorporated into the 2012-2035 RTP/SCS. On June 28, 2016, CARB accepted SCAG’s quantification of GHG emission reductions from the 2016 SCS and the determination that the 2016 SCS would, if implemented, achieve the 2020 and 2035 GHG emission reduction targets established by CARB (CARB 2016).

The purpose of the SCAG RTP/SCS is to achieve its assigned regional per capita GHG reduction targets for the passenger vehicle and light-duty truck sector established by CARB pursuant to SB 375. SCAG’s RTP/SCS plans for regional population growth using smart land use strategies. As part of the SCS/RTP, “transportation network improvements would be included, and more compact, infill, walkable and mixed-use development strategies to accommodate new region’s growth would be encouraged to accommodate increases in population, households, employment, and travel demand.” (SCAG 2015) Moreover, the RTP/SCS states that while “[p]opulation and job growth would induce land use change (development projects) and increase VMT, and would result in direct and indirect GHG emissions,” the RTP/SCS would “supports sustainable growth through a more compact, infill, and walkable development pattern.” (SCAG 2015) Accordingly, the RTP/SCS outlines the region’s plan for integrating the transportation network and related strategies with an overall land use pattern that responds to projected growth, housing needs, changing demographics, and transportation demands. Additionally, the RTP/SCS demonstrates the region’s ability to attain and exceed the GHG emission-reduction targets set forth by CARB. The majority of new housing and job growth is focused in high-quality transit areas (HQTA) and

other opportunity areas in existing main streets, downtowns, and commercial corridors, resulting in an improved jobs-housing balance and more opportunity for transit-oriented development (TOD). This overall land use development pattern supports and complements the proposed transportation network that emphasizes system preservation, active transportation, and transportation demand management TDM measures.

Adopted strategies for the reduction of GHG emissions, as part of the 2012–2035 RTP/SCS and the 2016-2040 RTP/SCS, have the potential to significantly change the region’s land use and travel patterns to achieve GHG reductions by 2020, 2035, and 2040. Such strategies include (but are not limited to) the following:

- Compact growth in areas accessible to transit;
- Half of all new development on three percent of the region’s land use;
- More multi-family housing, jobs, and housing closer to transit;
- New housing and job growth focused in HQTAs; and
- Investments in biking and walking infrastructure to improve active transportation options and transit access.

Consistent with the RTP/SCS, the Project proposes higher density, consistent with compact growth, on a parcel of infill urban land accessible to and well served by public transit including frequent and comprehensive transit services provided by the nearby Metro Red Line, which provides convenient access to locations within North Hollywood, Universal City, Hollywood and Downtown Los Angeles and direct connections to the Metro Gold, Purple, and Expo lines that provide transit service to a multitude of locations throughout the Los Angeles region. The Project would be located within a quarter-mile of public transportation, including existing Metro bus routes with 15-minute or less service frequency in the vicinity of the Project Site during peak commute hours based on a review of Metro timetables (e.g., 180/181, 210, 212/312, and 217)<sup>3</sup> and LADOT Dash Beachwood, Dash Hollywood. The SCAG objective of locating multi-family housing in proximity to jobs and transit would be accomplished by the Project. New housing and job growth, as a result of the completed Project, is focused in a HQTA, which SCAG defines as an area within a half mile of a well-served transit stop. A well-service transit stop is one which has a 15 minute or less service frequency during peak commute hours” (CARB 2012). As discussed above, the Project would be consistent with this strategy.

The Project would also be consistent with the general land use designation, density, and building intensity outlined in the SCAG 2016–2040 RTP/SCS. Using data collected from local jurisdictions, including General Plans, SCAG categorized existing land use into “land use types,” then combined these land use types into 35 place types, and then classified sub-regions into one of three land use development categories: urban, compact, or standard. SCAG used each of these three categories to describe the conditions that exist and/or are likely to exist within each specific area of the region (SCAG 2016).

<sup>3</sup> Metro timetables are available on the Metro website: <https://www.metro.net/riding/maps/>.

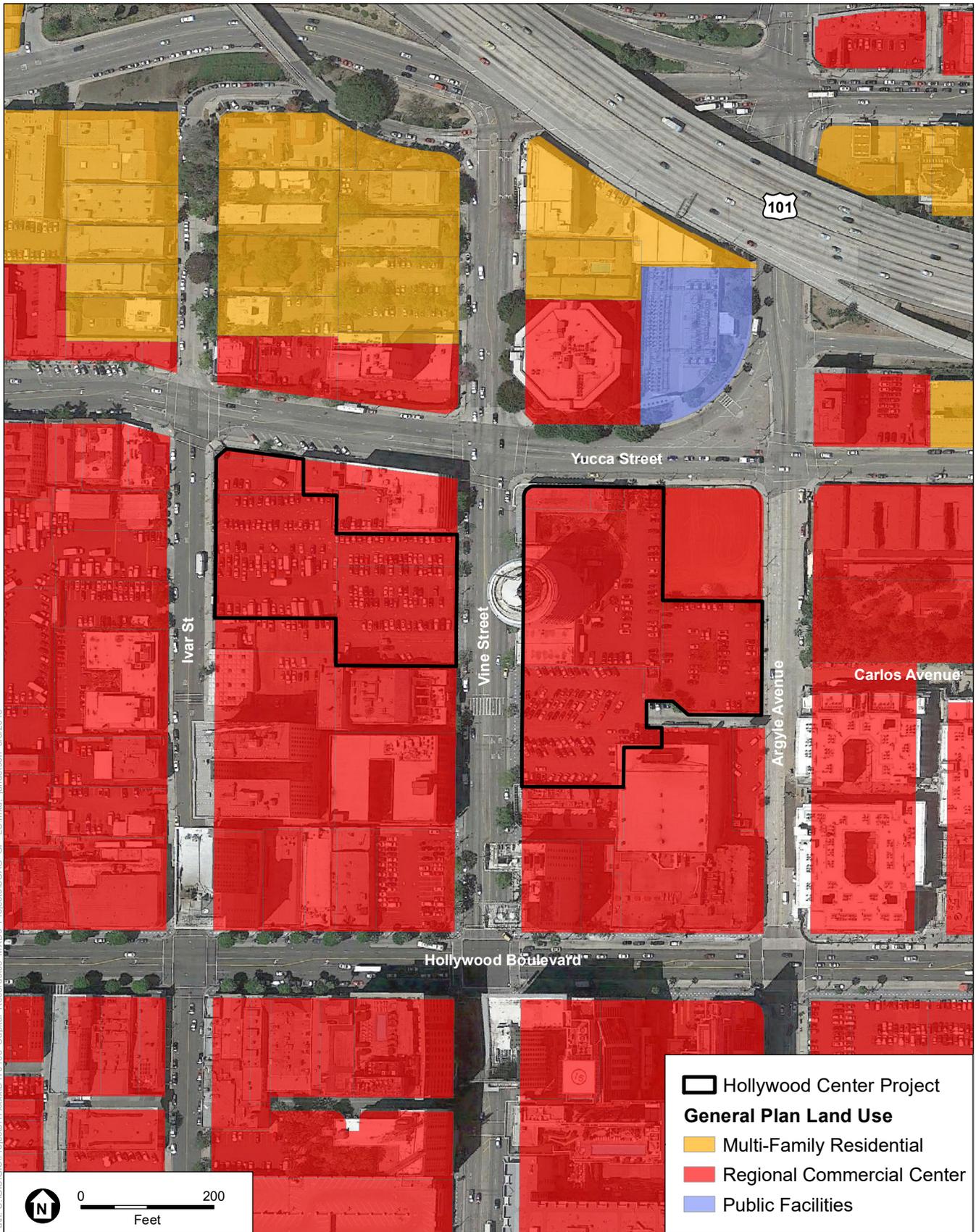
SCAG identified the existing General Plan land uses as Commercial and Services (SCAG Data Request Maps, refer to the attached **Figure 1**). After converting this data into Scenario Planning Zone-level place types, SCAG categorized the area surrounding the Project as an urban area (SCAG 2016).

