



## DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT



### City Planning Commission

**Date:** November 19, 2015  
**Time:** After 8:30 A.M.  
**Place:** Los Angeles City Hall  
200 N. Spring Street, Room 350  
Los Angeles, CA 90012

**Case No.:** CPC-2014-3808-GPA-ZC-HD-  
CU-CUB-ZAI-SPR  
**CEQA No.:** ENV-2013-1938-EIR  
(SCH No. 2013081022)

**Incidental Cases:** VTT-72213  
**Related Cases:** None  
**Council No.:** 13 - Hon. Mitch O'Farrell  
**Plan Area:** Hollywood  
**Specific Plan:** None  
**Certified NC:** Central Hollywood  
**General Plan:** *Existing:* Regional Center  
Commercial, Commercial  
Manufacturing  
*Proposed:* Regional Center  
Commercial  
**Zone:** *Existing:* C4-2D-SN,  
[Q]C4-1VL-SN  
*Proposed:* [T][Q]C4-2D-SN  
**Applicant:** CH Palladium, LLC  
**Representative:** Heather Crossner, Latham &  
Watkins, LLP

**Public Hearing Completed:** April 15, 2015;  
**Appeal Status:** Appealable to City Council  
**Expiration Date:** October 8, 2015  
**Multiple Approval:** General Plan Amendment  
and Zone Change appealable  
by applicant to City Council if  
disapproved in whole or in  
part. All other actions are  
appealable to City Council  
per LAMC Section 12.36-C.

**PROJECT LOCATION:** 6201-6229 West Sunset Boulevard; 1510-1520 North Argyle Avenue; 6210 West Selma Avenue; 1531-1541 North El Centro Avenue

**PROPOSED PROJECT:** Rehabilitation of the Hollywood Palladium for continued use and operation as an event venue, and new mixed-use development consisting of either: 731 dwelling units and 24,000 square feet of retail and restaurant uses (Option 1), ~~OR 598 dwelling units, a 250-room hotel with related hotel facilities, and 24,000 square feet of retail and restaurant uses (Option 2).~~ Under both options, two new buildings would be up to 30 stories and approximately 395 feet in height. The project would provide replacement parking for the Palladium in addition to the parking required to serve the new uses within subterranean and above-ground parking levels. The project proposes a maximum floor area ratio of 6:1 for the entire site, achieving a developed floor area of 927,354 square feet for the 154,648 square-foot site, which includes the 63,354 square-foot Palladium.

### REQUESTED ACTIONS:

#### ENV-2013-1531-EIR

1. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, the Certification of the Environmental Impact Report (EIR), ENV-2013-1938-EIR, SCH No. 2013081022, for the above-

referenced project, and Adoption of the Statement of Overriding Considerations setting forth the reason and benefits of adopting the EIR with full knowledge that significant impacts may remain;

2. Pursuant to Section 21801.6 of the California Public Resources Code, the Adoption of the proposed Mitigation Monitoring Program; and,
3. Pursuant to Section 21081 of the California Public Resources Code, the Adoption of the required Findings for the adoption of the EIR;

#### **CPC-2014-3808-GPA-ZC-HD-CU-CUB-ZAI-SPR**

1. Pursuant to Section 21082.1(c) of the California Public Resources Code, the adequacy of the Environmental Impact Report, findings, Statement of Overriding Considerations and accompanying mitigation measures and Mitigation Monitoring Program for ENV-2013-1938-EIR (SCH No. 2013081022), for the following actions:
2. Pursuant to Section 11.5.6 of the LAMC, a **General Plan Amendment** to change the land use designation of the northern portion of the project site from 'Commercial Manufacturing' to 'Regional Center Commercial';
3. Pursuant to Section 12.32 of the LAMC:
  - a. a **Zone Change** of the northern portion of the project site from [Q]C4-1VL-SN, and of the southern portion of the site from C4-2D-SN to [T][Q]C4-2D-SN (over the entire project site);
  - b. a **Height District Change** of the northern portion of the project site from '1VL' to '2D';
4. Pursuant to Section 12.24-W,1 of the LAMC, a **Conditional Use** for the sale and/or dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with three restaurant/dining uses, rooftop lounges, hotel and hotel-related amenities; and, the sale of alcoholic beverages for off-site consumption in conjunction with a gourmet food/boutique wine store;
5. ~~Pursuant to Section 12.24 W,24 of the LAMC, a **Conditional Use** to allow a hotel within 500 feet of an R-Zone;~~
6. ~~Pursuant to Section 12.24 W,19 of the LAMC, a **Conditional Use** to allow Floor Area Averaging and Residential Density Transfer between the project site's two parcels;~~
7. Pursuant to Section 12.21-A,2 of the LAMC, a **Zoning Administrator's Interpretation** to specific the front, rear, and side yards of the project;
8. Pursuant to Section 12.21-A,2 of the LAMC, a **Zoning Administrator's Interpretation** relative to the use of automated parking;
9. Pursuant to Section 16.05 of the LAMC, **Site Plan Review** for a project which creates or results in an increase of 50,000 square feet of gross nonresidential floor area.
10. Findings of consistency with the Hollywood Redevelopment Plan as well as any necessary consideration by the authorized agency to the Community Redevelopment Authority, including all required notices to the extent necessary.

#### **RECOMMENDED ACTIONS:**

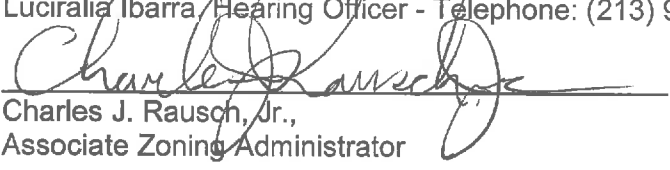
1. **Recommend** that the City Planning Commission **Certify** that it has reviewed and considered the information contained in the Draft and Final Environmental Impact Report and Errata, Environmental Clearance No. **ENV-2013-1938-EIR**, (SCH. No. **2013081022**), including the accompanying mitigation measures, the Mitigation Monitoring Program, **Adopt** the related environmental CEQA Findings, the Statement of Overriding Considerations, and the Mitigation Monitoring Program as the environmental clearance for the proposed project and find that:
  - a. The Environmental Impact Report (EIR) for the Palladium Residences, which includes the Draft EIR and the Final EIR and Errata, has been completed in compliance with the California

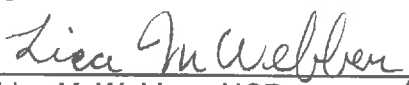

Environmental Quality Act (CEQA), Public Resources Code Section 21000 et seq., and the State and City of Los Angeles CEQA Guidelines; and

- b. The Project's EIR is presented to the City Planning Commission (CPC) as a recommending and decision-making body of the lead agency; and the CPC reviewed and considered the information contained in the EIR prior to certification of the EIR and recommending the project for approval, as well as all other information in the record of proceedings on this matter; and
  - c. The Project's EIR represents the independent judgment and analysis of the lead agency.
2. **Advise** the Applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that **mitigation conditions** are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring; and, that pursuant to the State Fish and Game Code Section 711.4, a Fish and Game and/or Certificate of Game Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notices and Determination (NOD) filing.
  3. **Recommend** that the City Council **Approve** a **General Plan Amendment** from Commercial Manufacturing to Regional Center Commercial;
  4. **Recommend** that the City Council **Approve** a **Zone and Height District Change** from [Q]C4-1VL-SN and C4-2D-SN to [T][Q]C4-2D-SN;
  5. **Approve** a **Condition Use**, for the sale and/or dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with three restaurant/dining uses; and, the sale of alcoholic beverages for off-site consumption in conjunction with a gourmet food/boutique wine store;
  6. **Dismiss, without prejudice**, the request for a **Conditional Use** to allow a hotel within 500 feet of an R Zone
  7. **Dismiss, without prejudice**, the request for a **Conditional Use** to allow Floor Area Averaging and Residential Density Transfer between the project site's two parcels;
  8. **Approve** a **Zoning Administrator's Interpretation** specifying the front, rear, and side yards of the project;
  9. **Approve** a **Zoning Administrator's Interpretation** relative to the use of automated parking;
  10. **Approve Site Plan Review** for a project which creates or results in an increase of 50 or more dwelling units and 50,000 square feet of gross nonresidential floor area.
  11. **Find** that, pursuant to Resolution No. 16 of the CRA/LA, Successor Agency to the Community Redevelopment Agency of the City of Los Angeles, the project, including land use and zoning as recommended, is consistent with the Hollywood Community Plan, with land use designations and regulations supersede the Hollywood Redevelopment Plan.
  12. **Recommend** that the applicant be advised that time limits for effectuation of a zone in the "Q" Qualified classification are specified in Section 12.32.G of the L.A.M.C. Conditions must be satisfied prior to the issuance of building permits.

MICHAEL J. LOGRANDE  
Director of Planning

  
Luciralia Ibarra, Hearing Officer - Telephone: (213) 978-1378

  
Charles J. Rausch, Jr.,  
Associate Zoning Administrator

  
Lisa M. Webber, AICP  
Deputy Director of Planning 

**ADVICE TO PUBLIC:** \*The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, 200 North Spring Street, Los Angeles, CA 90012* (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent out the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendaized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.



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## PROJECT DESCRIPTION

The project site is an irregular-shaped, 3.6 acre lot consisting of two parcels, one with primary frontage along Sunset Boulevard between Argyle and El Centro Avenues, and the other with primary frontage along Selma Avenue at El Centro Avenue. The site is currently improved with The Palladium, a live entertainment venue, and associated surface parking.

The project applicant, Palladium Residences, LLC, proposes a mixed-use development involving the existing surface parking areas flanking the westerly and northerly facades of the Palladium. The mixed-use development involves the construction of two 30-story towers involving either 731 residential units and 24,000 square feet of retail and restaurant uses (Option 1) ~~OR 598 residential units, 250 hotel guest rooms, and 24,000 square feet of retail and restaurant uses (Option 2).~~ The Palladium venue will be maintained and will continue to operate as a concert venue, together with the re-activation of 10,000 square feet of existing but currently dormant ancillary retail space along the Sunset frontage.

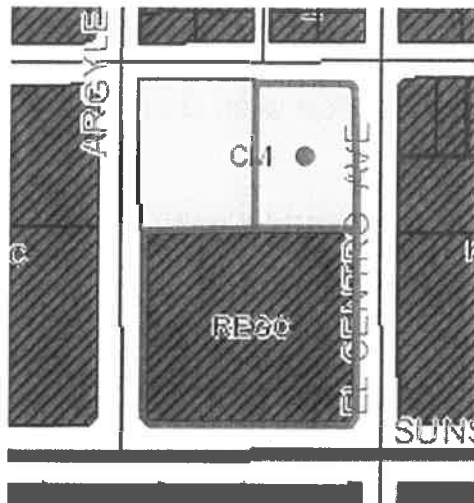
*Following the Hearing Officer hearing on this case, and subsequent tract approval, the applicant has withdrawn consideration of Option 2 (Hotel), including the associated hotel alcohol sales, and Floor Area Averaging and Residential Density Transfer.*

Parking would be provided to meet code requirements within subterranean and above-grade parking, including 317 replacement parking spaces which currently serve the Palladium. The project also includes approximately 820 bicycle parking spaces.

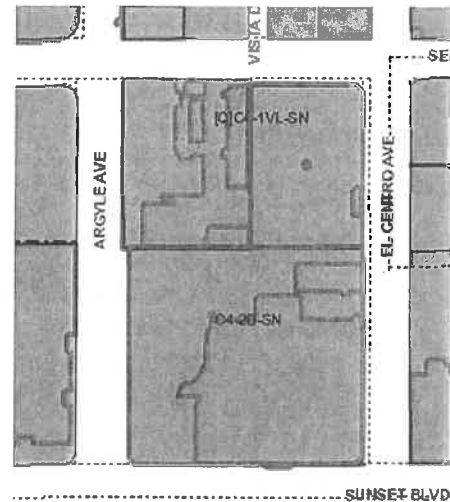
## On-Site Land Use & Zoning

A lot line adjustment between the parcels was approved in 2013, when the then-effective Hollywood Community Plan had designated the Selma parcel with the same zoning and land use (Regional Center Commercial) as the Sunset Boulevard parcel. Following the rescission of the Community Plan, which caused the zoning adjacent to Selma to revert to its prior designation, the lot lines are no longer contiguous with the boundaries of the zoning and General Plan designations. With the Commission's approval of the requested entitlements, consistency will be reestablished.

The project vicinity is highly urbanized and generally built out. The project would be an infill development located within the commercial and regionally significant entertainment center of Hollywood. Located in the Hollywood Community Plan area, the project's Sunset Boulevard area has a Regional Center Commercial land use designation in the C4-2D-SN Zone and the Selma Avenue area to the north has a Commercial Manufacturing land use designation in the [Q]C4-1VL-SN Zone. The 'Q' condition stems from Ordinance No. 165,662-SA180, which prohibits residential uses on the Selma Avenue parcel except as otherwise permitted in industrial zones. The C4 zone permits residential uses commensurate with the R5 density within Regional Center Commercial designations.



Land Use Designation



Zoning

### Adjacent Land Uses

The area is characterized by a mix of uses, including commercial, restaurant, bar, studio/production, office, entertainment and hotel, and predominantly multi-family residential uses.

- North: Surface parking, office, restaurant, and multi-family uses across Selma Avenue in the C4-2D Zone.
- East: Columbia Square mixed-use project consisting of 200 residential units, a 125-room hotel, 442,610 square feet of office floor area, and 41,300 square feet of retail, bar, and restaurant floor area in the (T)(Q)C4-2-SN and [Q]C4-1VL-SN Zones, located at 6101-6125 West Sunset Boulevard, 6100-6134 West Selma Avenue, 1521-1581 North Gower Street, and 1526-1546 North El Centro Avenue.
- South: A Discount Tire Center, pharmacy and retail uses (including Out of the Closet), surface parking, and Nickelodeon Studios across Sunset Boulevard in the C4-2D-SN and R4-2D Zones.
- West: High- and low-rise office structures with ground floor retail, restaurants and bars, as well as multi-family residences along El Centro Avenue in the C4-2D-SN and (T)(Q)C4-2-SN zones.

Notable uses along Sunset Boulevard include the CBS Columbia Square Studio/Office Complex and Sunset/Gower Studios to the east; the Nickelodeon Studio to the immediate south; and the Sunset Media Tower, Sunset and Vine Tower, and ArcLight Cinerama Dome further to the west. To the north along Hollywood Boulevard are tourist-oriented and entertainment uses, including The Pantages Theatre, The Fonda Theater, and Avalon Hollywood.

### Circulation

Sunset Boulevard is a Major Highway Class II dedicated to a 100-foot width along the project site's southern street frontage.

- Under the Mobility Plan, Sunset Boulevard is identified as Avenue I

Selma Avenue is a Local Street dedicated to a 60-foot width along the project site's northern street frontage.

El Centro Avenue is a Local Street dedicated to a 70-foot width along the project site's eastern street frontage.

Argyle Avenue is a Local Street dedicated to an 80-foot width along the project site's western street frontage.

### Public Transit

The following lines provide service to and around the project site (within 0.25 miles):

Metro Red Line: Hollywood/Vine station

Metro Rapid Lines: 780, 4/704

Metro Regional/Local Lines: 180/181, 212/312, 217, 222, 780, 2/302, 210

LADOT DASH: Hollywood, Hollywood/Wilshire, Beachwood Canyon

### Hazards

The project is not located within an Alquist-Priolo Zone and is not located within a Fault Rupture Study area. The project is located 1,150 feet from the nearest fault (Hollywood Fault), and 650 from the nearest Fault Rupture Study Area.

The property is not located in Landslide, Liquefaction, Tsunami, Very High Fire Hazard, Flood Zone, Methane Hazard, or High Wind Velocity areas.

### Economic Development

The property is located within the Sunset and Vine Business Improvement District and the Los Angeles State Enterprise Zone, which permits reduced parking standards of one parking space per 500 square feet of combined gross floor area of commercial office, business, retail, restaurant, bar and related uses, trade schools, or research and development buildings on any lot.

### Project Entitlements

The proposed Project will require the following entitlements:

- A **General Plan Amendment** from Commercial Manufacturing to Regional Center Commercial for the Selma Avenue area;
- A **Zone & Height District Change** from [Q]C4-21VL-SN and C4-2D-SN to [T][Q]C4-2D-SN;
- A **Conditional Use Permit** for the sale and consumption of a full line of alcoholic beverages for on-site consumption for ~~hotel and~~ restaurant use and for off-site consumption in conjunction with a potential gourmet food/wine store;
- ~~A Conditional Use Permit to allow a hotel in the C4 Zone within 500 feet of an R Zone;~~
- ~~A Conditional Use Permit to allow Floor Area Averaging and Residential Transfer among the project site's two parcels;~~
- **Zoning Administrator's Interpretations:**
  - To specify front, rear, and side yards for the project;
  - Regarding automated parking
- **Site Plan Review** for a project which creates or results in an increase of 50 or more dwelling units.

*Note: Subsequent to the Hearing Officer hearing on this case, the applicant has since withdrawn the request for a hotel within the project, associated alcohol sales for the hotel, and Floor Area Averaging and Residential Density Transfer from consideration.*

## **PROJECT BACKGROUND**

### **Zoning and Land Use Designation**

#### Existing Zone & Land Use

The project site consists of two parcels, identified as the Sunset Boulevard parcel with a frontage of approximately 332 feet along Sunset Boulevard at the property's southern boundary and the Selma Avenue parcel with a frontage of approximately 170 feet at the property's northern boundary.

The Selma Avenue parcel is zoned [Q]C4-1VL-SN with a Commercial Manufacturing land use designation and the Sunset Boulevard parcel is zoned C4-2D-SN with a Regional Center Commercial land use designation all within the Hollywood Community Plan.

The C4 Zone allows commercial uses consistent with the C2 Zone in addition to, but not limited to, uses such as pool halls, indoor swap meets, penny arcades, and gymnasiums. Residential densities in the C4 Zone are allowed pursuant to the R5 Zone (200 sf per dwelling unit) when located within Regional Center Commercial land use areas.

Height District '1VL' permits a Floor Area Ratio of up to 1.5:1 with 45' height limit and Height District '2' permits a Floor Area Ratio of up to 6:1 and no height limit. However, the 'D' limitation corresponds to the Hollywood Redevelopment Area's development limitation of 3:1 with the provision that a project could exceed the FAR so long as the CRA Board found that the project was consistent with the Redevelopment plan, that the developer entered into an OPA with the CRA Board, and is approved by the Planning Commission or the City Council on appeal. The 'D' Limitation also prohibits residential uses except as otherwise permitted in industrial zones.

#### Proposed Zone & Land Use

The applicant is seeking a General Plan Amendment together with a Zone and Height District Change to unify the zoning and land use designation across the project site. The zone would include [T] conditions that would correspond to the improvement conditions associated with Tentative Tract Map No. 72213. The [Q] conditions would include specific development conditions associated with the project as proposed herein, including conditions limiting the type and intensity of uses, together with mitigation measures, and any other conditions deemed necessary to secure an appropriate development of the site. The 'SN' suffix would remain and would continue to regulate signage on the project consistent with the Hollywood Supplemental Sign District. Should the requests be approved, the new zone will be [T][Q]C4-2D-SN with a Regional Center Commercial land use designation.

### **Hollywood Community Plan**

The Hollywood Community Plan currently designates the project site for Commercial Manufacturing and Regional Center Commercial land uses, and cites objectives and policies intended to address commercial and residential development. The Hollywood Community Plan identifies the project vicinity as the "Hollywood Center" that should function "1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region." Moreover, the Hollywood Community Plan text further encourages developments combining residential and commercial uses be located in the Hollywood Center area.

### **On-Site Related Cases:**

Ordinance No. 182,960: On April 2, 2014, the City Council voted to set aside the approval of the 2012 Hollywood Community Plan Update, reverting the zoning designations and policies, goals, and objectives that were in effect immediately prior to the approval of the 2012 Hollywood Community Plan update.

Case No. CPC-2014-669-CPU (Ordinance No. 182,960): On March 13, 2014, the City Planning Commission: Approved a Resolution vacating, rescinding, and setting aside the previously approved General Plan Amendment relative to the Hollywood Community Plan Update and all related actions to the Transportation Element and Framework Element that was made part of the General Plan of the City of Los Angeles; Approved an Ordinance rescinding, vacating, and setting aside Ordinance No. 182,173, thereby reverting the zoning ordinances and regulations in place immediately prior to the City Council's adoption of Ordinance No. 182,173; and, Approved a Resolution for the General Plan Framework Element Amendment reaffirming the City's historic interpretation and implementation of the Framework Element's monitoring policies and programs, as modified by the Commission.

Case No. AA-2012-3533-PMEX: On May 30, 2013, the Advisory Agency granted a parcel map exemption in conjunction with the adjustment of common lots lines between the parcels located at 6201-6221 West Sunset Boulevard and 6210 West Selma Avenue.

Ordinance No. 182,173: On June 19, 2012, the City Council adopted the 2012 Hollywood Community Plan Update, which updated the 1988 Hollywood Community plan, including land use designations and policies addressing development through 2030.

Case No. CPC-2005-6082-CPU (Ordinance No. 182,173-SA4:5C): On February 24, 2012, the City Planning Commission approved an Update to the Hollywood Community Plan, adopting changes to the Hollywood Community Plan text, maps, footnotes and nomenclature changes, as well as rezoning actions. Amendments were made to the Highways and Freeways Map of the Transportation Element of the General Plan, and the Long-Range Land Use Diagram of the Citywide General Plan Framework Element.

Case No. CPC-2007-5866-SN (Ordinance No. 181,340): On January 26, 2009, the City Planning Commission approved an Amendment to the Hollywood Signage Supplemental Use District.

Ordinance No. 176,172: At its meeting of August 18, 2004, the City Council approved the establishment of the Hollywood Signage Supplemental Use District.

Ordinance No. 165,662-SA180: At its meeting of March 21, 1990, the City Council passed an ordinance allowing a floor area ratio not to exceed 3:1 on the Sunset Boulevard area, unless the Community Redevelopment Agency found that the project conforms to the Hollywood Redevelopment Plan, the Transportation Program adopted by the CRA Board, and any applicable Designs for Development adopted as part of the Redevelopment Plan, and that the project complies with a Disposition and Development Agreement and has been approved by the City Planning Commission and City Council, whereupon the floor area may exceed the 3:1 floor area ratio. For the Selma Avenue area, the ordinance imposed a 'Q' condition prohibiting residential uses except as otherwise permitted in industrial zones.

#### **Off-Site Related Cases:**

CPC-2008-3440-ZC-CUB-CU-ZV-DA-HD/VT-71831-1A: At its meeting of March 28, 2013, the City Planning Commission approved a Vesting Zone Change from C4 to (T)(Q)C2-2-SN, a Height District Change from '2D' to '2'; a Vesting Conditional use to permit a hotel within 500 feet of an R Zone; a Master Conditional Use to permit the sale and dispensing of a full line of alcoholic beverages for on- and off-site consumption and live entertainment, a Conditional Use to permit floor area averaging in a unified development; a Zone Variance to permit outdoor eating areas above the ground floor; a Zone Variance to permit reduced parking for the sports club/fitness facility; all in conjunction with a mixed-use development consisting of 492 residential units, 200 hotel rooms, approximately 215,000 square feet of office space, 34,000 square feet of restaurant use, 35,000 square feet of fitness/sports club use, and 15,000 square feet of retail

use for a property located at 1720-1770 North Vine Street, 1745-1753 North Vine Street, 1746-1770 North Ivar Avenue, 1733 and 1740 Argyle Avenue, and 6236, 6270, and 6334 West Yucca Street.

Case No. CPC-2009-254-ZC-HD-SPR-GB: At its meeting of April 14, 2011, the City Planning Commission approved a Zone and Height District Change from C4-2D-SN to C4-2-SN, Site Plan Review for a project resulting in an increase of 50,000 gross square feet of nonresidential floor area in conjunction an office building with a maximum of 100,386 square feet of commercial floor area and 2,012 square feet of retail floor area, as well as 4,900 square feet of lobby and common area floor area located at 1601-1605 North Vine Street and 6311 Selma Avenue.

Case No. CPC-2007-9911-GPA-VZC-HD-CUB-CUX-CU-SPR-DA: At its meeting of March 3, 2010, the City Planning Commission approved: a General Plan Amendment from Commercial Manufacturing to Regional Center Commercial; a Vesting Zone Change and Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2-SN; a Conditional Use to permit on- and off-site sales, dispensing and consumption of a full line of alcoholic beverages; a Conditional Use to permit live entertainment and dancing at three venues; a Vesting Conditional Use to permit a motion picture/television studio use and related incidental uses in the C4 Zone; a Vesting Conditional Use to permit a hotel within 500 feet of an R Zone; Site Plan Review for a project which creates 50,000 square feet or more of nonresidential floor area, 50 or more dwelling units, and which creates a change of use that results in a net increase of 1,000 or more average daily trips; and, that the City Council approve a 15-year Development Agreement. The City Planning Commission certified the EIR for the project, the accompanying mitigation measures, Mitigation Monitoring and Reporting Program and Statement of Overriding Considerations. All in conjunction with a mixed-use project consisting of a maximum of 200 residential units, a 125-room hotel, 442,610 square feet of office floor area, and 41,300 square feet of retail, bar, and restaurant floor area, located at 6101-6125 West Sunset Boulevard, 6100-6134 West Selma Avenue, 1521-1581 North Gower Street, and 1526-1546 North El Centro Avenue.

Case No. APCC-2006-9407-SPE-CUB-CUX-SPP: At its meeting of August 1, 2007, the Central Area Planning Commission approved Specific Plan Exceptions and Project Permit Compliance for signage within the Hollywood Signage Supplemental Use District, Conditional Use permits for alcohol and live entertainment allowing for the on-site sale of a full line of alcoholic beverages in conjunction with a maximum of 25 individual establishments, including restaurant, night club and lounge uses, as well as off-site sale of a full line of alcoholic beverages in conjunction with a maximum of 16 retail portions of the project, and to permit controlled-access liquor cabinets to be located within the hotel rooms and by way of room service for a mixed-use development located at 6250 Hollywood Boulevard.

Case No. CPC-2006-3871-ZC-CUB-SPR: At its meeting of March 8, 2007 the City Planning Commission approved a Zone Change from C4-2D-SN to (T)(Q)C4-2-SN, a Conditional Use permitting the sale of a full line of alcoholic beverages for off-site conjunction, and the sale of beer and wine for on-site consumption in conjunction with grocery market in the C4 Zone, and Site Plan Review for a project which creates 50,000 square feet or more of nonresidential floor area and 50 or more dwelling units, all in conjunction with the development of a mixed use development consisting of 306 dwelling units, 67,500 square feet of food market uses and associated parking located at 1540 North Vine Street.

CPC-2006-7301-ZC-ZV-YV-SPR: At its meeting of February 8, 2007, the City Planning Commission approved a Zone Change from C4-2D, C4-2D-SN, and [Q]C4-2D-SN to [T][Q]C4-2D and [T][Q]C4-2D-SN; a Height District Change modifying the 'D' limitations to permit a maximum FAR of 4.5:1; a Zone Variance to permit a 55-foot maximum height over 90 percent of the [Q]R3-1XL Parcel in lieu of the maximum two stories (and 30-foot height limit) otherwise

allowed; a Zone Variance from existing 'Q' Condition No. 3 (Ordinance 165,662) permitting density of one unit per 300 square feet in lieu of one unit per 1,200 square feet of buildable lot area; a Variance to permit Joint Living and Work Quarters in the [Q]R3-1XL Zone; a Variance to permit accessory uses in the [Q]R3-1XL Zone where the main use is in the C4 Zone; Adjustments to permit 0-foot side yard setbacks in lieu of the required 9-foot side yard required in the C4-2D and C4-2D-SN zones, and 0-foot front and 0-foot easterly side yard setbacks in lieu of the required 15-foot front yard setback and 9-foot side yard setbacks required in the [Q]R3-1XL Zone, and Site Plan Review for a project resulting in 50 or more dwelling units and 50,000 square feet or more of nonresidential floor area; all in conjunction with a mixed-use development consisting of 1,042 dwelling units and 175,000 square feet of commercial and retail uses located at 1614-1736 Argyle Avenue, 6139-6240 West Hollywood Boulevard, 6140-6158 West Carlos Avenue, 1631-1649 North El Centro Avenue, and 1615-1631 Vista Del Mar Avenue.

Case No. CPC-2005-4358-ZC-ZAA: At its meeting of March 8, 2006, the City Planning Commission approved a Zone and Height District Change from C4-2D-SN to [T][Q]C4-2-SN, an Adjustment to allow variable side yards of 5-8 feet for the interior lot lines abutting the Taft Building, a 10% Reduction of the off-street parking requirements for commercial projects; a Floor Area Ratio in excess of 4.5:1 but not to exceed 6:1 in conformance with the Hollywood Redevelopment Area, and Adopted the findings of the previously certified EIR (SCH No. 1985052903). All in conjunction with a mixed-use project consisting of 375 apartment units, a 300-room hotel, and 61,500 square feet of retail/restaurant space located at 6250-6252 Hollywood Boulevard.

Case No. APCC-2005-7302-ZC-SPE-SPP: At its meeting of January 10, 2006, the Central Area Planning Commission approved a Zone and Height District Change from C4-2D-SN to (T)(Q)C4-2D-SN for the construction, use, and maintenance of a one-story, 10,000 square-foot addition to the ground level of an existing 19-story building and the installation of four Supergraphic Signs on each of the four building facades in conjunction with the adaptive reuse conversion of an existing office building to 63 apartments with three levels of subterranean parking for a property located at 6290 West Sunset Boulevard.