The RTP/SCS defines urban areas as “often found within and directly adjacent to moderate and high density urban centers. Nearly all urban growth in these areas would be considered infill or redevelopment. The majority of housing is multi-family and attached single-family (townhome), which tend to consume less water and energy than the large types found in greater proportion in less urban locations. These areas are supported by high levels of regional and local transit service. They have well-connected street networks, and the mix and intensity of uses result in a highly walkable environment. These areas offer enhanced access and connectivity for people who choose not to drive or do not have access to a vehicle” (SCAG 2016).

The SCAG urban land development category comprises the following urban footprint scenario models, including urban mixed use, urban residential, urban commercial, city mixed use, city residential, and city commercial (SCAG 2016). The Project would consist of multi-family residential uses with ground-level neighborhood serving commercial uses and thus would be consistent with the range of place types within the SCAG urban land development category.

Additionally, the RTP/SCS states that “urban mixed-use districts are exemplified by a variety of intense uses and building types. Typical buildings are between 10 and 40+ stories tall, with offices and/or residential uses and ground-floor retail space. Parking is usually structured below or above ground. Workers, residents, and visitors are well served by transit, and can walk or bicycle for many of their transportation needs.” As previously described, the Project would be consistent with the RTP/SCS’s urban mixed-use district.

The project would provide 551 bicycle parking spaces under the Residential Scenario and 554 bicycle parking spaces under the Hotel Scenario, which is consistent with that required by LAMC Section 12.21.A.16, to encourage non-polluting transportation alternatives. Data from the City shows that within the Hollywood Community Plan Area, the area in which the Project Site is located, the percentage of workers that commute to work by walking, biking, and public transportation is approximately 22 percent for the area as a whole based on 2010 data (City of LA 2013). The statewide percentage of workers that commute to work by walking, biking, and public transportation is approximately 9 percent based on census data for the 2010 to 2014 period (CAPCOA 2010). The data indicates that the Project Site area substantially exceeds the statewide average for the percentage of workers that commute to work by walking, biking, and public transportation. The high proportion of workers that commute to work by walking, biking, and public transportation in the Project Site area supports a reasonable expectation that residents and visitors of the Project would have access to and would utilize alternative forms of transportation.



SOURCE: Google Earth, 2014-04-23 (Aerial); SCAG 2012.

Hollywood Center Project

**Figure 1**  
General Plan Land Uses

This finding is consistent with the California Air Pollution Control Officers Association (CAPCOA) findings in the CAPCOA guidance, *Quantifying Greenhouse Gas Mitigation Measures*, land use transportation (LUT) measure LUT-5 (Increase Transit Accessibility), which indicates that “high density near transit will facilitate the use of transit by people.” (CAPCOA 2010)

Therefore, the Project would be consistent with the land use designation and the goals of the SCAG RTP/SCS, which seeks “[s]trategies focused on high-quality places, compact infill development, and more housing and transportation choices.” As this information demonstrates, the Project has been proposed in an area where its development can achieve substantial reductions in VMT and associated mobile source emissions relative to the statewide average. The Project’s traffic study also verifies that the proposed development would result in decreases of the average auto trip length and per capita VMT (see **Exhibit 4**). By adhering to SCAG’s strategies to reduce VMT and associated GHG emissions, as noted above, the Project serves to fulfill the MPO’s determination that the RTP/SCS meets the adopted GHG reduction targets.

**If the project is a multifamily residential project, evidence that (1) private vehicle parking spaces are priced and rented or purchased separately from dwelling units; or (2) the dwelling units are subject to affordability restrictions that prescribe rent or sale prices, and the cost of parking spaces cannot be unbundled from the cost of dwelling units.**

The Project would provide unbundled parking for the residential dwelling units except for the dwelling units subject to affordability restrictions that prescribe rent or sale prices and the cost of parking spaces cannot be unbundled from the cost of the affordable dwelling units.

**For projects defined in Public Resources Code Section 21180(b)(2) or 21180(b)(3), information sufficient to enable the Governor to determine that the project meets the criteria set forth in those sections.**

The Project is not a clean renewable energy project that generates electricity exclusively through wind or solar, but not including waste incineration or conversion and is not a clean energy manufacturing project that manufactures products, equipment, or components used for renewable energy generation, energy efficiency, or for the production of clean alternative fuel vehicles. Therefore, Public Resources Code Section 21180(b)(2) or 21180(b)(3) do not apply.

**Information establishing that the project entails a minimum investment of \$100 million in California through the time of completion of construction.**

The Project would far exceed the \$100 million minimum investment through the time of completion of construction. The Project entails the construction of urban mixed-used retail and residential project consisting of 872 market rate multi-family residential units in the Residential Scenario (or 768 market rate multi-family residential units in the Hotel Scenario), 133 senior affordable dwelling units in the Residential Scenario (or 116 senior affordable dwelling units in the Hotel Scenario) and 30,176 zoning square feet of neighborhood serving commercial uses. Based on recent construction cost information, under the Residential Scenario, the Project’s total compensation generated during construction (labor income) is estimated to be \$432.6 million in total compensation paid to workers directly and indirectly associated with construction, of which

\$265.7 million would be paid to on-site construction workers. Under the Residential Scenario, the total economic output is estimated to be \$1.196 billion, including \$747.8 million associated with Project construction. Compared to the Residential Scenario, the fiscal impacts and economic benefits would be generally similar under the Hotel Scenario for construction and higher for operations primarily due to the hotel's Transient Occupancy Tax revenue. The fiscal impacts and economic benefits under the Residential Scenario and the Hotel Scenario are summarized in **Table 1** below.