Case No. VTT-63297: On December 28, 2005, the Deputy Advisory Agency approved subdivision composed of 16 lots (2 ground lots and 14 airspace lots) for a mixed-use project consisting of 375 apartment units, a 300-room hotel, and 61,500 square feet of retail/restaurant space in the C4 Zone for a property located at 6250-6252 Hollywood Boulevard.

**Environmental Impact Report:** On August 8, 2013, the City circulated a Notice of Preparation to State, regional, and local agencies, as well as members of the public for a 33-day review period that ended on September 9, 2013. A scoping meeting was held at the project site on August 29, 2013. In accordance with State CEQA Guidelines, and upon completion of the Draft EIR, a Notice of Completion and Availability was submitted to the State Clearinghouse, Governor's Office of Planning and Research for distribution to State Agencies as well as interested parties. The Draft EIR was circulated for a 47-day public review period from October 23, 2014 to December 8, 2014. The City of Los Angeles released the Final Environmental Impact Report (FEIR) ENV-2013-1938-EIR, on March 31, 2015, detailing the relevant environmental impacts as a result of the Project. On November 6, 2015, an Errata to the EIR was published in the Department of City Planning's website with additional information and analyses in responses to comments that were raised during the public hearing process. The EIR further identified the following areas where impacts could not be mitigated to a level of insignificance:



- **Air Quality – (Regional NO<sub>x</sub>)** – Construction of Option 1 or Option 2 would result in significant and unavoidable regional NO<sub>x</sub> emissions during the continuous concrete pouring phase (anticipated to last 1 to 2 days).
- **Noise- (Construction)** – Noise associated with the Project would not increase ambient noise levels to nearby noise-sensitive uses by 5 dBA or more. However, should nearby related projects be constructed and occupied prior to proposed Project, the Project would result in significant and unavoidable construction noise impacts at future noise sensitive receptor locations.
- **Transportation and Circulation (Cumulative Construction Traffic)** – Due to the large number of related projects in the vicinity, significant and unavoidable impacts would occur from the potential for concurrent construction of related projects in conjunction with the Project.
- **Transportation and Circulation (2013 & 2018 Baseline Prior to Mitigation)** - Under 2013 baseline conditions, prior to mitigation, the Project would exceed significance thresholds at three intersections (PM peak Hour) under Option 1 and at five locations (three PM, one AM, and one during both peak hours) under Option 2.

*2013 Baseline*

Option 1

10. Vine/Sunset  
28. Gower/Sunset  
30. Gower/Santa Monica

Option 2

2. Cahuenga/Franklin  
10. Vine/Sunset  
12. Vine/Santa Monica  
28. Gower/Sunset  
30. Gower/Santa Monica

When measured against future 2018 baseline conditions, the Project would exceed significance thresholds at three intersections (one PM, and two under both peak hours) under Option 1 and seven locations (four PM, and three during both peak hours) under Option 2.

*Future 2018 Baseline*

Option 1

26. Gower/Hollywood  
28. Gower/Sunset  
30. Gower/Santa Monica

Option 2

2. Cahuenga/Franklin  
10. Vine/Sunset  
12. Vine/Santa Monica  
23. Gower/Franklin  
26. Gower/Hollywood  
28. Gower/Sunset  
30. Gower/Santa Monica

While not required by CEQA or DOT, the traffic study undertook an additional analysis to conservatively consider potential future projects to account for a growth in traffic by applying an additional 0.100 increment to V/C ratios under future baseline conditions. This resulted in an additional three intersections under Option 1 and Option 2.

*Added Growth (Incremental 0.100 to V/C Ratios under Future Baseline)*

Options 1 & 2

9. Vine/Selma  
15. Argyle/Selma  
29. Gower/Fountain

- **Transportation and Circulation (Neighborhood Street Segments)** - Under 2013 baseline conditions, impacts to neighborhood street segments only results in a significant and unavoidable impact at El Centro Avenue between Leland Way and De

Longpre Avenue under Option 2. When measured against future 2018 baseline, project trips do not exceed significance thresholds under Option 1 or Option 2.

### **Walkability Analysis**

The City of Los Angeles Walkability Checklist, Guidance for Entitlement Review (Walkability Checklist) was created by the City's Urban Design Studio of the Department of City Planning and specifies urban design guidelines that are generally applicable to all projects requiring discretionary approval for new construction. Consisting of objectives, goals, and implementation strategies, the Walkability Checklist cites various design elements intended to improve the pedestrian environment, protect neighborhood character, and promote high-quality urban form. Such topics as sidewalks, crosswalks/street crossings, on-street parking, utilities, building orientation, off-street parking and driveways, on-site landscaping, building façades, and building signage and lighting are addressed and should be considered in the design of a project.

The project satisfies various relevant elements of the Walkability Checklist, including the following:

**Building Orientation** – The project will maintain the Palladium concert venue, which has primary frontage along Sunset Boulevard. The project will replace existing surface parking lots that flank the westerly and northerly facades of the Palladium with new mixed-use structures with ground floor retail and restaurant uses that will activate street frontages to enhance the pedestrian experience. The project also includes mid-block connections that allow pedestrians to access the site between El Centro, Argyle, and Selma Avenues. The development of this site will enhance the regional significance of Hollywood as a center for entertainment, jobs, and tourists.

**Building Frontage** - The project satisfies the guidelines with respect to building frontage, which describes that building frontages meet objectives for a safe, accessible, and comfortable pedestrian environment, specifically by adding visual interest and emphasizing pedestrian movement and comfort. The project will reactivate the Palladium storefronts, maintain the historic structure's entrances, and introduce a series of landscaped courts that will be available to the public. Entrance to the project's courts and pedestrian passageways will be accessible to the public free. Retail and restaurant activity on the ground floor will contribute to the activity on Sunset Boulevard, as well as Argyle, El Centro and Selma Avenues.

**On-Site Landscaping** – As proposed, the project would support the walkability guidelines relative to on-site landscaping by providing ground-level court areas and pedestrian passageways designed with landscape and hardscape features intended to improve the aesthetic character and visual along and within the project site.

**Off-Street Parking and Driveways** - The project generally supports the walkability guidelines discussing off-street parking and driveways, which states that the safety of the pedestrian is primary in an environment where pedestrians and automobiles must both be accommodated. To that end, the proposed project meets code-required parking within the project site. Also, the project will maintain a motor court accessible from Argyle Avenue, and includes a third driveway to be located immediately north of the motor court allowing one-way inbound vehicular travel, and continue to provide one vehicular driveway along Selma Avenue. The project will eliminate the existing curb cut on Sunset Boulevard and one of the two curb cuts on El Centro. Conversely, the project provides four pedestrian entrances to the project site, from El Centro Avenue, Sunset Boulevard, Selma Avenue and Argyle Avenue. The curb cut loading area to the palladium that is currently located at the El Centro Court entrance will be moved to the subterranean parking garage under Alternative 7 in connection with the Palladium

Preservation and Enhancement Plan, effectively providing more protected space for pedestrians accessing the site from El Centro.

**Building Signage and Lighting** - The project is located in the Hollywood Signage Supplemental Use District (HSSUD), which regulates sign types, sign height, sign area, number of signs, sign dimensions, content, and placement in a manner that may be different from, more restrictive than, or more permissive than the provisions contained in the Code. The applicant is not proposing any signage at this time and is not seeking any deviations from the requirements of the HSSUD.

**Sidewalks** - The project generally satisfies the guidelines relative to sidewalks, which calls for pedestrian corridors delineated by a consistent rhythm that are wide enough to accommodate pedestrian flow, and which provide pedestrian safety by creating a clear separation from the roadway and from traffic. The sidewalk along Sunset Boulevard will have a variable width of 15- and 17-feet, 12 feet along El Centro and Argyle Avenues, and 10 feet along Selma Avenue (Transportation Element). In addition, the project includes approximately 33,800 square feet of publicly accessible outdoor court areas and pathways that would have entrances from El Centro Avenue, Argyle Avenue and Sunset Boulevard. These areas would introduce landscaped areas, concrete paving, and a water feature which vastly improves accessibility and pedestrian flow from the street and through the project site.

**Utilities** - The project generally supports the walkability guidelines discussing utilities, which describe that ideally utilities should be placed underground in order to improve and preserve the character of the street and neighborhood, increase visual appeal, and minimize obstructions in the pedestrian travel path. Because the project will preserve the Palladium, minimal work to utilities for the Palladium are anticipated to occur. However, where new utilities are required, they would be placed underground and/or in specified zones as required by the respective utility companies.

## **CONCLUSION**

Based on the information submitted, the testimony received at the public hearing, and the analysis in the EIR, the Department of City Planning is recommending that the City Planning Commission:

Recommend approval of a General Plan Amendment to designate the entire project site as Regional Center Commercial, amending the Hollywood Community Plan Map to change the Selma Avenue area from Commercial Manufacturing.

Recommend approval of a Zone and Height District Change from [Q]C4-1VL-SN and C4-2D-SN to [T][Q]C4-2D-SN, unifying zoning across the site and introducing new 'T' and 'Q' conditions to reflect the proposed project as well as Mitigation Measures and Project Design Features of the EIR.

Approve a Conditional Use to permit on-site sale and consumption of a full line of alcoholic beverages within the new residential buildings for restaurant dining uses and for off-site sales of alcohol in conjunction with a gourmet food/boutique wine store.

Dismiss, without prejudice, a Conditional Use to permit a hotel within 500 feet of an R Zone.

Dismiss, without prejudice, a Conditional Use to permit floor area averaging for the project, which will maintain the historic Palladium and distribute the Palladium floor area to the undeveloped parcels of the project site.

Approve a Zoning Administrator's Interpretation to designate Sunset Boulevard as the front yard, Selma Avenue as the rear yard, and El Centro and Argyle Avenues as the side yards.

Approve a Zoning Administrator's Interpretation to allow automated parking as a permitted "robotic structure" under the parking regulations of LAMC Section 12.21-A,5.

Approve Site Plan Review for a project resulting in an increase of 50 or more dwelling units and 50,000 square feet of non-residential floor area as part of the project.

**“D” Development Limitations**

Pursuant to Section 12.32 G of the Municipal Code, the following limitations are hereby imposed upon the use of the subject property, subject to the “D” Development Limitations.

1. **Floor Area.** A project on this site may be developed at a Floor Area Ratio of between 4.5:1 and not to exceed 6:1 provided that:
  - a. The Community Redevelopment Agency, any successor to the Community Redevelopment Agency, or the Department of City Planning of Los Angeles, pursuant to the transfer by ordinance of redevelopment land use plans and function to the City of Los Angeles (CF No. 12-0014-S4), finds that the project conforms to the Hollywood Redevelopment Plan with findings are required by Section 506.2.3 of the Redevelopment Plan
  - b. The project applicant/subdivider enters into an Owner Participation Agreement.
  - c. The project's historical analysis is approved by the Office of Historic Resources, and the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32-D.
2. **Maximum Height.** No building or structure located on the subject property shall exceed a height of 350 feet, as shown on the attached Exhibit A, pursuant to Section 12.21.1 of the Municipal Code.



**CONDITIONS FOR EFFECTUATING TENTATIVE  
(T) CLASSIFICATION REMOVAL**

Pursuant to Los Angeles Municipal Code Section 12.32 G, the "T" Tentative Classification shall be removed by the recordation of a final tract map or by posting guarantees satisfactory to the City Engineer to secure the following without expense to the City of Los Angeles, with copies of any approval or guarantees provided to the Planning Department for attachment to the subject City Plan Case.

1. **Dedications and Improvements.** Prior to the issuance of any building permit, public improvements and dedications for streets and other rights of way adjoining the subject property shall be guaranteed to the satisfaction of the Bureau of Engineering, Department of Transportation, Fire Department (and other responsible City, regional and federal government agencies, as may be necessary), the following:

A. **Responsibilities/Guarantees.**

1. As part of early consultation, plan review, and/or project permit review, the applicant/ developer shall contact the responsible agencies to ensure that any necessary dedications and improvements are specifically acknowledged by the applicant/developer.
2. Prior to the issuance of sign-offs for final site plan approval and/or project permits by the Department of City Planning, the applicant/developer shall provide written verification to the Department of City Planning from the responsible agency acknowledging the agency's consultation with the applicant/developer. Any changes to the project design required by a public agency to accommodate required dedications and improvements shall be documented in writing and submitted for review by the Department of City Planning and shall also be subject to Condition NO. 19 of the 'Q' conditions herein, if such changes involve a change in the site plan, floor area, parking, building height, yards or setbacks, building separations, or lot coverage.

B. **Street Dedications**

1. That a 2-foot wide strip of land be dedicated along Sunset Boulevard where there are no existing structures to remain adjoining the tract to complete a 52-foot wide half right-of-way in accordance with Major Highway Standards including a 20-foot radius property line or 15-foot by 15-foot property cut corner return at the intersection with Argyle Avenue.
2. That a 10-foot by 10-foot property cut corner or 15-foot by 15-foot property line return be dedicated at the intersection of El Centro Avenue and Selma Avenue.
3. That the subdivider make a request to the Central District Office of the Bureau of Engineering to determine the capacity of existing sewers in this area.
4. That a set of drawings be submitted to the City Engineer showing the following (for airspace subdivision only):
  - (a) Plan view at different elevations.

- (b) Isometric views.
  - (c) Elevation views.
  - (d) Section cuts at all locations where air space lot boundaries change.
5. That in the event that a final map is recorded for the proposed airspace lots, the owners of the property record an agreement satisfactory to the City Engineer stating that they will grant the necessary private easements for ingress and egress purposes to serve proposed airspace lots to use upon the sale of the respective lots and they will maintain the private easements free and clear of obstructions and in a safe condition for use at all times.

C. Street Improvements

1. Improve Sunset Boulevard being dedicated and adjoining the subdivision by the construction of the following:
  - (a) Any necessary concrete curbs, concrete gutters, and a 15-foot full-width concrete sidewalks where there are existing structures and 17-foot wide concrete sidewalk where there are no existing structures with tree wells.
  - (b) Any necessary suitable surfacing to join the existing pavement and to complete 35-foot half roadways.
  - (c) Any necessary removal and reconstruction of existing improvements
  - (d) The necessary transitions to join the existing improvements all satisfactory to the City Engineer.
2. Construct drainage facilities.
3. Install street lighting facilities to serve the property as required by the Bureau of Street Lighting.
  - (a) Construct one (1) new street light on Argyle Avenue.
  - (b) If street widening per BOE improvement conditions, relocate and upgrade four (4) street lights on Sunset Boulevard, and one (1) street light on Argyle Avenue.
2. **Building & Safety – Grading.** Prior to issuance of a grading or building permit, a qualified geotechnical engineer shall prepare and submit to the Department of Building and Safety, Grading, a preliminary geotechnical report that provides recommendations for seismic safety and design requirements for foundations, retaining walls/shoring and excavation to meet applicable State and City requirements. A qualified geotechnical engineer shall be retained by the Applicant to observe the project site during excavation, grading, and general site preparation activities to monitor the implementation of the recommendations specified in the Geology and Soils Report and any conditions of approval required by the Department of Building and Safety, Grading. A final geotechnical and/or compaction reports and any other reports shall be submitted to the Department of Building and Safety, grading for review and approval.



3. **Building & Safety – Zoning.** Prior to recordation of the final map, the Department of Building and Safety, Zoning Division shall certify that no Building or Zoning Code violations exist on the subject site. In addition, the following items shall be satisfied:
- a. Show compliance with the [Q] and [D] conditions of Ordinance 165,662 as applicable or Department of City Planning approval to amend [Q] and D conditions is required regarding the allowable FAR and the allowable residential uses on the site. Proposed project does not meet the density and FAR required per the above ordinance. City Planning approval to be consistent with the Regional Center Commercial requirements.
  - b. Obtain City Planning approval to designate the entire project site as Regional Center Commercial.
  - c. Provide a copy of the Zone Change approval. Zone Change must be enacted and effective prior to obtaining Zoning clearance.
  - d. Obtain Conditional Use Permit approval to allow proposed hotel in C4 Zone within 500 ft. of residential zone.
  - e. Provide a copy of CPC Case CPC-2014-3808-GPA-ZC-HD-CU-CUB-ZAI-SPR and CPC-2014-669-CPU. Show compliance with all the conditions/requirements of the CPC cases as applicable.
  - f. Show all street dedication(s) as required by Bureau of Engineering and provide net lot area after all dedication. "Area" requirements shall be re-checked as per net lot area after street dedication(s). Front and side yard requirements shall be required to comply with current code as measured from new property lines after dedication(s).
  - g. Record a Covenant and Agreement, such as a Covenant and Agreement Regarding Maintenance of Building, to treat the buildings and structures located in an Air Space Subdivision as if they were in a single lot.
4. **Department of Transportation.** Prior to recordation of the final map, the subdivider shall make suitable arrangements to assure compliance, satisfactory to the Department of Transportation satisfactory arrangements shall be made with the Department of Transportation to assure compliance with all the requirements and conditions contained in Inter-Departmental Letter dated October 10, 2014, DOT Case No. CEN 13-41465 and attached to the case file for Tract No. VTT-72213.

Moreover, satisfactory arrangements shall be made satisfy the recommendations of the Department of Transportation:

- a. A minimum of 40-foot and 20-foot reservoir space(s) be provided between any ingress security gate(s) and the property line when driveway is serving more than 300 and 100 parking spaces respectively.
- b. Parking stalls shall be designed so that a vehicle is not required to back into or out of any public street or sidewalk.
- c. Driveways and vehicular access to projects shall be provided from Argyle Avenue, Selma Avenue, and/or El Centro Avenue.
- d. A parking area and driveway plan be submitted to the Citywide Planning Coordination Section of the Department of Transportation for approval prior to

the submittal of building permits plans for plan check by the Department of Building and Safety. Transportation approvals are conducted at 201 N. Figueroa Street, Suite 400, Station 3.

- e. That a fee in the amount of \$205 be paid for the Department of Transportation as required per Ordinance No. 183,270 and LAMC Section 19.15 prior to recordation of the final map. Note: the applicant may be required to comply with any other applicable fees per this new ordinance.
5. **Department of Fire.** Prior to the recordation of the final map, a suitable arrangement shall be made satisfactory to the Fire Department, binding the subdivider and all successors to the following:
- a. No building or portion of a building shall be constructed more than 300 feet from an approved fire hydrant. Distance shall be computed along path of travel.
  - b. Any required fire hydrants to be installed shall be fully operational and accepted by the Fire Department prior to any building construction.
  - c. Where rescue window access is required, provide conditions and improvements necessary to meet accessibility standards as determined by the Los Angeles Fire Department.
  - d. Building designs for multi-story residential buildings shall incorporate at least one access stairwell off the main lobby of the building; But, in no case greater than 150 feet horizontal travel distance from the edge of the public street, private street or Fire lane. This stairwell shall extend unto the roof.
  - e. Entrance to the main lobby shall be located off the address side of the building.
  - f. Any required Fire Annunciator panel or Fire Control Room shall be located within 50 ft visual line of site of the main entrance stairwell or to the satisfaction of the Fire Department.
  - g. Site plans shall include all overhead utility lines adjacent to the site.
  - h. Any roof elevation changes in excess 3 feet may require the installation of ships ladders.
6. **Street Trees.** Construction of tree wells and planting of street trees and parkway landscaping to the satisfaction of the Street Tree Division of the Bureau of Street Maintenance.
7. **Sewers.** Satisfactory arrangements shall be made with the Bureau of Sanitation, Wastewater Collection Systems Division for compliance with its sewer system review and requirements. Upon compliance with its conditions and requirements, the Bureau of Sanitation, Wastewater Collection Systems Division will forward the necessary clearances to the Bureau of Engineering.
8. **Drainage.** Construct drainage facilities as required by existing regulations to the satisfaction of the City Engineer.
9. **Recreation and Parks Dedication/Fee.** Per Section 12.33 of the Municipal Code, the applicant shall dedicate land for park or recreational purposes or pay the applicable Quimby fees for the construction of condominiums, or Recreation and Park fees for construction of apartment buildings.

10. **Schools.** The applicant shall make payment to the Los Angeles Unified School District to offset the impact of additional student enrollment at schools serving the project area.
11. **Cable Television.** The applicant shall make necessary arrangements with the appropriate cable television franchise holder to assure that cable television facilities will be installed in City rights-of-way in the same manner as is required of other facilities, pursuant to Municipal Code Section 17.05.N, to the satisfaction of the Information Technology Agency.
12. **Police.** The building plans shall incorporate design guidelines relative to security, semi-public and private spaces (which may include but not be limited to access control to building), secured parking facilities, walls/fences with key systems, well-illuminated public and semipublic space designed with a minimum of dead space to eliminate areas of concealment, location of toilet facilities and building entrances in high-foot traffic areas, and provision of security guard patrol throughout the project site if needed. Refer to Design out Crime Guidelines: Crime Prevention Through Environmental Design published by the Los Angeles Police Department's Crime Prevention Section (located at Parker Center, 150 N. Los Angeles Street, Room 818, Los Angeles, Phone: 213-485-3134). These measures shall be approved by the Police Department prior to the issuance of building permits.
13. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded by the property owner in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent owners, heirs or assigns. Further, the agreement must be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date must be given to the Department of City Planning for attachment to the subject file.

Notice: Certificates of Occupancies for the subject properties will not be issued by the City until the construction of all the public improvements (streets, sewers, storm drains, etc.), as required herein, are completed to the satisfaction of the City Engineer.

## (Q) QUALIFIED CONDITIONS OF APPROVAL

Pursuant to Section 12.32 of the Municipal Code, the following limitations are hereby imposed upon the use of the subject property, subject to the "Q" Qualified classification.

### A. Entitlement Conditions

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the plans and materials stamped "Exhibit A" and dated \_\_\_\_\_, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, and written approval by the Director of Planning, with each change being identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the subject conditions, and the intent of the subject permit authorization.
2. **Development Services Center.** Prior to sign-off on building permits by the Department of City Planning's Development Services Center for a project with a 6.0:1 FAR directly adjacent to the Palladium, the Department of City Planning's Major Projects Section, in consultation with its Office of Historic Resources, shall confirm, via signature, that the project's building plans substantially conform to the conceptual plans stamped as Exhibit "A", as described in the EIR, and approved by the City Planning Commission.  
  
*Note to Development Services Center:* The plans presented to, and approved by, the City Planning Commission (CPC) included specific architectural details that were significant to the approval of the project. Plans submitted at plan check for condition clearance shall include a signature and date from Major Projects Section planning staff to ensure plans are consistent with those presented at CPC.
3. **Density.** Development of the project site shall be limited to the development of 731 residential dwelling units and 24,000 square feet of retail and restaurant uses (identified as Option 1 in the EIR).
4. **Height.** The height of structures on the project site, as measured from grade, shall not exceed 395 feet.
5. **Floor Area.** Pursuant to Municipal Code Section 12.21.1-A, the total floor area within the project site shall not exceed 927,354 square feet, including the 63,354 square-foot Palladium.
6. **Yards.**
  - a. Front Yard: Sunset Boulevard
  - b. Rear Yard: Selma Avenue
  - c. Side Yard: Northwesterly property lines abutting property located at 1546 North Argyle Avenue and 6224 West Selma Avenue.
  - d. Side Yard: El Centro Avenue
7. **Vehicular Parking.**
  - a. Palladium: The project shall provide a minimum of 317 replacement parking spaces to serve the existing Palladium.
  - b. Residential: The project shall provide parking in accordance with the provisions of Los Angeles Municipal Code Section 12.21-A,4. However, in the event the applicant should develop the project as condominiums, the project shall provide parking in accordance with the Advisory Agency's parking policy for condominiums.

- d. Retail/Restaurant: The project site is located in the Los Angeles State Enterprise Zone, and shall provide parking in accordance with the provisions of Los Angeles Municipal Code Section 12.21-A,4(x)(3).
  - e. The project may be eligible for further parking reductions based on its location near transit and for the provision of bicycle parking spaces in accordance with the LAMC.
8. **Bicycle Parking.** The project shall provide bicycle parking pursuant to Section 12.21-A,16, of the LAMC.
9. **Palladium.** In the event that a project is approved for the property immediately adjoining the Hollywood Palladium theater, located at 6201 Sunset Boulevard, at a density of 6.0:1 FAR, and provided that all administrative and legal appeals and challenges have been resolved permitting a project with an intensity of 6.0:1 FAR, then prior to the issuance of building permits for such project, the applicant shall nominate the Hollywood Palladium theater building as a Historic-Cultural Monument in accordance with the Los Angeles Cultural Heritage Ordinance, Municipal Code Sections 22.171 et seq. In the event the applicant does not nominate the Hollywood Palladium Theater building as a Historic-Cultural Monument, the applicant will not oppose any other entity nominating the building as a Historic Cultural Monument. Section .511 of the Hollywood Redevelopment Plan states that "[t]he [Community Redevelopment Agency] shall deny requests for housing incentive units, development in the Regional Center Commercial designation above an FAR of 4.5:1 and variations for sites on which a structure determined by the Agency to be significant was demolished after the adoption of this Plan or is proposed to be demolished; however, under exceptional circumstances where a significant structure has been substantially damaged and must be demolished due to circumstances beyond the control of the owner, the Agency may grant requests for housing incentive units, development within the Regional Center Commercial designation above and FAR of 4.5:1 and variations." Development density from the Palladium building site will be used for a project developed on the adjoining property, and shall not be used to redevelop the Palladium building site. Development rights shall be limited to the repair or reconstruction of the Palladium building in the event of damage or loss, unless it is determined that restoration/reconstruction of the building is impractical.
10. **Loading.** Loading and unloading activities shall not interfere with traffic on any public street. Public sidewalks, alleys, and/or other public rights-of-way shall not be used for the parking or loading or unloading of vehicles, except as approved for temporary construction activities. Draft EIR pg 4.L-27 provides that "The Project could require full time travel-lane and sidewalk closures along Argyle Avenue, Selma Avenue and El Centro Avenue during the construction period. The construction activity could require removal of on-street parking for temporary truck staging or to accommodate travel-lanes." Alternative modes of travel for pedestrians shall be secure, well lit, and free of debris in instances where sidewalks are closed for purposes of accommodating construction activities, including but not limited to, sidewalk repair and replacement, planting of street trees, and or street light installation and/or repair.
11. **Maintenance.** The project site including sidewalks, passageways, courtyard areas, and landscaping shall be maintained in an attractive condition and shall be kept free of trash and debris. Trash receptacles shall be located throughout the Project Site.

#### **ADMINISTRATIVE CONDITIONS OF APPROVAL**

12. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the

subject conditions, shall be provided to the Department of City Planning for placement in the subject file.

13. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.
14. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The agreement shall be submitted to the Department of City Planning's Development Services Center for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.
15. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public officials, legislation or their successors, designees or amendment to any legislation.
16. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
17. **Building Plans.** Page 1 of the grants and all the conditions of approval shall be printed on the building plans submitted to the City Planning Department and the Department of Building and Safety.
18. **Corrective Conditions.** The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the City Planning Commission, or the Director of Planning, pursuant to Section 12.27.1 of the Municipal Code, to impose additional corrective conditions, if in the decision makers opinion, such actions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
19. **Project Plan Modifications.** Any corrections and/or modifications to the Project plans made subsequent to this grant that are deemed necessary by the Department of Building and Safety, Fire Department, or other City Agency for Code compliance, and which involve a change in site plan, floor area, parking, building height, yards or setbacks, building separations, or lot coverage, shall require a referral of the revised plans back to the Department of City Planning for additional review and final sign-off prior to the issuance of any building permit in connection with said plans. This process may require additional review and/or action by the appropriate decision making authority including the Director of Planning, City Planning Commission, Area Planning Commission, or Board.
20. **Indemnification.** Applicant shall do all of the following:
  - (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
  - (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or

awards against the City (including an award of attorney's fees), damages, and/or settlement costs.

(iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$25,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).

(iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).

(v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City. The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commissions, committees, employees, and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims, or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.

Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the Applicant otherwise created by this condition.

21. **Mitigation Monitoring.** Prior to the recordation of the final map, the subdivider shall prepare and execute a Covenant and Agreement (Planning Department General Form CP-6770) in a manner satisfactory to the Planning Department, binding the subdivider and all successors to the following:

This Mitigation Monitoring Program ("MMP") has been prepared pursuant to Public Resources Code Section 21081.6, which requires a Lead Agency to adopt a "reporting or monitoring program for changes to the project or conditions of project approval, adopted in order to mitigate or avoid significant effects on the environment." In addition, Section 15097(a) of the State CEQA Guidelines requires that:

*In order to ensure that the mitigation measures and project revisions identified in the EIR or negative declaration are implemented, the public agency shall adopt a program for monitoring or reporting on the revisions which it has required in the project and measures it has imposed to mitigate or avoid significant environmental effects. A public agency may delegate reporting or monitoring responsibilities to another public agency or to a private entity which accepts the delegation; however, until mitigation measures have been completed the lead agency remains responsible for ensuring that implementation of the mitigation measures occurs in accordance with the program.*

The City of Los Angeles is the Lead Agency for the Project and therefore is responsible for administering and implementing the MMP. Where appropriate, the Project's Draft and Final EIRs identified mitigation measures and project design features to avoid or to mitigate potential impacts identified to a level where no significant impact on the environment would occur, or impacts would be reduced to the extent feasible. This MMP is designed to monitor implementation of the Project's mitigation measures as well as its project design features.

As shown on the following pages, each required mitigation measure and proposed project design feature for the Project is listed and categorized by impact area, with an accompanying identification of the following:

- **Enforcement Agency:** The agency with the power to enforce the Mitigation Measure/Project Design Feature.
- **Monitoring Agency:** The agency to which reports involving feasibility, compliance, implementation and development are made.
- **Monitoring Phase:** The phase of the Project during which the Mitigation Measure/Project Design Feature shall be monitored.
- **Monitoring Frequency:** The frequency at which the Mitigation Measure/Project Design Feature shall be monitored.
- **Action Indicating Compliance:** The action of which the Enforcement or Monitoring Agency indicates that compliance with the required Mitigation Measure/Project Design Feature has been implemented.