**TABLE 1  
OVERVIEW OF FISCAL IMPACTS AND ECONOMIC BENEFITS**

	Construction of Project (One-Time/Short- Term)	Construction of Project with Hotel (One-Time/Short- Term)	Ongoing Operation of Project (Annual)	Ongoing Operation of Project with Hotel (Annual)
Employment	7,452 Jobs	7,565 Jobs	937 Jobs	1,126 Jobs
Labor Income	\$432,600,000	\$441,100,000	\$43,800,000	\$55,500,000
Economic Output	\$1,196,000,000	\$1,200,000,000	\$119,300,000	\$147,500,000
<b>City of Los Angeles Local Taxes</b>				
One-time tax revenue for General Fund	\$6,100,000	\$9,200,000	–	–
<b>Annual Net Fiscal Impacts</b>				
City revenue in Project's first stabilized year of operation in 2030	–	–	\$5,900,000	\$10,200,000 *
First stabilized year	–	–	\$885,000	\$5,200,000 *
Cumulative City revenues over the 2019-2050 projection period	–	–	\$252,700,000	\$379,100,000 *
Cumulative net fiscal impact	–	–	\$98,600,000	\$225,900,000 *

\* Annual net fiscal impacts for the Hotel are larger than the Project due primarily to the hotel's Transient Occupancy Tax revenue  
SOURCE: HR&A Advisors, Inc. 2018

A detailed Economic and Fiscal Impact Report for the Project, dated April 2018, is attached as **Exhibit 5**.

**Information establishing that the prevailing and living wage requirements of Public Resources Code Section 21183(b) will be satisfied.**

The Project would create high-wage, highly skilled jobs that pay prevailing wages and living wages and will comply with all applicable provisions of Public Resources Code Section 21183(b). As defined in Section 21183(b)(1), “jobs that pay prevailing wages” means that all construction workers employed in the execution of the project would receive at least the general prevailing rate of per diem wages for the type of work and geographic area, as determined by the

Director of Industrial Relations pursuant to Sections 1773 and 1773.9 of the Labor Code.” The Project Applicant will include the prevailing wage requirement in all contracts for the performance of the work. The Applicant will enter into a project labor agreement (PLA) with the Los Angeles/Orange Counties Building and Construction Trades Council and the Craft Unions and District Councils specifically to fulfill the requirements of Section 21183. A copy of the executed Hollywood Center PLA Letter of Commitment is attached as **Exhibit 6**.

Based on the analysis in the Economic and Fiscal Impact Report for the Project, dated April 2018, and attached as **Exhibit 5**, under the Residential Scenario, the Project would provide approximately 7,452 full time and part time construction jobs, of which 4,284 would be construction jobs located at the Project Site (or 7,565 full time and part time construction jobs for the Hotel Scenario, of which 4,559 would be construction jobs located at the Project Site) and 937 permanent jobs, of which 689 jobs would be associated with on-site restaurant operation and new household spending that would occur both on-site and elsewhere in the City’s economy (or 1,126 permanent jobs for the Hotel Scenario, of which 825 jobs would be associated with on-site hotel and restaurant operation and new household spending that would occur both on-site and elsewhere in the City’s economy). These jobs would be available to Californians to help reduce unemployment.

**Information establishing that the project will not result in any net additional greenhouse gas emissions. This information is subject to a determination signed by the Executive Officer of the Air Resources Board that the project does not result in any net additional greenhouse gas emissions, following the procedures set forth in section 6 of the Governor’s Guidelines.**

The Project would not result in any net additional GHG emissions. The proposed methodology for quantifying the project’s GHG emissions is attached as **Exhibit 7**.

Prior to the onset of construction activity, the existing uses would be vacated and all facilities would cease to operate. The Project Site is currently developed with surface parking areas and a former rental car facility on the West Site and surface parking on the East Site. These uses would be demolished and removed to allow for development of the Project. The former rental car facility could relocate to another location; therefore, the Project will not take emissions credit from its removal. Construction of the Project would result in one-time GHG emissions during the period of construction activity. Construction of the West Site would commence first, followed by construction of the East Site. The West Site would be operational during construction of the East Site. As such, there would be a period of time where operational emissions from the West Site would occur contemporaneously with construction emissions from the East Site until construction of the East Site is completed.

Construction of the Project would result in one-time GHG emissions of carbon dioxide (CO<sub>2</sub>) and smaller amounts of methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O) from heavy-duty construction equipment, haul trucks, and worker vehicles. Construction emissions are forecasted by assuming a conservative estimate of construction activities (i.e., assuming all construction occurs at the earliest feasible date) and applying the off-road and on-road emissions factors. The emissions are estimated using the California Emissions Estimator Model (CalEEMod), which incorporates the

CARB off-road emissions factor model, OFFROAD, and the on-road emissions factor model, EMFAC. The output values used in this analysis are adjusted to be project-specific based on expected equipment types and the construction schedule. These values are applied to the construction phasing assumptions to generate GHG emissions values for each construction year. The CalEEMod tool provides options for specifying equipment, horsepower ratings, load factors, and operational hours per day. Since a specific construction contractor(s) has not yet been retained for the Project, specific equipment specifications are not yet known. Therefore, air district recommended default equipment and vehicle horsepower ratings and load factors provided in CalEEMod are used in this assessment. The use of these CalEEMod factors is recognized as providing a reasonably conservative estimate of a project's construction emissions. Construction of the Project would occur over a number of phases and include activities such as demolition, debris and soil hauling, building construction, architectural coating, and paving. The construction phases are not independent of each other, as there may be overlap and efficiency built into the construction process. Information regarding the activities that would occur during these phases is provided below:

#### West Site:

- **Demolition:** This phase is anticipated to begin as early as 2021 and last for approximately two months. If construction commences at a later date, this assessment would be considered conservative as future year emission factors tend to decline in future years as older, higher polluting vehicles and equipment are retired or replaced with newer, less polluting vehicles and equipment. Construction equipment would include an air compressor, concrete saw, loader, haul trucks, jackhammer, dumper/tender and other construction equipment.
- **Utilities/Trenching:** This activity is anticipated to have some overlap with demolition and site preparation and last for approximately one month. During this phase, trenching for site utilities would occur. Construction equipment would include an air compressor, concrete saw, backhoe and loader.
- **Site Preparation:** This phase is anticipated to overlap with demolition, utilities/trenching, and grading and excavation and last for approximately one month. Construction equipment would include an excavator and loader.
- **Grading and Excavation:** This phase is anticipated to have some overlap with the demolition and site preparation phases and last for just over approximately five months. Construction equipment would include a backhoe, dumper/tenders, excavators, haul trucks, and loaders. Approximately 168,020 cubic yards of soil would be excavated and exported.
- **Foundation/Concrete Pouring:** This activity is anticipated to occur after grading and excavation and would be before building construction activities for approximately two months. During this activity, the building foundations would be prepared and concrete pouring would occur along with cast-in drilled hole foundations and column footings. Construction equipment would include concrete trucks, an air compressor, backhoe, crane, forklift, jackhammer and a pump.
- **Building Construction:** This phase is anticipated to begin after foundations/concrete pouring for approximately two years. During this phase, the building would be constructed. Construction equipment would include an air compressor, backhoe, drill rig, cranes, dumper/tenders, forklift, jackhammer, pumps, and material/vendor supply trucks.