The Project's MMP will be in place throughout all phases of the Project. The Project applicant will be responsible for implementing all mitigation measures unless otherwise noted. The applicant shall also be obligated to provide a certification report to the appropriate monitoring agency and the appropriate enforcement agency that compliance with the required mitigation measure or project design feature has been implemented. The City's existing planning, engineering, review, and inspection processes will be used as the basic foundation for the MMP procedures and will also serve to provide the documentation for the reporting program.

The certification report shall be submitted to the Project Planner at the Los Angeles Department of City Planning. Each report will be submitted to the Project Planner annually following completion/implementation of the applicable mitigation measures and project design features and shall include sufficient information and documentation (such as building or demolition permits) to reasonably determine whether the intent of the measure has been satisfied. The City, in conjunction with the Applicant, shall assure that Project construction and operation occurs in accordance with the MMP.

After review and approval of the final MMP by the City, minor changes and modifications to the MMP are permitted, but can only be made by the Applicant subject to the approval by the City. The City, in conjunction with any appropriate agencies or departments, will



determine the adequacy of any proposed changes or modification. The flexibility is necessary due to the nature of the MMP, the need to protect the environment in the most efficient manner, and the need to reflect changes in regulatory conditions, such as but not limited to changes to building code requirements, updates to LEED "Silver" standards, and changes in Secretary of Interior Standards. No changes will be permitted unless the MMP continues to satisfy the requirements of CEQA, as determined by the City.

## **MITIGATION MEASURES AND PROJECT DESIGN FEATURES**

**MM-AQ-1:** The Applicant shall implement the following measures to reduce the emissions of air pollutants generated by heavy-duty diesel-powered equipment operating at the Project Site:

- The most current grade of ultra-low sulfur diesel (ULSD) fuel approved by CARB and available in the South Coast Air Basin shall be used for all heavy-duty diesel-powered equipment operating and/or refueling at the Project Site
- Truck and equipment idling and queuing time shall be limited to five minutes or less, when equipment is not in active use, in accordance with the CARB Airborne Toxic Control Measure;
- The use of the electricity infrastructure surrounding the construction sites shall be used wherever available and possible rather than electrical generators powered by internal combustion engines;
- Utilize construction equipment having the minimum practical engine size (i.e., lowest appropriate horsepower rating for the intended job);
- All construction equipment operating on-site shall be properly maintained (including engine tuning) at all times in accordance with manufacturers' specifications and schedules;
- Tampering with construction equipment to increase horsepower or to defeat emission control devices shall be prohibited;
- The use of all construction equipment shall be suspended during a second-stage smog alert in the immediate vicinity of the Project Site.

**Enforcement Agency:** SCAQMD; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections during construction

**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report by Project contractor

**MM-ARCH-1:** The Applicant shall retain a qualified archaeological monitor who meets the Secretary of the Interior's Professional Qualifications Standards for an archaeologist who shall be present during construction excavations such as grading, trenching, grubbing, or any other construction excavation activity associated with the Project. The frequency of monitoring shall be determined by the archaeological monitor based on the rate of excavation and grading activities, proximity to known archaeological resources, the materials being excavated (native versus fill soils), and the depth of excavation, and if found, the abundance and type of archaeological resources encountered. Prior to the onset of construction activities an Archaeological Resource Mitigation Plan (ARMP) shall be prepared. The ARMP shall include protocols for implementation of the Archaeological Mitigation Measures; and shall also require implementation of a pre-construction testing program with a sampling of soil testing at representative test trenches.

**Enforcement Agency:** Los Angeles Department of City Planning  
**Monitoring Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Periodic per recommendations of archaeological monitor  
**Action Indicating Compliance:** Compliance report by qualified archaeological monitor.

**MM-ARCH-2:** In the event that archaeological resources are unearthed during ground-disturbing activities, the archaeological monitor shall be empowered to halt or redirect ground-disturbing activities away from the vicinity of the find so that the find can be evaluated. Work shall be allowed to continue outside of the vicinity of the find. All archaeological resources unearthed by Project construction activities shall be evaluated by the archaeologist. The Applicant shall coordinate with the archaeologist and the City to develop an appropriate treatment plan for the resources if they are determined to be potentially eligible for the California Register or potentially qualify as unique archaeological resources pursuant to CEQA. Treatment may include implementation of archaeological data recovery excavations to remove the resource or preservation in place.

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** At time of resource discovery, should it occur  
**Action Indicating Compliance:** If archaeological resources are unearthed, submittal of compliance certification report and treatment plan by a qualified archaeological monitor

**MM-ARCH-3:** The archaeological monitor shall prepare a final report at the conclusion of archaeological monitoring. The report shall be submitted by the Applicant to the City, the South Central Coastal Information Center, and representatives of other appropriate or concerned agencies to signify the satisfactory completion of the Project and required mitigation measures. The report shall include a description of resources unearthed, if any, treatment of the resources, and evaluation of the resources with respect to the California Register. The Applicant, in consultation with the archaeologist and the City shall designate repositories meeting State standards in the event that archaeological material is recovered. Project material shall be curated in accordance with the State Historical Resources Commission's Guidelines for Curation of Archaeological Collections.

**Enforcement Agency:** Los Angeles Department of City Planning  
**Monitoring Agency:** Los Angeles Department of City Planning  
**Monitoring Phase:** Post-construction  
**Monitoring Frequency:** Once upon completion of excavation  
**Action Indicating Compliance:** Compliance report by qualified archaeological monitor.

**MM-ARCH-4:** If human remains are encountered unexpectedly during implementation of the Project, State Health and Safety Code Section 7050.5 requires that no further disturbance shall occur until the County Coroner has made the necessary findings as to

origin and disposition pursuant to PRC Section 5097.98. If the remains are determined to be of Native American descent, the coroner has 24 hours to notify the Native American Heritage Commission (NAHC). The NAHC shall then identify the person(s) thought to be the Most Likely Descendent (MLD). The MLD may, with the permission of the Applicant, inspect the site of the discovery of the Native American remains and may recommend means for treating or disposing, with appropriate dignity, the human remains and any associated grave goods. The MLD shall complete their inspection and make their recommendation within 48 hours of being granted access by the Applicant to inspect the discovery. The recommendation may include the scientific removal and nondestructive analysis of human remains and items associated with Native American burials. Upon the discovery of the Native American remains, the Applicant shall ensure that the immediate vicinity, according to generally accepted cultural or archaeological standards or practices, where the Native American human remains are located, is not damaged or disturbed by further development activity until the Applicant has discussed and conferred, as prescribed in this mitigation measure, with the MLD regarding their recommendations, if applicable, taking into account the possibility of multiple human remains. The Applicant shall discuss all reasonable options with the descendants regarding the descendants' preferences for treatment.

Whenever the NAHC is unable to identify a MLD, or the MLD identified fails to make a recommendation, or the Applicant or his or her authorized representative rejects the recommendation of the descendants and the mediation provided for in Subdivision (k) of PRC Section 5097.94, if invoked, fails to provide measures acceptable to the Applicant, the Applicant or his or her authorized representative shall inter the human remains and items associated with Native American human remains with appropriate dignity on the property in a location not subject to further and future subsurface disturbance.

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Ongoing through grading and excavation

**Action Indicating Compliance:** If human remains are encountered unexpectedly, submittal of written evidence to the Los Angeles Department of City Planning of compliance with State Health and Safety Code Section 7050.0 and Public Resources Code Section 5097.98

**MM-PALEO-1:** A qualified Paleontologist shall attend a pre-grade meeting and develop a paleontological monitoring program for excavations into older Quaternary Alluvium deposits. A qualified paleontologist is defined as a paleontologist meeting the criteria established by the Society for Vertebrate Paleontology. The qualified Paleontologist shall supervise a paleontological monitor who shall be present during construction excavations into older Quaternary Alluvium deposits. Monitoring shall consist of visually inspecting fresh exposures of rock for larger fossil remains and, where appropriate, collecting wet or dry screened sediment samples of promising horizons for smaller fossil remains. The frequency of monitoring inspections shall be determined by the Paleontologist and shall be based on the rate of excavation and grading activities, the materials being excavated, and the depth of excavation, and if found, the abundance and type of fossils encountered.

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Pre-Construction, Construction

**Monitoring Frequency:** Once prior to issuance of building permits for program approval; Periodic during excavation

**Action Indicating Compliance:** Issuance of grading permit and development of paleontological resources monitoring program; Compliance report by qualified paleontologist

**MM-PALEO-2:** If a potential fossil is found, the Paleontological Monitor shall be allowed to temporarily divert or redirect grading and excavation activities in the area of the exposed fossil to facilitate evaluation and, if necessary, salvage. At the Paleontologist's discretion and to reduce any construction delay, the grading and excavation contractor shall assist in removing rock samples for initial processing.

**Enforcement Agency:** Los Angeles Department of Building and Safety; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** At time of resource discovery, should it occur

**Action Indicating Compliance:** If no unanticipated discoveries are found and grading occurs within the older Quaternary Alluvium, compliance certification report by qualified paleontologist; if unanticipated discoveries are found, submittal of a report and mitigation plan(s) by a qualified paleontologist.

**MM-PALEO-3:** Any fossils encountered and recovered shall be prepared to the point of identification and catalogued before they are donated to their final repository. Any fossils collected shall be donated to a public, non-profit institution with a research interest in the materials, such as the Natural History Museum of Los Angeles County. Accompanying notes, maps, and photographs shall also be filed at the repository.

**Enforcement Agency:** Los Angeles Department of City Planning

**Monitoring Agency:** Los Angeles Department of City Planning;

**Monitoring Phase:** Construction

**Monitoring Frequency:** At time of resource recovery, should resources be discovered

**Action Indicating Compliance:** If no unanticipated discoveries are found and grading occurs within the older Quaternary Alluvium, compliance certification report by qualified paleontologist; if unanticipated discoveries are found, submittal of a report by a qualified paleontologist.

**MM-PALEO-4:** Following the completion of the above measures, the Paleontologist shall prepare a report summarizing the results of the monitoring and salvaging efforts, the methodology used in these efforts, as well as a description of the fossils collected and their significance. The report shall be submitted by the Project Applicant to the lead agency, the Natural History Museum of Los Angeles County, and representatives of other appropriate or concerned agencies to signify the satisfactory completion of the Project and required mitigation measures.

**Enforcement Agency:** Los Angeles Department of City Planning

**Monitoring Agency:** Los Angeles Department of City Planning

**Monitoring Phase:** Construction

**Monitoring Frequency:** Once upon the completion of excavation

**Action Indicating Compliance:** If no unanticipated discoveries are found and grading occurs within the older Quaternary Alluvium, compliance certification report by qualified paleontologist; if unanticipated discoveries are found, submittal of a by a qualified paleontologist

**PDF-HIST-1:** Palladium Preservation and Enhancement Plan. The Applicant shall contribute to the preservation and enhancement of the Palladium through improvements to be selected at the Applicant's election, including from the following list of potential improvements, provided that the proposed improvement to be implemented must be (1) selected by the Applicant as a priority improvement and approved by its tenant for the Palladium, (2) approved by the Department of City Planning's Office of Historic Resources ("OHR") and (3) in compliance with the Secretary of the Interior's Standards for Rehabilitation, as certified by a qualified historic preservation consultant who shall monitor work under the Palladium Preservation and Enhancement Plan for conformance with the Standards.

A. Timing. A draft Palladium Preservation and Enhancement Plan proposed by the Applicant shall be submitted to Hollywood Heritage and OHR no later than 30 calendar days prior to any design review required from same and prior to the issuance of building permits for the Project, which will include identification of character-defining features and the significance of such features. A final Plan shall be approved by OHR prior to issuance of final certificates of occupancy for the Project. At the Applicant's option, earlier review by OHR may be requested such as during schematic design and design development. An Historic Structure Report shall also be prepared in conjunction with the final Preservation and Enhancement Plan.

B. Potential Elements for Inclusion. The following includes a list of proposed potential improvements to be considered for inclusion in the Palladium Preservation and Enhancement Plan. This list is based, in part, on surveys of the Palladium conducted by Historic Resources Group, which prepared the Project's Historic Resources Assessment Report and conducted a prior historic review of the Palladium in conjunction with the Palladium's 2008 rehabilitation. This list is also based on improvements recommended in comment letters on the Draft EIR, as well as needed functional improvements to the Palladium's operations, to ensure that it remains a first-class entertainment venue. Prior to construction of any improvements, the Applicant shall propose those improvements it determines to be priority improvements and seek to obtain the approvals referenced in items 1, 2 and 3 of the first paragraph above.

- Improve the Palladium's existing back-stage space, back-of-house service, and loading operations, which do not meet current performance and production needs - replace the 2008 addition on the northern side of the Palladium, and potentially the previously altered, original extension in the same location, with subterranean and/or overhead bridge connections to the new building on the north side. Additionally, relocate the existing outdoor truck loading area to a subterranean level, with subterranean access from Argyle and Selma Avenues. These enhancements would provide additional staging areas for the Palladium's operations within the new building; improve loading operations; eliminate any potential pedestrian-vehicular conflicts on El Centro Avenue; and provide substantially more open space on the rear side of the Palladium for walking and gathering;
- Improve accessibility to, and utilization of, the Palladium's existing southern storefront spaces, better integrate the storefront spaces with the proposed Project, and improve queuing – provide doors and potential window openings within the Palladium's western wall to connect pedestrians from Sunset Court to the Palladium's storefronts;

- Prepare a design program for the Palladium's existing southern storefront spaces. The nonstructural storefront partitions on the southern façade of the Palladium building were altered prior to the Palladium's 2008 rehabilitation project, and were not uniform or character-defining. The 2008 rehabilitation funded by the CRA removed non-character-defining features, reconstructed missing original features, and built new features such as storefronts that are compatible with the historic building. Similar to the intent and implementation of the 2008 rehabilitation, a design program for these storefronts will include a uniform set of components that provide for a coherent design among the different storefront bays while allowing for layout options that meet the needs of tenants, for instance allowing alterations of the locations and numbers of doors, windows, and mullions;
- Prepare a historically compatible signage plan for the Palladium's existing southern storefront spaces, potentially including such elements as sign dimensions and options for materials, construction, illumination, colors, and finishes. Historically there have been many different styles and types of tenant signage used on the building, and consideration will be given to historic signage design precedents that are documented in archival photographs of the Palladium when designing new signage for the storefronts. However signage may or may not be needed for the existing storefront spaces;
- Flush opaque entrance lobby doors on Sunset and Argyle - Replace with fully glazed doors that recall original design documented in the original Gordon Kaufmann drawings;
- Ballroom ceiling - Repair and replace textured acoustical plaster as needed;
- Ballroom floor - Stripping, screening, varnishing, and waxing on a 10 year cycle;
- Lobby finish, lighting, and restoration - Install compatible sconces, wall covering, and carpet;
- Public toilets – Remove and reinstall clean, durable multiple-accommodation facilities;
- Ballroom chandeliers - Dust and wash glass; reduce corrosion and wax metal on a 10 year cycle;
- Wood roof framing - Annual inspection and local treatment by licensed exterminator
- Metal flashings, fasciae, hardware - Maintenance of finishes and operating parts on a 10 year cycle;
- Exterior Walls - Maintenance of painted surfaces on a 10 year cycle;
- Neon and specialty signage and lighting - Maintenance of ballasts, tubes, boxes, shields, faces on a 10 year cycle;
- HVAC system - Engineering and replacement of major components on a 15 year cycle;
- Roof - Replacement on a 20 year cycle;
- Toilet fixtures, fittings, & accessories - Replacement of heavy use toilet components on a 10 year cycle;

**Enforcement Agency:** Los Angeles Department of City Planning, Office of Historic Resources

**Monitoring Agency:** Los Angeles Department of City Planning, Office of Historic Resources

**Monitoring Phase:** Pre Construction, Construction, Operations

**Monitoring Frequency:** Submittal of draft Plan prior to issuance of building permits; approval of final Plan by OHR prior to issuance of final certificates of occupancy; periodic thereafter based on Plan details

**Action Indicating Compliance:** Approval of Plan by OHR; Compliance report by historic consultant/monitor

**PDF-HIST-2:** Historic Interpretive Exhibit. An Historic Interpretive Exhibit shall be incorporated into the Project at key locations to increase general public and patron awareness and appreciation of the history and significance of Hollywood and the Hollywood Palladium. The exhibit shall provide informative visual displays and/or media that may address such topics as: the building's architectural style and architect; identification of other historical buildings in the Project vicinity and their relationship to the Palladium; use of the Project Site prior to construction of the Palladium and the historic Hollywood context; and the layers of history at the site: agriculture, motion picture industry, musical recording, live entertainment, radio, and television. The display shall be designed and implemented pursuant to input from Hollywood stakeholders. The Historic Interpretive Exhibit may be located within the Palladium building itself, or as an outdoor interpretive program reviewed and approved by the Office of Historic Resources. The Historic Interpretive Exhibit will not be housed in separate new construction appended to the exterior of the Palladium building.