- **Paving:** This activity is anticipated to last for approximately three months and occur during the building construction phase and overlap with the architectural coating phase. During this activity, paving materials would be poured during construction of the buildings and related features and the surfaces would be paved. Construction equipment would include a backhoe, concrete saw, grader, paver, paving equipment, plate compactor, roller, surfacing equipment, sweeper/scrubber, and other equipment.
- **Architectural Coating:** This activity is anticipated to last for approximately 15 months and occur during the building construction phase and overlap with the paving phase. During this activity, the interior and exterior coating would be applied to the residential and commercial uses as the floors are built out. Specific coating equipment would include an air compressor, dumper/tender, and forklift.

### **East Site:**

- **Site Preparation:** This phase is anticipated to begin as early as 2024 and last for approximately one month. If construction commences at a later date, this assessment would be considered conservative as future year emission factors tend to decline in future years as older, higher polluting vehicles and equipment are retired or replaced with newer, less polluting vehicles and equipment. Construction equipment would include an excavator and loader.
- **Grading and Excavation:** This phase is anticipated to have some overlap with the site preparation and utilities/trenching phases and last for approximately five months. Construction equipment would include a backhoe, dumper/tenders, excavators, haul trucks, and loaders. Up to approximately 153,655 cubic yards of soil would be excavated and exported.
- **Utilities/Trenching:** This activity is anticipated to have some overlap with site preparation and grading and excavation and last for approximately one month. During this phase, trenching for site utilities would occur. Construction equipment would include an air compressor, concrete saw, backhoe and loader.
- **Foundations/Concrete Pouring:** This activity is anticipated to occur after the grading and excavation phase and would be before the building construction activities for just under approximately two months. During this activity, the building foundations would be prepared and concrete pouring would occur along with cast-in drilled hole foundations and column footings. Construction equipment would include concrete trucks, an air compressor, backhoe, crane, forklift, jackhammer and a pump.
- **Building Construction:** This phase is anticipated to begin after the foundations/concrete pouring phase and would have last for approximately two years and 4 months. During this phase, the building would be constructed. Construction equipment would include an air compressor, backhoe, drill rig, cranes, dumper/tenders, forklift, jackhammer, pumps, and material/vendor supply trucks.
- **Paving:** This activity is anticipated to last for approximately three months and overlap with the building construction phase. During this activity, paving materials would be poured during construction of the buildings and related features and the surfaces would be paved. Construction equipment would include a backhoe, concrete saw, grader, paver, paving equipment, plate compactor, roller, surfacing equipment, sweeper/scrubber, and other equipment.

- **Architectural Coating:** This activity is anticipated to last for approximately 15 months and occur during the building construction phase. During this activity, the interior and exterior coating would be applied to the residential and commercial uses as the floors are built out. Specific coating equipment would include an air compressor, dumper/tender and forklift.

Operation of the Project would generate GHG emissions from vehicles traveling to and from the Project Site, area sources (landscaping equipment) energy demand (electricity and natural gas), water demand, and solid waste generation. Physical and operational land use characteristics and green building features for which sufficient data is available to quantify the reductions from building energy and resource consumption are accounted for in the quantitative analysis, and include but are not limited to the following measures described below.

**Land Use Characteristics:** The Project includes a mix of residential and neighborhood serving commercial uses (restaurant, retail, and the Capitol Records Complex) located at the ground level, which would provide convenient local destinations for the residential element of the Project without having to drive to other locations. The mix of uses on and around the Project Site provides for internal capture of vehicle trips that would otherwise occur without the mix of uses. The Project is also located in a highly-walkable area in the Hollywood community with a high level of provision of bicycle facilities and excellent access to high-quality transit service in Los Angeles, that will provide convenient access to local employment, shopping and entertainment opportunities without using a car for the residents of the Project. The Project is located in an area well served by multi-modal transportation options and in close proximity to services, which reduces VMT from private automobiles. The Project Site is less than 0.5 miles from the Metro Red Line at Hollywood Boulevard/Vine Street. Bus transit access is provided to a number of Metro and LADOT bus routes at multiple stops located within one block of the Project Site. These bus routes include Metro Rapid Line 780, Metro Local Lines 180/181, 210, 212/312, 217, and 222, and LADOT DASH Hollywood, DASH Beachwood Canyon, and DASH Hollywood/Wilshire. The Project Site is also an infill location in close proximity (i.e., within a one-half mile) to a number of services including restaurant, grocery, laundry/cleaner, movie theater, fitness center uses and other service uses. The Project would also implement a TDM Program that would provide new on-site residents and employees with transit information, on-site bicycle amenities (bicycle racks, lockers, showers, etc.), unbundle residential parking, and other measures to encourage the use of non-auto modes and reduce vehicle trips to and from the Project Site. These characteristics result in a substantial reduction in VMT compared to the regional average.

**Green Building Features:** The Project will achieve the USGBC LEED Gold Certification and will be designed and operated to meet or exceed the applicable requirements of the State of California Green Building Standards Code and the City of Los Angeles Green Building Code. A summary of key green building and LEED measures are provided below:

- The Project will incorporate heat island reduction strategies for 50 percent of the site hardscapes or provide 100 percent structured parking and incorporate heat island reduction strategies for the Project roof areas.

- The Project will promote alternatives to conventionally fueled automobiles by providing electric vehicle charging stations and/or preferred parking for alternative-fuel vehicles, low-emitting, and fuel-efficient and ride-sharing vehicles.
- The Project will optimize building energy performance with a 20 percent reduction from the LEED baseline consistent with LEED requirements (equivalent to approximately 11.6 percent reduction from the 2016 Title 24 standards) (DOE 2014, Energy Star 2018).<sup>4</sup>
- The Project will reduce water consumption by 40 percent for indoor water and 50 percent for outdoor water from the LEED usage baseline.
- The Project will provide on-site recycling areas with containers to promote the recycling of paper, metal, glass, and other recyclable materials and adequate storage areas for such containers.

To achieve the goal of the Project not resulting in any net additional GHG emissions, the Project would implement GHG reduction measures and programs that may include community-based programs that reduce sources of GHG emissions in the regions. These may include installing solar panels on existing rooftops and carports or other similar community-based measures. The Project may also purchase green-power to offset the GHG emissions from the Project's building electricity demand, obtain GHG credit offsets, or other similar types of GHG reductions. Detailed GHG emissions calculations demonstrating a net zero increase in GHG emissions is attached as **Exhibit 7**.

**Information establishing that the project will comply with requirements for commercial and organic waste recycling in Chapters 12.8 (commencing with Public Resources Code Section 42649) and 12.9 (commencing with Public Resources Code Section 42649.8), as applicable.**

With respect to municipal solid waste, the State has enacted regulations to address solid waste services and recycling. California Public Resources Code, Division 30, Part 3 Chapter 12.8, Section 42649 et seq. requires businesses that produce four cubic yards or more of solid waste per week or multifamily residential dwellings of five units or more to arrange for recycling services that are consistent with state or local laws or requirements, including a local ordinance or agreement, applicable to the collection, handling, or recycling of solid waste, to the extent that these services are offered and reasonably available from a local service provider (CPRC 2011). In addition, California Public Resources Code, Division 30, Part 3 Chapter 12.9, Section 42649.8 et seq. requires after January 1, 2020, if the department determines that statewide disposal of organic waste has not been reduced to 50 percent of the level of disposal during 2014, a business that generates two cubic yards or more per week of commercial solid waste is required to arrange for organic waste recycling services that include at least one of the following actions: (1) source separate of organic waste from other waste and subscribe to a basic level of organic waste recycling service that includes collection and recycling of organic waste, (2) recycle its organic

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<sup>4</sup> The 2013 ASHRAE 90.1 Determination for High-Rise Apartments reports an 8.4% savings in new building Source Energy Use Intensity (EUI) compared to 2010 ASHRAE 90.1. The EPA recommends using Source Energy as most equitable unit of evaluation so Source EUI was compared between 2013 and 2010. The Project LEED checklist states it will be 20% more efficient than the LEED baseline, which uses the 2010 ASHRAE 90.1 Standard. Therefore, compared to 2016 Title 24 Building Energy Efficiency, which is aligned with the 2013 ASHRAE 90.1 standards, the Project would be 11.6 percent (20 percent - 8.4 percent) more efficient than 2016 Title 24 standards.

waste on-site or self-haul its own organic waste for recycling, (3) subscribe to an organic waste recycling service that may include mixed waste processing that specifically recycles organic waste, (4) make other arrangements to meet the organic waste requirements of a local governmental agency that are more stringent or comprehensive than the requirements of Chapter 12.9, unless the department determines that this requirement will not result in significant additional reductions of organics disposal (CPRC 2011).

The City has developed and is in the process of implementing the *Solid Waste Integrated Resources Plan (SWIRP) – A Zero Waste Management Plan*, also referred to as the City’s Zero Waste Plan, whose goal is to lead Los Angeles towards being a “zero waste” City by 2030 (DPW 2013). These waste reduction plans, policies, and regulations, along with Mayoral and City Council directives, have increased the level of waste diversion (e.g., recycling) for the City to 76 percent as of 2013 (DPW 2017). The City has also approved Ordinance No. 181519 (LAMC Sections 66.32-66.32.5), which requires the diversion of mixed construction and demolition debris to City certified construction and demolition waste processors. The Project would be consistent with the City and State waste requirements by utilizing waste collection services that are approved by the City and that meet the applicable requirements for waste diversion and recycling mandates. The City generally relies on single-stream waste recycling where mixed waste is collected and sorted for recycling at a waste reclamation facility. The Project would subscribe to a municipal solid waste collection service that is approved by the City and that meets applicable City and State waste collection, management, recycling and diversion requirements.

**Information documenting a binding agreement between the project proponent and the lead agency establishing the requirements set forth in Public Resources Code Sections 21183(e) (all mitigation measures will be conditions of approval and enforceable, and environmental mitigation measures will be monitored and enforced for the life of the obligation), (f) (applicant will pay costs for hearing by Court of Appeal), and (g) (applicant will pay costs of preparing the record or proceedings).**

The letter of acknowledgement of obligations and binding agreement between the Applicant and the City of Los Angeles is provided in **Exhibit 8**.

## **Consistency with Planning Goals, Policies and Objectives of the City of Los Angeles**

The Project Site is located within the Hollywood Community Plan area. The Project Site has a General Plan land use designation of Regional Center Commercial and is currently zoned (T)(Q)C2-2-SN and C4-2D-SN. The C2 and C4 Commercial Zone designation permits the development of commercial uses and the development of multi-family dwelling units (R4). The Project Site is also within Height District 2 and within the Sign Supplemental Use District. The Height District 2 allows for a FAR of 6:1 in the Project Site’s C2 and C4 zoned portions with no height limit. However, the Project Site is subject to D Limitations, which limit some lots to a 3:1 FAR and other lots to a 2:1 FAR. The D Limitations do not impose any height limits on the Project Site. The “(T)” Condition means that the Project Site is in a Tentative classification pending the recordation of a Final Map, Parcel Map, or the completion of required dedications, payments or improvements in compliance with the requirements of the Municipal Code. The

“(Q)” Condition means that the Project Site is in a Qualified classification, which allows commercial uses to be included along with the residential development provided the floor area for the commercial uses does not exceed a 2:1 FAR. The Project Site is also located in the Hollywood Redevelopment Plan area, which limits Regional Center Commercial designations to a 4.5:1 FAR with a maximum 6:1 FAR with City Planning Commission approval. In addition, the Project Site is located within a designated Transit Priority Area. As detailed above in the Project Proposal, the Project will seek a zone change to C2-SN, a Height District Change to remove the D Limitation, a State Density Bonus, a Master Conditional Use Permit, a Site Plan Review, a Vesting Tentative Tract Map, a Waiver of Dedication, and a Development Agreement.

The Project is consistent with many of the goals, policies and objectives of the City’s General Plan, the Housing Element, and the Do Real Planning Guidelines as explained below. In addition, all entitlements being considered for approval by the City conform with the appropriate sections set forth in the LAMC and the underlying zoning.

## **General Plan Framework**

The General Plan Framework includes the following goals, objectives and policies relevant to the proposed mixed-use development:

**Objective 3.1:** Accommodate a diversity of uses that support the needs of the City’s existing and future residents, businesses, and visitors.

**Policy 3.1.1:** Identify areas on the Land Use Diagram and the Community Plans sufficient for the development of a diversity of uses that serve the needs of existing and future residents (housing, employment, retail, entertainment, cultural/institutional, educational, health, services, recreation, and similar uses), provide job opportunities, and support visitors and tourism.