**Enforcement Agency:** Los Angeles Department of City Planning

**Monitoring Agency:** Los Angeles Department of City Planning

**Monitoring Phase:** Construction, Operations

**Monitoring Frequency:** Once during construction for consistency with the PDF; Once during operations

**Action Indicating Compliance:** Compliance report by Applicant

**MM-GS-1:** Prior to issuance of a grading permit, a qualified geotechnical engineer shall prepare and submit to the Department of Building and Safety a final geotechnical report that provides recommendations for seismic safety and design requirements for foundations, retaining walls/shoring and excavation to meet applicable State and City regulatory requirements. A qualified geotechnical engineer shall be retained by the Applicant to be present on the Project Site during excavation, grading, and general site preparation activities to monitor the implementation of the recommendations specified in the Geology and Soils Report, final geotechnical report, and any other subsequent Geology and Soils Reports prepared for the Project, subject to City review and approval. When and if needed, the geotechnical engineer shall provide structure-specific geologic and geotechnical recommendations which shall be documented in a report to be approved by the City and appended to the Project's previous Geology and Soils Reports.

**Enforcement Agency:** Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Pre-Construction and Construction

**Monitoring Frequency:** Once, prior to issuance of grading permit; Periodic field inspections during construction

**Action Indicating Compliance:** Issuance of grading permits; Field inspection sign-off; Geotechnical Engineers site visit reports as needed

**PDF-GHG-1:** Construction Measures: The Project shall utilize off-road diesel-powered construction equipment that meet or exceed the CARB and USEPA Tier 4 off-

road emissions standards for those equipment rated at 50 hp or greater during Project construction. Pole power (electricity delivered from the utility grid) shall be the primary source of power for use with on-site electric tools, equipment, lighting, etc., except where/when infeasible due to site constraints; diesel generators, if needed, shall be rated between 75 horsepower (hp) and 750 hp and meet or exceed applicable Tier 4 standards. Total diesel generator usage during construction shall not exceed 312,000 horsepower-hours. Cranes and concrete pumps shall be electrified with pole power. The Project shall utilize on-road haul trucks that meet or exceed the model year 2010 emission standards. These requirements shall be included in applicable bid documents and successful contractor(s) must demonstrate the ability to supply such equipment. A copy of each unit's certified tier specification or model year specification and CARB or SCAQMD operating permit (if applicable) shall be available upon request at the time of mobilization of each applicable unit of equipment.

**Enforcement Agency:** SCAQMD; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections during construction

**Action Indicating Compliance:** Field inspection sign-off

**PDF-GHG-2: Green Building Measures:** The Project shall 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 and meet the standards of the United States Green Building Council (USGBC) Leadership in Energy and Environmental Design® (LEED®) Silver Certification level or its equivalent. Green building measures would include but are not limited to the following:

- The Project would implement a construction waste management plan to recycle and/or salvage a minimum of 70 percent of nonhazardous construction debris or minimize the generation of construction waste to 2.5 pounds per square foot of building floor area. (LEED® Materials and Resources Credit 5 [v4]);
- Trees and other landscaping (approximately 53,600 square feet or 35 percent of the Site area) would provide shading and capture carbon dioxide emissions;
- Roof-top Terraces would include approximately 37,300 square feet of landscaped area. The remaining roof-top areas would use high-albedo/reflective roofs such as light-colored, build-up "white" roofs to reduce energy loads and the urban heat-island effect;
- The Project would be designed to optimize energy performance and reduce building energy cost by 10 percent for new construction compared to the Title 24 Building Standards Code. (LEED® Energy and Atmosphere Credit 2 [v4]);
- The Project would be designed to optimize energy performance and reduce building energy cost by installing energy efficient appliances that meet the USEPA ENERGY STAR rating standards or equivalent;
- The Project would include double-paned windows to keep heat out during summer months and keep heat inside during winter months;
- The Project would include lighting controls with occupancy sensors to take advantage of available natural light;



- The parking structure would be designed with occupancy-sensor controlled lighting that would place lighting fixtures in a low power state in unoccupied zones. A demonstration project by the United States Department of Energy indicated that the use of occupancy-sensor controlled lighting achieved a reduction of 50 percent or more in lighting energy use compared to a similarly lighted parking structure without occupancy-sensor controls. For the purposes of this assessment, compliance with this feature is assumed to achieve a minimum 50 percent reduction in the energy required for parking structure lighting;
- The Project would reduce overall potable water use by a minimum of 30 percent compared to baseline water consumption as defined by LEED® Water Efficiency Prerequisite 2 [v4] by installing water fixtures that exceed applicable standards, weather-based irrigation controllers, drip/subsurface irrigation, use of drought tolerant/California native plants, and collection of stormwater for use in landscaping. (LEED® Water Efficiency Credit 2 [v4]);
- The Project would provide on-site recycling areas, consistent with City of Los Angeles strategies and ordinances, with the goal of achieving 70 percent waste diversion by 2020, and 90 percent by 2025;
- The Project would utilize low VOC paint during building construction for all residential and non-residential interior coating;

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Phase:** Pre-construction; Operation

**Monitoring Frequency:** Once at plan check prior to issuance of building permit; Once after operation

**Action Indicating Compliance:** Issuance of Building Permit (Pre-construction); Compliance certification report (Operation)

**MM-HAZ-1:** Prior to issuance of a building permit, the Applicant shall investigate the purpose of the on-site groundwater monitoring wells to determine whether they are still necessary. If it is determined that the wells are not associated with any ongoing investigation, they shall be properly abandoned in accordance with applicable regulations and guidelines. In addition, the USTs shall be removed pursuant to the previous LAFD review and closure letter.

**Enforcement Agency:** Los Angeles Department of Building and Safety; LAFD; RWQCB

**Monitoring Agency:** Los Angeles Department of Building and Safety; LAFD

**Monitoring Phase:** Pre-construction; Construction

**Monitoring Frequency:** Once at onset of building activities

**Action Indicating Compliance:** Compliance report

**MM-HAZ-2:** Prior to enhancement activities involving any alterations to the Palladium in areas where asbestos could be found, the Applicant shall submit verification to the City of Los Angeles Department of Building and Safety that an asbestos survey for the proposed area of alteration has been conducted. If asbestos is found, the Applicant shall follow all procedural requirements and regulations of the SCAQMD Rule 1403.

**Enforcement Agency:** Los Angeles Department of Building and Safety; SCAQMD

**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Pre- Construction; Construction if asbestos if found  
**Monitoring Frequency:** Once prior to Palladium building alterations; on-going during alterations if asbestos is found  
**Action Indicating Compliance:** Compliance report by Project contractor

**MM-HAZ-3:** Prior to enhancement activities involving any alterations to the Palladium, the Applicant shall submit verification to the City of Los Angeles Department of Building and Safety that a lead-based paint survey for the proposed area of alteration has been conducted. If lead-based paint is found for the proposed area of alteration, the Applicant shall follow all procedural requirements and regulations for its proper removal and disposal.

**Enforcement Agency:** Los Angeles Department of Public Works; CalEPA  
**Monitoring Agency:** Los Angeles Department of Public Works  
**Monitoring Phase:** Pre-construction; Construction if lead based paint is present  
**Monitoring Frequency:** Once prior to Palladium building alterations; on-going during alterations if lead-based paint is found  
**Action Indicating Compliance:** Compliance report by Project contractor

**MM-HAZ-4:** Fluorescent light ballast and other product labels for existing building features that might be altered during restoration activities for the Palladium shall be inspected prior to demolition. If the labels do not include the statement "No PCBs", the product(s) shall be properly removed by a licensed PCB removal contractor and disposed of as PCB-containing waste prior to demolition.

**Enforcement Agency:** Los Angeles Department of Building and Safety; CalEPA  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Periodic field inspections during alteration activities  
**Action Indicating Compliance:** Compliance report by Project contractor

**PDF-Land Use-1:** Prior to the issuance of a building permit for above grade construction for the Project, the Applicant shall either (1) record a covenant to tie the Project Site's two lots; or (2) record a phase of an approved tract map for the Project which merges the Site's two lots into one master ground lot.

**Enforcement Agency:** Los Angeles Department of City Planning  
**Monitoring Agency:** Los Angeles Department of City Planning  
**Monitoring Phase:** Pre-Construction  
**Monitoring Frequency:** Once prior to issuance of building permits facilitating new construction  
**Action Indicating Compliance:** Review and sign-off by the Department of City Planning

**PDF-NOISE-1:** Equipment Control: The Project contractor(s) shall equip all construction equipment, fixed or mobile, with properly operating and maintained noise mufflers, consistent with manufacturers' standards.

**Enforcement Agency:** Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Periodic Field Inspections  
**Action Indicating Compliance:** Field Inspection Sign-off within compliance report

**PDF-NOISE-2:** Vibration Control: As a precaution to avoid or minimize potential construction vibration damage, monitoring shall occur during excavation activities and during placement of foundation structures within 20 feet of the original Palladium building. Construction activities within this area shall utilize lower vibratory equipment options when they are available. In the event damage occurs, the monitor shall be authorized to halt construction activities until such activities are adjusted to avoid or minimize damage to the Building.

**Enforcement Agency:** Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Daily observation during excavation/foundation work within 20 feet of the original Palladium building  
**Action Indicating Compliance:** Field Inspection Sign-off within compliance report

**PDF-NOISE-3:** Control of Amplified Sound: The sound levels of amplified sound equipment in ground level open space areas shall be adjusted during Project operations to avoid exceeding the following limits at the Project property lines: For the property line along Argyle Avenue – 66 dBA; for the property line along Sunset Boulevard – 71 dBA; for the property line along El Centro Avenue – 66 dBA; and for the property line along Selma Avenue Properties – 62 dBA.

**Enforcement Agency:** Los Angeles Department of City Planning  
**Monitoring Agency:** Los Angeles Department of City Planning  
**Monitoring Phase:** Operations  
**Monitoring Frequency:** Annually for first three years of Project operations  
**Action Indicating Compliance:** Field inspection report

**MM-NOISE-1:** Temporary construction noise barriers shall be implemented as follows:

- The Project shall ensure the provision of a 5 dBA noise barrier between the Project construction and the existing residential development on the northwest corner of Selma Avenue and Argyle Avenue (existing buildings between the residential development and the Project at the time of construction may contribute to the sound attenuation); and an 8 dBA, 16 foot high noise barrier between the Project and the Le Bon Hotel (allowing for a gate that may be opened from time to time for Site entry).
- If the following related projects adjacent to the Project Site (i.e. at Columbia Square, the Selma and Vine project, or 6250 Sunset project) are occupied by new residents at the time of Project construction, then temporary noise barriers shall be provided between the Project construction and those occupied units. Based on the exceedance of the thresholds noted in the above analysis (given the distance from the Project Site and existing sound levels at the respective locations), the barriers shall provide a sound reduction of 5 dBA between the Project Site and the 6250 Sunset project,

and approximately 10 dBA between the Project and the remaining future projects.

**Enforcement Agency:** Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Periodic field inspections  
**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by Project contractor

**MM-NOISE-2:** Engine idling from construction equipment such as bulldozers and haul trucks shall be limited, to the extent feasible.

**Enforcement Agency:** Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Periodic field inspections  
**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by Project contractor

**PDF-FIRE-1:** Fire and Emergency Service Provisions: The following Fire and Emergency Medical Measures shall be provided for the long term operations of the Project.

- Owner supplied AED's (defibrillators) on selected floors to be used by on-site security as necessary. Security personnel to be fully trained on the use and operation of the AED's;
- Training on the AED's for tenant floor wardens and others; tenants to be encouraged to purchase their own AED's;
- CERT/first aid training for all floor wardens and others;
- CERT/first aid training made available and encouraged for all building occupants, if it can be accessed on-line;
- Joint trainings for LAFD personnel and building personnel site

**Enforcement Agency:** Los Angeles Fire Department  
**Monitoring Agency:** Los Angeles Fire Department  
**Monitoring Phase:** Operations  
**Monitoring Frequency:** Annually for first three years of Project operations  
**Action Indicating Compliance:** Field inspection report

**MM-FIRE-1:** Prior to the issuance of a building permit, the Applicant shall have additional consultation with the LAFD and shall incorporate all fire prevention and suppression features deemed appropriate by LAFD to the final design of the Project.

**Enforcement Agency:** Los Angeles Fire Department  
**Monitoring Agency:** Los Angeles Fire Department; Los Angeles Department of Building and Safety  
**Monitoring Phase:** Pre-construction  
**Monitoring Frequency:** Once, prior to issuance of a building permit

**Action Indicating Compliance:** Approval of the plot plan by the Los Angeles Fire Department and Department of Building and Safety

**MM- FIRE-2:** Prior to the issuance of building permits, Project building plans including a plot plan and floor plan of the buildings shall be submitted for approval by the LAFD for review of all regulatory measures. The plot plan shall include the following minimum design features: location and grade of access roads and fire lanes, roadway widths, distance of buildings from an edge of a roadway of an improved street, access road, or designated fire lane, turning areas, and fire hydrants.