The Project would provide 872 market rate multi-family residential units (or 768 market rate multi-family residential units in the Hotel Scenario), 133 senior affordable dwelling units (or 116 senior affordable dwelling units in the Hotel Scenario) and 30,176 zoning square feet of neighborhood serving commercial uses (under both scenarios). The range of housing types and commercial uses represent a diverse mix of land uses that would support the needs of the City’s existing and future residents, businesses, and visitors. The Hollywood community is a jobs-rich area and providing more residential uses on the Project Site would provide for needed housing in the City, particularly housing in close proximity to multi-modal transportation options.

The Framework Element Land Use Diagram(s) designate(s) districts, centers and mixed-use boulevards that are encouraged to develop with appropriate uses and character for their land use designations. The Project Site is located in an area that is identified as a “Regional Center” and targeted for high density growth on the General Plan Framework’s Land Use Diagram. Development of the Project would support the intent of the Regional Center designation by providing a mix of uses that provide employment opportunities and enhance commercial services. The provision of residential units at this Hollywood location would serve the needs of existing and future residents, would expand the diversity within the designated Regional Center, and provide housing in close proximity to commercial, retail, entertainment, and restaurant uses. The

provision of the Hotel Scenario would contribute a large number of hotel rooms to the area, thus supporting tourism and the economic viability of the entertainment, commercial, and tourist activities in the area. The provision of the neighborhood serving commercial uses within the Project Site that would be accessible at ground-level would support the Project Site's residents as well as other off-site residents, tourists, and visitors in the area by providing commercial services in a walkable environment.

**Objective 3.2:** To provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.

**Policy 3.2.3:** Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.

The Project would contribute to the concentration of mixed-use development along a corridor with convenient access to the Metro Red Line (approximately 600 feet south of the Project Site), Metro bus and Metro rapid bus lines, and the LADOT DASH lines. The Project would include public paseos providing contiguous pedestrian access through the Project Site from west to east, and would also provide up to 551 bicycle parking spaces under the Residential Scenario and 554 bicycle parking spaces under the Hotel Scenario for on-site residents and the on-site commercial uses. The new residential population (and potential hotel patrons depending on the scenario) would have access to commercial development on site as well as retail, restaurant, office, and entertainment activities within walking and biking distance and via bus and rail service.

The Project's location, design, and specific features, including its proximity to high-capacity and high-frequency transit, commercial uses easily accessible from the ground-level, and implementation of a TDM program, will reduce the use of single occupant vehicles and increase the number of trips by walking, bicycle, carpool, vanpool, and transit. As demonstrated in **Exhibit 4**, the Project would reduce the Project's estimated daily vehicular trip generation estimates by 19 percent for the Hotel Scenario and 19 percent for the Residential Scenario as compared to a comparable mixed-use project.

**Objective 3.16:** Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

The Project Site would include public paseos providing contiguous pedestrian access through the Site from west to east, providing streetscape amenities for pedestrians and landscaping and promoting pedestrian activity. The Project Site contains 19 existing street trees and 49 existing on-site trees, none of which are protected, which would be removed and replaced. The Project would include the addition of 130 trees on the West Site and 122 trees on the East Site. In addition, planting areas would consist of native plants, shrubs, perennials, and ground-cover to the Project Site. Both the West Site and East Site would provide a large elevated garden on Level 2, outdoor amenity spaces with planting areas and canopy trees, and a rooftop terrace with planting areas and canopy trees. Landscaping would be provided along the street edges and throughout all of the Project's open space and would be selected from a large pallet of native plants. The addition of trees, landscaping, and streetscaping would enhance the Project Site and make it more inviting for pedestrian activity. The Project would also include neighborhood

serving commercial uses easily accessible from the ground-level, which would also enhance pedestrian activity.

## **Housing Element 2013-2021**

The Project is consistent with goals, objectives and policies of the Housing Element 2013-2021, adopted by the Los Angeles City Council on December 3, 2013. The City is committed to providing affordable housing and amenity-rich sustainable neighborhoods for its residents, answering the variety of housing needs of its growing population. The purpose of the General Plan Housing Element is to provide guidance for meeting the City's need for housing per the allocation defined in SCAG's Regional Housing Needs Assessment.

**Goal 1:** An adequate supply of ownership and rental housing that is safe, healthy and affordable to people of all income levels, races, ages, and suitable for their various needs.

**Objective 1.1:** Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.

**Policy 1.1.3:** Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city's households.

**Policy 1.1.4:** Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.

The 2013-2021 Housing Element identifies a need for 82,002 new housing units, of which 35,412 units, i.e. 43.2 percent of all units, would be marketed at above moderate income levels. The remaining 56.8 percent of the needed housing units consist of 13,728 moderate income units (16.8 percent), 12,435 low income units (15.2 percent), 10,213 very low income units (12.5 percent), and 10,213 extremely low income units (12.5 percent). The Project would include 872 market rate multi-family residential units in the Residential Scenario (or 768 market rate multi-family residential units in the Hotel Scenario) and 133 senior affordable dwelling units in the Residential Scenario (or 116 senior affordable dwelling units in the Hotel Scenario) that would serve the growing population of the community in the designated Regional Center. The Project would also include 30,176 zoning square feet of neighborhood serving commercial uses, which would contribute to meeting the needs of Project residents, as well as off-site residents, tourists and visitors. The Project would not remove any existing commercial or residential uses (the former rental car facility could potentially relocate to a different location). The 1,005 residential units in the Residential Scenario (or 884 units in the Hotel Scenario) would represent approximately 1.23 percent (or 1.08 percent in the Hotel Scenario) of the 82,002 needed units identified in the SCAG Regional Housing Needs Assessment (RHNA) for the 8-year (2014 to 2021) planning period. The Project would provide a range of housing types for all family types including 1-, 2-, and 3-bedroom units.

**Objective 1.3:** Forecast and plan for changing housing needs over time in relation to production and preservation needs.

**Policy 1.3.5:** Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within the City to meet the projections of housing

needs, according to the policies and objectives of the City's Framework Element of the General Plan.

The Project would concentrate new housing within a Regional Center consistent with policies and objectives of the Framework Element. According to the Framework Element, Regional Centers are intended to serve as the focal points of regional commerce, identity, and activity. They are typically high-density places whose physical form is substantially differentiated from the lower-density neighborhoods of the City. As discussed previously, development of the Project would support the intent of the Regional Center designation by providing high-rise residential with neighborhood serving commercial uses that provide housing options near regional transportation facilities, including the Metro Red Line, and near job and entertainment opportunities including professional, offices, corporate headquarters, financial institutions, museums, theaters, restaurant, shopping, and other commercial service uses. The provision of residential units at this location would serve the needs of City residents, would expand the diversity within the designated Regional Center, and provide housing in close proximity to the aforementioned commercial, retail, entertainment, and restaurant uses. Furthermore, as stated above, the Project would assist the City in meeting its housing needs identified in SCAG's Regional Housing Needs Assessment.

**Goal 2: Safe, Livable, and Sustainable Neighborhoods**

**Objective 2.1: Promote safety and health within neighborhoods.**

**Policy 2.1.1:** Establish development standards and policing practices that reduce the likelihood of crime.

**Policy 2.1.2:** Establish development standards and other measures that promote and implement positive health outcomes.

The Project would promote safety and health within the neighborhood by providing landscaping, streetscaping, and appropriate lighting along Yucca Street, Ivar Avenue, Vine Street, and Argyle Avenue. The Project would include neighborhood serving commercial uses easily accessible from the ground-level on Vine Street, Ivar Avenue, Yucca Street, and Argyle Avenue. The Project would incorporate a security program to ensure the safety of residents and visitors, including controlled access, video surveillance, and security personnel.

The Project would implement Project Design Features to promote positive health outcomes, including compliance with the Los Angeles Green Building Code and 2016 California Green Building Standards (CALGreen) Code, and compliance with USGBC LEED Gold Certification standards. To obtain LEED credits, the Project would use adhesives, sealants, paints, finishes, carpet, and other materials that emit low quantities of VOCs and/or other air quality pollutants. The Project would also minimize transportation-related emissions by being located within walking distance of major transit centers including the Metro Red Line station, as well as other off-site office, commercial, and entertainment uses. The Project would enhance the pedestrian space to encourage walking and other non-automotive forms of transportation. In addition, the Project would provide 551 bicycle parking spaces under the Residential Scenario and 554 bicycle parking spaces under the Hotel Scenario to promote bicycling. Although the Project would place residential uses near the Hollywood Freeway, the residents would be located at an adequate

distance from the freeway (approximately 500 feet or more) so that exposure to freeway-generated toxic air contaminants would not pose a significant health risk. In addition, pursuant to LAMC 99.04.504.6 and 99.05.504.5.3, the Project would be required to install enhanced indoor air filtration systems for regularly occupied areas of the buildings that provides a Minimum Efficiency Reporting Value (MERV) of 13, which is consistent with LEED enhanced indoor air quality strategies. MERV 13 air filtration systems have particulate matter reduction efficiencies of 50, 85, and 90 percent for particles with diameter ranges of 0.3 to 1.0 micrometers ( $\mu\text{m}$ ), 1.0 to 3.0  $\mu\text{m}$ , and 3.0 to 10.0  $\mu\text{m}$  (ASHRAE 2015), respectively, thus reducing exposure of Project building residents, employees, and visitors to freeway particulate matter and associated health risks.

**Objective 2.3:** Promote sustainable buildings, which minimize adverse effects on the environment and minimize the use of non-renewable resources.

**Policy 2.3.2:** Promote and facilitate the reduction of water consumption in new and existing housing.

**Policy 2.3.3:** Promote and facilitate reduction of energy consumption in new and existing housing.

**Policy 2.3.4:** Promote and facilitate reduction of waste in construction and building operations.

The Project would ensure sustainable building design through compliance with the 2016 CALGreen Code, Los Angeles Green Building Code, Los Angeles Building Code, Planning and Zoning Code, and compliance with USGBC LEED Gold Certification standards. Design features of the Project would include implementation of heat island reduction strategies, use of low-flow fixtures and a graywater system, and water efficiency features to reduce water consumption by 40 percent for indoor water and 50 percent for outdoor water from the LEED usage baseline. The Project will optimize building energy performance with a 20 percent reduction from the LEED baseline consistent with LEED requirements (equivalent to approximately 11.6 percent reduction from the 2016 Title 24 standards) (DOE 2014, Energy Star 2018). The Project would provide on-site recycling containers to promote the recycling of paper, metal, glass, and other recyclable materials and adequate storage areas for such containers during construction and after the building is occupied. Additionally, a construction and demolition waste management plan will maximize the recycling or salvage of nonhazardous construction debris.

**Objective 2.4:** Promote livable neighborhoods with a mix of housing types, quality design and a scale and character that respects unique residential neighborhoods in the City.

**Policy 2.4.1:** Promote preservation of neighborhood character in balance with facilitating new development.

**Policy 2.4.2:** Develop and implement design standards that promote quality residential development.

The Project is designed to welcome its own users, neighbors, and pedestrians through the free movement of pedestrians onto and across both sites. The design emphasizes high quality open

space at the terminus of the Hollywood Walk of Fame by supporting varied and interesting activity; including but not limited to: shopping, outdoor seating, landscaping, open-air dining, public performances, art installations, viewing of the Capitol Records Complex, and special events. The Project's design also ensures accessibility for persons of limited mobility by spreading out changes in grade to make them generally imperceptible. As discussed previously, the Project would provide 1,005 residential units (or 884 residential units in the Hotel Scenario) that would serve a broad section of the housing market, including singles, small families, empty-nesters as well as larger units that could accommodate a larger family, and senior citizens via the incorporation of senior affordable units on both the Project's East and West Sites. The unit mix would include 1-, 2-, and 3- bedroom units. The Project would be consistent with the character of the Regional Center, which is targeted for high-rise residential towers, and major cultural and entertainment facilities, professional offices, government buildings, and retail commercial malls. The provision of the neighborhood serving commercial uses within the Project Site that would be accessible at ground-level would support the Project Site's residents as well as other off-site residents, tourists, and visitors in the area by providing commercial services in a walkable environment.

The Project's open space amenities located at the ground and second floor levels maintain a visual connection with the street and public plazas and help activate the plazas. A wide, landscaped paseo is proposed for pedestrian use and would extend east-west through the Project Site. The Project would include the addition of 130 trees on the West Site and 122 trees on the East Site, along planting areas of native plants, shrubs, perennials, and ground-cover. Landscaping would be provided along the street edges and throughout all of the Project's open space and would be selected from a large pallet of native plants. The addition of trees, landscaping, and streetscaping would enhance the Project Site and make it more inviting for pedestrian activity.

## **City Planning Commission – Do Real Planning**

Promoting the ideals of inspired, principles land use planning concepts at a citywide level, the Los Angeles City Planning Commission has fostered new visions with its “Do Real Planning.” The Project fulfills several of these important objectives and goals:

### ***Demand a Walkable City***

This concept poses the question of whether a project actively welcomes its own users, its neighbors and its passerby. The Project proposes a walkable and welcoming concept along a major commercial corridor by orienting commercial retail spaces towards the street frontages, including Vine Street, Ivar Avenue, Yucca Street, and Argyle Avenue. The Project would provide and enhance the street frontages with landscaping and streetscaping, as well as providing 252 trees and planting areas of native plants, shrubs, perennials, and ground-cover on the Project Site. In addition, the Project would include public paseos providing contiguous pedestrian access through the Project Site from west to east. These features would enliven the pedestrian environment and improve the visual character of the Project Site.