**Enforcement Agency:** Los Angeles Fire Department

**Monitoring Agency:** Los Angeles Fire Department; Los Angeles Department of Building and Safety

**Monitoring Phase:** Pre-construction

**Monitoring Frequency:** Once, prior to issuance of a building permit

**Action Indicating Compliance:** Approval of the plot plan by the Los Angeles Fire Department and Department of Building and Safety

**PDF-POL-1:** Project Security Features: The Project's security shall include, but not be limited to, the following design features:

- Installing and utilizing an extensive security camera network, with approximately 40-50 cameras throughout the underground and above-grade parking structure; the elevators; the common and amenity spaces; the lobby areas; and the rooftop and ground level outdoor open spaces.
- Maintaining all security camera footage for at least 30 days, and providing such footage to LAPD as needed.
- Maintaining approximately 30-40 staff on site, including at the lobby concierge desk and within the car valet areas. Designated staffers will be dedicated to monitoring the Project's security cameras and directing staff to locations where any suspicious activity is viewed.
- Requiring background checks of all residents, both prior to entering into a new lease at the Project, and prior to renewal of that lease.
- Controlling access to all building elevators, residences, and resident-only common areas through an electronic key fob specific to each user.
- Training staff on sound security policies for the Project's buildings.

**Enforcement Agency:** Los Angeles Police Department

**Monitoring Agency:** Los Angeles Police Department

**Monitoring Phase:** Operations

**Monitoring Frequency:** Annually for first three years of Project operations

**Action Indicating Compliance:** Field inspection report

**PDF-POL-2:** Site Uses: No nightclub shall be included in the Project, except that the Hollywood Palladium is permitted to continue its current operations as an event and concert venue.

**Enforcement Agency:** Los Angeles Department of City Planning

**Monitoring Agency:** Los Angeles Department of City Planning

**Monitoring Phase:** Pre-construction

**Monitoring Frequency:** Once at Project approval

**Action Indicating Compliance:** Certificate of occupancy

**MM-POL-1:** Prior to the occupancy of the Project, the Applicant shall provide the Hollywood Area Commanding Officer with a diagram of each portion of the property, including access routes, and additional information to facilitate potential LAPD responses.

**Enforcement Agency:** Los Angeles Police Department  
**Monitoring Agency:** Los Angeles Police Department; Los Angeles Department of Building and Safety  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Once, prior to certificate of occupancy  
**Action Indicating Compliance:** Sign-off on LAPD reviewed diagrams; Certificate of occupancy

**MM-SCH-1:** The Project shall pay required school mitigation fees pursuant to Government Code Section 65995 and in compliance with SB 50 (payment of developer fees).

**Enforcement Agency:** Los Angeles Department of Building and Safety; LAUSD  
**Monitoring Agency:** Los Angeles Department of Building and Safety; LAUSD  
**Monitoring Phase:** Pre-Construction  
**Monitoring Frequency:** Once at Plan Check  
**Action Indicating Compliance:** Receipt of payment from LAUSD

**MM-PRK-1:** In the event that the Project's amenities do not provide sufficient credit against the Project's land dedication and/or in lieu fee requirement, the Project applicant shall do one or more of the following: (1) dedicate additional parkland to meet the requirements of LAMC Section 17.12; (2) pay in-lieu fees for any land dedication requirement shortfall; or (3) provide on-site improvements equivalent in value to said in-lieu fees.

**Enforcement Agency:** Los Angeles Department of Recreation and Parks; Los Angeles Department of Building and Safety  
**Monitoring Agency:** Los Angeles Department of Recreation and Parks; Los Angeles Department of Building and Safety  
**Monitoring Phase:** Pre-operations  
**Monitoring Frequency:** Once prior to certification of occupancy  
**Action Indicating Compliance:** Certificate of occupancy

**PDF-TRAF-1:** A reciprocal easement agreement, or similar legal mechanism, shall be executed and recorded prior to issuance of final certificates of occupancy for the Project providing access for the Palladium lot located at 6221 Sunset Boulevard across the adjacent lot(s).

**Enforcement Agency:** Los Angeles Department of City Planning;  
**Monitoring Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety  
**Monitoring Phase:** Pre-Construction  
**Monitoring Frequency:** Once, prior to issuance of certificate of occupancy

**Action Indicating Compliance:** Completion of agreement per review for certificate of occupancy

**MM-TRAF-1:** Off-site truck staging shall be provided in a legal area furnished by the construction truck contractor. Trucks may use access points along Selma Avenue, El Centro Avenue, Argyle Avenue and Sunset Boulevard as needed. Trucks shall not be permitted to travel along local residential streets.

**Enforcement Agency:** Los Angeles Department of Transportation;

**Monitoring Agency:** Los Angeles Department of Transportation; Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections

**Action Indicating Compliance:** Field inspection sign-off and compliance certification report submitted by project contractor

**MM-TRAF-2:** A flagman shall be placed at the truck entry and exit from the Project site onto Selma Avenue to control the flow of exiting trucks.

**Enforcement Agency:** Los Angeles Department of Transportation;

**Monitoring Agency:** Los Angeles Department of Transportation; Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections

**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by project contractor

**MM-TRAF-3:** Deliveries and pick-ups of construction materials shall be scheduled during non-peak travel periods and coordinated to reduce the potential of trucks waiting to load or unload for protracted periods of time.

**Enforcement Agency:** Los Angeles Department of Transportation;

**Monitoring Agency:** Los Angeles Department of Transportation; Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections

**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by Project contractor

**MM-TRAF-4:** Access shall remain unobstructed for land uses in proximity to the Project site during Project construction.

**Enforcement Agency:** Los Angeles Department of Transportation;

**Monitoring Agency:** Los Angeles Department of Transportation; Los Angeles Department of Building and Safety

**Monitoring Phase:** Construction

**Monitoring Frequency:** Periodic field inspections

**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by Project contractor

**MM-TRAF-5:** Permanent lane or sidewalk closures are not anticipated for the Project long-term operations. Temporary lane or sidewalk closures, when needed for construction, shall be scheduled to avoid peak commute hours and peak school drop-off and pick-up hours to the extent possible. In the event of full-time lane or sidewalk closures during construction, a worksite traffic control plan, approved by the City of Los Angeles, shall be implemented to safely route traffic or pedestrians around any such lane or sidewalk closures.

**Enforcement Agency:** Los Angeles Department of Transportation  
**Monitoring Agency:** Los Angeles Department of Transportation  
**Monitoring Phase:** Construction  
**Monitoring Frequency:** Once at time needed for closure is identified; Periodic field inspections during closure  
**Action Indicating Compliance:** Field inspection sign-off; Compliance certification report submitted by Project contractor

**MM-TRAF-6:** A Construction Management Plan shall be developed by the contractor and approved by the City of Los Angeles. In addition to the measures identified above, a Construction Management Plan shall include the following:

- Identify the locations of the off-site truck staging and detail measures to ensure that trucks use the specified haul route, and do not travel through nearby residential neighborhoods.
- Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets.
- Establish requirements for loading/unloading and storage of materials on the Project site.
- Establish requirements for the temporary removal of parking spaces, time limits for the reduction of travel lanes and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses.
- Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project site and neighboring businesses.
- During construction activities when construction worker parking cannot be accommodated on the Project site, a Construction Worker Parking Plan shall be prepared which identifies alternate parking location(s) for construction workers and the method of transportation to and from the Project site (if beyond walking distance) for approval by the City. The Construction Worker Parking Plan shall prohibit construction worker parking on residential streets and prohibit on-street parking, except as approved by the City.

**Enforcement Agency:** Los Angeles Department of Transportation  
**Monitoring Agency:** Los Angeles Department of Transportation  
**Monitoring Phase:** Pre-construction; Construction  
**Monitoring Frequency:** Once prior to issuance of Building Permit; Periodic field inspections during construction  
**Action Indicating Compliance with Mitigation Feature:** Approval of Construction Traffic Management Plan from the Los Angeles Department of Transportation prior to issuance of Building Permit (Pre-construction); compliance certification report submitted by Project contractor (Construction)



**MM-TRAF-7:** The Project shall upgrade traffic signal controllers from a Type 170 to a Type 2070 at the following seven intersections within the Project study area:

- Yucca Street and Wilcox Avenue.
- Selma Avenue and Wilcox Avenue
- De Longpre Avenue and Wilcox Avenue
- Cole Avenue and Fountain Avenue
- Cahuenga Avenue and Fountain Avenue
- El Centro Avenue and Fountain Avenue
- Fountain Avenue and Gower Street

**Enforcement Agency:** Los Angeles Department of Transportation; Department of Public Works

**Monitoring Agency:** Los Angeles Department of Transportation; Department of Public Works

**Monitoring Phase:** Pre-construction; Construction

**Monitoring Frequency:** Once at plan approval; on-going during construction

**Action Indicating Compliance:** Sign-off on road construction plans; Sign-off on completed construction work

**MM-TRAF-8:** The Project shall implement a travel demand management (TDM) program, consistent with the recommendations of LADOT. The exact measures to be implemented will be determined when the plan is prepared, prior to issuance of a final certificate of occupancy for the Project. The TDM program shall ensure appropriate implementation of the Project's sidewalks/plazas, street trees/landscaping, street and pedestrian amenities, lighting and bicycle provisions to encourage alternative modes of transportation. It shall also include other features as appropriate, such as, for example, unbundled parking, i.e. separating the cost of purchasing or renting parking spaces from the cost of purchasing or renting a dwelling unit; rideshare programs (which could include the provision of an on-site transit and rideshare information center that provides assistance to help people form carpools or access transit alternatives, or priority parking for carpools); a transit pass discount program (that typically includes negotiating with transit service providers to purchase transit passes in bulk at a discounted rate with resale to interested residents or employees at discounted prices), identification of an on-site TDM coordinator, making information available to residents and employees regarding alternative transportation options, monitoring and surveying requirements, a guaranteed ride home program, participation in the LADOT Mobility Hubs program (which could include secure bike parking, bike-share kiosks, car-share parking spaces and services, and/or electric scooter-share), contributing a one-time fixed-fee of \$100,000 to be deposited into the City's Bicycle Trust fund to implement bicycle improvements within the area of the Project, and/or participation in the Hollywood Transportation Management Organization (TMO) to be created by other major employers in Hollywood within the next few years. The Project is also providing ample bicycle parking and on-site bicycle repair facilities in compliance with Los Angeles City Municipal Code requirements.

**Enforcement Agency:** Los Angeles Department of Transportation

**Monitoring Agency:** Los Angeles Department of Transportation; Los Angeles Department of Public Works

**Monitoring Phase:** Pre-Operation; Operation

**Monitoring Frequency:** Once prior to issuance of a final certificate of occupancy; Annually during first three years of operations

**Action Indicating Compliance:** LADOT approval of Traffic TDM program; Annual consistency review

**PDF-WS-1, Water Conservation Features:** The Project shall provide a reduction in overall use of potable water by 30 percent, from that allowed under the California Building Code (CBC) per City Ordinance No. 181,480. Further, it shall include towards meeting this end the following water saving features:

- Showerheads – no more than one showerhead per stall at common residential, hotel, fitness and commercial uses;
- High Efficiency Clothes Washers (Commercial/Residential);
- Individual Metering or Submetering for water use at separate commercial uses;
- Water-Saving Pool Filter;
- Leak Detection System for swimming pool and Jacuzzi;
- Cooling Tower Conductivity Controllers or Cooling Tower pH Conductivity Controllers;
- Weather Based Irrigation Controller;
- Drought Tolerant Plants (as feasible at landscaping);
- California native plants - minimum 30% of total landscaping at ground level courtyards;
- Drip/subsurface irrigation (micro-irrigation);
- Hydro-zoning (group plants with similar water requirements);
- Zoned irrigation;
- Separate metering or submetering for exterior landscaping water use;
- Building commissioning to ensure systems are operating as designed;
- Weather Based Irrigation Controller;
- Rainwater Harvesting; and
- Landscaping Contouring to minimize precipitation runoff.

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of City Planning (approval of measures and performance standards); Los Angeles Department of Building and Safety (Operation)

**Monitoring Phase:** Construction; Operation

**Monitoring Frequency:** Once prior to issuance of final certificate of occupancy; Annually during first three years of operation

**Action Indicating Compliance:** Issuance of final certificate of occupancy; Annual compliance certification report (Operation)

**PDF-ELEC-1: Green Building Measures:** The Project shall 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 and meet the standards of the USGBC LEED® Silver Certification level or its equivalent. Green building measures would include, but are not limited to the following:

- Overall building efficiency would exceed Title 24 (2013) Building Envelope Energy Efficiency Standards by 10 percent;

- Use of glass/window areas for ventilation and daylight accessibility;
- Landscaping of roof decks;
- Roof top areas would be energy efficient, including landscaped terraces at some locations, with the remaining roof-top areas using high-albedo/reflective roofs such as light-colored, build-up "white" roofs to reduce energy loads and enhance air quality;
- Trees and other landscaping (approximately 53,600 sq.ft. , inclusive of the pool and rooftop terraces, or 35 percent of the Site area, would provide shading and capture carbon dioxide emissions;
- Installation of energy-efficient appliances (Energy Star™);
- Glass/window areas for ventilation and daylight accessibility;
- Double-paned windows to keep heat out during summer months and keep heat inside during winter months;
- Lighting controls with occupancy sensors to take advantage of available natural light; and
- Elevator TV monitors with programming that would provide residents real-time updates on energy usage in the building and tips on how they can conserve energy.
- Occupancy-sensor controlled lighting in the parking structure.

**Enforcement Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Agency:** Los Angeles Department of City Planning; Los Angeles Department of Building and Safety

**Monitoring Phase:** Pre-construction; Operation

**Monitoring Frequency:** Annually during first three years of operation

**Action Indicating Compliance:** Annual compliance certification report (Operation)

## CONDITIONS OF APPROVAL

### A. Entitlement Conditions

1. **Automated Parking.** Permit the use of an automated parking structure in lieu of robotic structures and mechanical lifts.
2. **CRA/LA.** Prior to the issuance of a building permit, the project applicant shall enter into an Owner Participation Agreement with the CRA/LA, A designated Local Authority, the successor agency to the Community Redevelopment Agency of the City of Los Angeles.