### ***Offer Basic Design Standards***

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. The Project is consistent with the six objectives of the Citywide Design Guidelines for Commercial and Residential projects, as discussed below.

- Objective 1: Consider Neighborhood Context and Linkages in Building and Site Design

The Project was designed to welcome its own users, neighbors, and pedestrians through the free movement of pedestrians onto and across both sites. The design emphasizes high quality open space at the terminus of the Hollywood Walk of Fame by supporting varied and interesting activity; including but not limited to: shopping, outdoor seating, landscaping, open-air dining, public performances, art installations, viewing of the Capitol Records Tower, and special events. The Project's design also ensures accessibility for persons of limited mobility by spreading out changes in grade to make them generally imperceptible.

The open space amenities located at the ground and second floor levels maintain a visual connection with the street and public plazas and help the plazas feel active and safe.

The Project's massing focuses greater density adjacent to Vine Street, in the center of the development and orients smaller masses on the periphery to transition into the balance of the community. All massing has been located and shaped to preserve views of Capitol Records Building, and architectural expression, including materiality, draws inspiration from the neighborhood's existing context, thoughtfully interpreting the context into contemporary forms.

- Objective 2: Employ Distinguishable and Attractive Building Design

All buildings within the Project follow the rational design practice of tripartite composition, with a distinct base, coherent vertical massing, and an articulated top.

Two or three overlapping large-scale gestures act in concert on each façade to provide visual variety and depth. The screen element on the north façade of the West and East Buildings add texture and create a "figure" with a visually pleasing ratio, composed with an eye for hierarchy. One piece always extends upward over another to function as a rational basis from which an integrated top can evolve. This interplay of massing and texture creates buildings both elegant in simplicity and rich in texture; organized, yet playful.

All façade materials are high quality, with thoughtful architectural detailing, including items such as joint lines and connection details. The façade employs light colored materials with occasional exceptions for contrast and to delineate a special condition or element, such as a soffit or building entry.

- Objective 3: Provide Pedestrian Connections Within and Around the Project

Adequate sidewalks currently exist along all the project’s street frontages. Plazas on-site are dimensioned generously, avoiding “pinch points”. Within the plazas and on all sidewalks, a consistent and attractive palette of lighting fixtures would ensure the public areas feel welcoming during evening hours.

All vehicles access the project from Ivar Avenue and Argyle Avenue, allowing Vine Street and the Hollywood Walk of Fame to completely avoid curb curbs. Both sites also have dedicated pick-up/drop-off locations for taxis or ride-sharing vehicles. Furthermore, no parking is provided above grade to avoid parking’s typical negative externalities.

The Project also identified a planted median for Vine Street as a measure to help slow traffic and make the crossing safer. The Project would continue using the existing mid-block traffic light and crosswalk signage.

- Objective 4: Minimize the Appearance of Driveways and Parking Areas

The additional benefit of locating vehicular access to Ivar Avenue and Argyle Avenue is to minimize the parking area presence. For pedestrian vehicles, access to the drop-offs, and the parking garages occurs off the City’s main thoroughfares, providing an additional degree of separation from the busier streets.

- Objective 5: Utilize Open Areas and Landscaping Opportunities to their Full Potential

The Project’s open space focuses on being attractive and functional yet resilient. Green design strategies are deployed throughout the Project. Design features include green roofs on the Senior Buildings, water-permeable pavers, stormwater retention, and automated irrigation. Plantings and landscaping throughout the Project use native species, especially drought resistant varieties.

The Project provides multiple types of outdoor space – fully public pedestrian plazas, semi-private amenity decks for residents, and private balconies for individual units. Together, these spaces offer a vision of vibrant urban options for healthy indoor-outdoor living.

- Objective 6: Improve the Streetscape by Reducing Visual Clutter

The Project employs a clear hierarchy and attractive facades with space allocated below grade to accommodate incoming building utilities services, such as water service, and electrical transformers. All mechanical equipment shall be screened from view appropriately.

### ***Require Transit around Density***

The Project would increase population density in an area that is well served by public transit, including a Metro Red Line station, multiple regional Metro bus routes, and LADOT DASH Lines. The Project would provide convenient access to employment opportunities in the Hollywood community and provide new employment opportunities as part of the retail,

restaurant, and possible hotel components. The Project would congregate additional density in an area that is close to transit.

### ***Locate Jobs near Housing***

The Commission observes that “the time for segregating jobs from housing in Los Angeles has passed.” The Commission observes that the City has “several stale business boulevards and districts that are ripe for renovation; in these traditionally commercial-only locations, we must include both jobs and housing in the mix.” The Project Site is primed for renovation proposed by the Commission insofar as the Project would bring both jobs and needed housing units, along with neighborhood serving commercial uses.

### ***Produce Green Buildings***

The Project would comply with the applicable requirements of the 2016 CALGreen Code, the Los Angeles Green Building Code, and compliance with the USGBC LEED Gold Certification standards. Some of the Project’s key design features that would contribute to energy efficiency include optimizing building energy performance to achieve a 20 percent reduction from the LEED baseline specified in the LEED required prerequisites and water consumption by 40 percent for indoor water and 50 percent for outdoor water from the LEED usage baseline. The Project would include other specific design features that would be incorporated into the Project design to enhance energy efficiency and sustainability. The Project would incorporate a green roof and reflective paving materials, a graywater system, along with high performance exterior walls. Further considerations regarding energy efficiency and sustainability include native plants, rainwater harvesting, and provisions for electric vehicle charging stations (the West Site would contain 84 EV parking spaces and the East Site would contain 69 EV parking spaces), which would reduce potable water use and provide opportunities for energy efficient transportation.

### ***Identify Smart Parking Requirements***

The Project would provide parking within five floors of subterranean parking on both the West Site and East Site, including the use of valet-only, double vehicle stackers to improve parking space efficiency. The Project would provide up to 1,521 parking spaces, with 1,242 spaces dedicated to residential parking, 182 spaces provided for commercial uses, and 97 spaces reserved for the existing Capitol Records Complex use. Furthermore, as previously discussed, the Project would provide 84 EV parking spaces on the West Site and 69 EV parking spaces on the East Site. Entrances to the parking garages would be provided along Ivar Avenue and Argyle Avenue, which would include enhanced streetscapes and landscaping. In addition, the Project would provide 551 bicycle parking spaces under the Residential Scenario and 554 bicycle parking spaces under the Hotel Scenario for residents and the commercial uses.

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