### B. Master Alcohol Conditional Use Permit Conditions

1. **Grant.**
  - a. **On-Site Alcohol Sales.** Permit the sale and dispensing of a full line of alcohol for on-site consumption in connection with **three** establishments serving food. These establishments shall be located within the project's residential building including, but not limited to, within the amenity/lounge areas, restaurant and dining areas, meeting and workspace rooms, rooftop and pool area.
  - b. **Off-Site Alcohol Sales.** Permit the sale and dispensing of a full line of alcohol for off-site consumption in connection with **one** establishment, such as a boutique or gourmet food shop.
  - c. **Palladium.** The Palladium has an existing deemed approved conditional use for alcohol sales that remains unchanged by CPC-2014-3808-GPA-ZC-HD-CU-CUB-ZAI-SPR.
  - d. **Sidewalk dining.** Establishments seeking to serve food and alcohol within the public right-of-way shall secure a revocable permit prior to issuance of a certificate of occupancy.
2. **Plan Approval.** The applicant or individual operator shall file a plan approval(s) with the Department of City Planning prior to the utilization of any grant made herein pursuant to the sale of alcoholic beverages. The plan approval(s) shall be accompanied by the payment of appropriate fees, pursuant to Section 19.01-C of the Municipal Code, and must be accepted as complete by the Department of City Planning. The Office of Zoning Administration may waive the public hearing requirements and mailing labels shall be provided by the applicant for all abutting property owners. The applicant shall submit an overall security plan for the Project Site which shall be prepared in consultation with the Los Angeles Police Department and which addresses security measures for the protection of visitors and employees. The project shall include appropriate security design features for semi-public and private spaces, which may include, but shall not be limited to: access control to buildings; secured parking facilities; walls/fences with key security; lobbies, corridors, and elevators equipped with electronic surveillance systems; well-illuminated semi-public space designed with a minimum dead space to eliminate areas of concealment; and location of toilet facilities or building entrances in high foot traffic areas. In reviewing the plan approval(s) for alcohol sales, the Zoning Administrator may consider conditions, as applicable, on the following: time period of the grant; hours and days of operation; primary use(s); security plans; maximum seating capacity; maximum floor area; noise; mode, character and nature of the operation; food service and age limits. The plan approval review application is for the purpose of evaluating the effectiveness of all conditions, associated with the sale of alcoholic beverages of this

granted action, as to whether additional conditions are necessary or whether conditions may be deleted.

3. Within six months of the effective date of the any subsequent plan approvals, all employees involved with the sale of alcoholic beverages shall enroll in the Los Angeles Police Department "Standardized training for Alcohol Retailers" (STAR). Upon completion of such training, the applicant shall request the Police Department to issue a letter identifying which employees completed the training. The applicant shall transmit a copy of the letter from the Police Department to the Zoning Administrator as evidence of compliance. In the event there is no change in the licensee, within one year of such change, this training program shall be required for all new staff.
4. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Department of City Planning to impose additional corrective conditions, if, it is determined by the Department of City Planning that such conditions are proven necessary for the protection of person in the neighborhood or occupants of adjacent property.
5. If at any time during the period of the grant, should documented evidence be submitted showing continued violation(s) of any condition(s) of the grant, resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties, the Department of City Planning will have the right to require the Petitioner(s) to file for a Plan Approval application together with the associated fees and to hold a public hearing to review the Petitioner(s) compliance with and the effectiveness of the conditions of the grant. The Petitioner(s) shall submit a summary and supporting documentation of how compliance with each condition of the grant has been attained.
6. The operator shall install and maintain surveillance cameras in all areas of the restaurant premises, including any outdoor dining area and a 30-day video library that covers all common areas of such business, including all high-risk areas and entrances or exits. The tapes shall be made available to the Police Department upon request.
7. All establishments applying for an Alcoholic Beverage Control license shall be given a copy of these conditions prior to executing a lease and these conditions shall be incorporated into the lease. Furthermore, all vendors of alcoholic beverages shall be made aware that violations of these conditions may result in revocation of the privileges of serving alcoholic beverages on the premises.
8. If at any time during the period of the grant, should documented evidence be submitted showing continued violation(s) of any condition(s) of the grant, resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties, the City Planning Department will have the right to require the Petitioner(s) to file for a Plan Approval application together with the associated fees and to hold a public hearing to review the Petitioner(s) compliance with and the effectiveness of the conditions of the grant. The Petitioner(s) shall submit a summary and supporting documentation of how compliance with each condition of the grant has been attained.
9. A copy of this grant and all Conditions and/or any subsequent appeal of this grant and resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Development Services Center and the Department of Building and Safety for purposes of having a building permit issued.
10. **Graffiti Removal.** All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
11. **Aesthetics.** The structure, or portions thereof shall be maintained in a safe and sanitary condition and good repair and free of graffiti, trash, overgrown vegetation, or similar material, pursuant to Municipal Code Section 91,8104. All open areas not used for

buildings, driveways, parking areas, recreational facilities or walks shall be attractively landscaped and maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the decision maker.

12. **Plan Approval.** Modifications to these Conditions of Approval shall require that the applicant file a plan approval(s) with the Department of City Planning. The plan approval(s) shall be accompanied by the payment of appropriate fees, and must be accepted as complete by the Department of City Planning. Mailing labels shall be provided by the applicant for all abutting property owners. Mitigation Measures and/or Project Design Features shall not be changed, modified, or removed using the plan approval process.

**CONDITIONS IDENTIFIED FOR CONSIDERATION BY THE STATE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL RELATIVE TO THE SALE AND DISTRIBUTION OF ALCOHOLIC BEVERAGES**

In approving the instant grant, the City Planning Commission has not imposed Conditions specific to the sale or distribution of alcoholic beverages, even if such Conditions have been volunteered or negotiated by the applicant, in that the City Planning Commission has no direct authority to regulate or enforce Conditions assigned to alcohol sales or distribution.

The City Planning Commission has identified a set of Conditions related to alcohol sales and distribution for further consideration by the State of California Department of Alcoholic Beverage Control (ABC). In identifying these conditions, the City Planning Commission acknowledges the ABC as the responsible agency for establishing and enforcing Conditions specific to alcohol sales and distribution. The Conditions identified below are based on testimony and/or other evidence established in the administrative record, and provide the ABC an opportunity to address the specific conduct of alcohol sales and distribution in association with the Conditional Use granted herein by the City Planning Commission.

- There shall be no exterior window signs of any kind or type promoting alcoholic products.
- The alcoholic beverage license for the restaurants shall not be exchanged for "public premises" license unless approved through a new conditional use authorization. "Public Premises" is defined as a premise maintained and operated for sale or service of alcoholic beverages to the public for consumption on the premises, and in which food is not sold to the public as a bona fide eating place.
- No alcohol shall be allowed to be consumed on any adjacent property under the control of the applicant.
- There shall be no advertising of any alcoholic beverages visible from the exterior of the premises from the food and beverage areas within the museum, promoting or indicating the availability of alcoholic beverages.
- Alcohol sales and dispensing for on-site consumption shall only be served by employees. The sale of alcoholic beverages for consumption off the premises of the building is prohibited.
- Signs shall be posted in a prominent location stating that California State Law prohibits the sale of alcoholic beverages to persons under 21 years of age. "No loitering or Public Drinking" signs shall be posted outside the subject facility.
- The venue operator, owner and the venue personnel shall at all times maintain a policy of not serving to obviously intoxicated patrons and shall take preventative measures to help avert intoxication-related problems.
- No person under the age of 21 years shall sell or deliver alcoholic beverages.
- The sale of distilled spirits by the bottle for same day or future consumption is prohibited.
- There shall not be a requirement to purchase a minimum number of drinks.

- There shall be no portable self-service bar(s) at either location. A wait person or bartender shall conduct all alcoholic beverage service, which may be from a portable bar.

**C. Administrative Conditions**

1. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning for placement in the subject file.
2. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions may vary.
3. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The agreement shall be submitted to the Development Services Center for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.
4. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public offices, legislation or their successors, designees or amendment to any legislation.
5. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
6. **Building Plans.** Page 1 of the grant and all the conditions of approval shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety.
7. **Corrective Conditions.** The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the City Planning Commission, or the Director of Planning, pursuant to Section 12.27.1 of the Municipal Code, to impose additional corrective conditions, if in the decision makers opinion, such actions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
8. **Indemnification.** Applicant shall do all of the following:
  - (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
  - (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
  - (iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion,

based on the nature and scope of action, but in no event shall the initial deposit be less than \$25,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).

(iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).

(v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City. The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commissions, committees, employees, and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims, or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.

Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the Applicant otherwise created by this condition.



## FINDINGS

### General Plan/Charter Findings

1. **General Plan Land Use Designation.** The subject property is located within two zones in the 1988 Hollywood Community Plan (Effective Date April 1, 2014), which designates the Selma Avenue parcel as Commercial Manufacturing in the [Q]C4-1VL-SN Zone and the Sunset Boulevard parcel with a Regional Center Commercial land use designation in the C4-2D-SN Zone.

The General Plan Framework identifies Commercial Manufacturing areas in the C4 Zone as being Industrial-Light and Industrial-Transit areas that attract job opportunities for the City's residents. The General Plan Framework identifies Regional Centers as containing a diversity of high-density uses, including "corporate and professional offices, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supportive services" having an FAR of 1.5:1 to 6:1, and which allows for "a significant number of jobs and many non-work destinations that generate and attract a high number of vehicular trips" that also "function as a hub of regional bus or rail transit." Regional centers encourages the development of housing that integrates commercial uses, recreational uses, open spaces, and amenities.

The Hollywood Community Plan sets forth specific land use requirements and objectives for projects in the Hollywood Center, generally located on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street, and which "shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region." The Community Plan further calls for compatibility of future development with the surrounding neighborhoods and encourages the development of projects "combining residential and commercial uses" in the Hollywood Center area.

The project is seeking a General Plan Amendment to unify the entire project site under the Regional Center Commercial designation, consistent with the properties to the north along Selma Avenue, to the east along El Centro Avenue, along Sunset Boulevard to the south, and along Argyle Avenue to the west. In addition, the proposed Zone and Height District Change will similarly unify the entire project site under one zone, [T][Q]C4-2D-SN, consistent with the properties to the immediate east, west, and south along Sunset, in the C4-2D-SN and C4-2-SN Zones.

2. **General Plan Text.** The Hollywood Community Plan text includes the following relevant land use goals, objectives, and policies:

*Objective 1: To coordinate the development of Hollywood with that of the City of Los Angeles and the metropolitan area.*

*To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.*

*Objective 2: To designate lands at appropriate locations for various private uses and public facilities in the quantities and at densities required to accommodate a population and activities...*

*Objective 3: To make provision for the housing required to satisfy varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.*

*Objective 4: To promote economic well being and public convenience through:  
(a) allocating and distributing commercial lands for retail, service, and office*

*space in quantities and patterns based on accepted planning principles and standards.*

The proposed project is a 927,354 square-foot mixed-use development consisting of 751 residential condominiums and 24,000 square feet of retail and restaurant uses (Option 1). Of the 927,354 square feet, 63,354 square feet will be maintained through the preservation and renovation of the Palladium venue. The project would provide much-needed jobs and housing to the Hollywood Plan area, as well as neighborhood serving retail and restaurant uses, which support the Hollywood Center area as a regionally-significant entertainment center of the City.

Framework Element. The Framework Element for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the Project site. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services.

The project site is currently improved with the Palladium concert venue and surface parking. Development of this site is an infill of an otherwise mixed-use neighborhood that will significantly improve the aesthetic character of the site, while simultaneously providing much-needed housing and commercial investment along Sunset Boulevard. By enabling the construction of housing and retail and restaurant uses in close proximity to jobs and public transportation, the General Plan Amendment, Zone and Height District Change would be consistent with several goals and policies identified in the Framework Element.

The Land Use chapter of the Framework Element identifies objectives and supporting policies relevant to the Project site. Those objectives and policies seek, in part, to provide for the economic viability and the provision of a diversity of uses that complement and support other uses in the regional center.

Housing Element. The project would meet many housing goals, objectives and policies contained in the Housing Element of the General Plan as follows:

**Goal 1:** A City where housing production and preservation result in 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 and 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.*

**Goal 2:** A City in which housing helps create safe, livable and sustainable neighborhoods.

**Objective 2.2:** Promote sustainable neighborhoods that have mixed-income housing, jobs, amenities, services, and transit.

Policy 2.2.3: *Promote and facilitate a jobs/housing balance at a citywide level.*

*Policy 2.2.5: Provide sufficient services and amenities to support the planned population while preserving the neighborhood for those currently there.*

**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.*

The project will introduce high-quality residential development and retail and restaurant amenities in a transportation- and jobs-rich area. By replacing a surface parking lot with new investment in housing and supportive amenities, the project satisfies several of the Housing Element's objectives of meeting a jobs-housing balance, facilitating a range of housing types that is suitable for various needs of the population, and which reflects the high density character of the Hollywood Center, a regional center district within the City.

The project is consistent with the scale and character of the community. The setting in which the project is located, particularly, the important Sunset Boulevard corridor, is one of low rise development standing side-by-side with taller buildings. Similarly, the project towers frame the existing Palladium building, and maintain this existing pattern. The building heights are compatible with buildings to the east and west of the project site. The project's floor area ratio is consistent and compatible with surrounding buildings in the vicinity.

Land Use Element. With the introduction of a much-needed housing to the Hollywood Center area, the Project would meet many Regional Center goals, objectives, and policies contained in the Land Use Element of the Los Angeles General Plan as follows:

**GOAL 3F:** Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

**Objective 3.10:** Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policies:

*3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center".*

*3.10.2: Accommodate and encourage the development of multi-modal transportation centers, where appropriate.*

*3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.*

*3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.*

The project is located in an area of Hollywood Community Plan designated as a Regional Center, defined as being a focal point of regional commerce, identity, and activity, expected to contain a diversity of uses, including major cultural facilities. The proposed project would enliven the Hollywood Center area by contributing to the Regional Center's identity through the replacement of surface parking with the provision

of new housing and commercial uses in a high quality development that reinforces the iconic character of Sunset Boulevard, thereby enhancing the existing concentration of housing and amenities that serve nearby residents, the City, and which caters to tourists. The project is located in a high-activity area and well served by public infrastructure, including existing transit, as well as the future Metro Red Line.

Health and Wellness Element. The Health and Wellness Element of the General Plan Framework calls for the promotion of a healthy built environment in a manner that enhances opportunities for improved health and well-being, and which promotes healthy living and working conditions. To that end, the proposed project meets the following policies.

- Policy 2.2: Promote a healthy built environment by encouraging the design and rehabilitation of buildings and sites for healthy living and working conditions, including promoting enhanced pedestrian-oriented circulation, lighting, attractive and open stairs, healthy building materials and universal accessibility using existing tools, practices and programs.
- Policy 2.6: Work proactively with residents to identify and remove barriers to leverage and repurpose vacant and underutilized spaces as a strategy to improve community health.
- Policy 2.10: Acknowledge the mental and physical health benefits of social connectedness by promoting and valuing public spaces, social interaction, relationship building, and resilience in community and urban design.

The project will maintain the Palladium event venue while replacing under-developed surface parking with high quality housing and retail and restaurant amenities that will serve new residents and the existing population. Moreover, the development of the project will not only introduce publicly accessible courtyard areas, but also a mid-block pedestrian connection through the site allowing residents and visitors to pass through the project from El Centro to Argyle Avenues. A gathering area to the east of the Palladium venue along Sunset Boulevard introduces another pedestrian entrance to the project site. The development of this site greatly enhances the pedestrian environment through an attractive design that includes bench seating, sidewalk dining, water features and three courtyard areas. Moreover, the project would be constructed to meet LEED Silver certification, incorporating sustainable elements of design, construction, and operation. Moreover, the Health and Wellness Element calls for the promotion of land use policies that reduce GHGs, through the location of jobs, shopping and open spaces in areas that make walking, cycling, and taking transit viable modes of travel. The project is located within the immediate vicinity of the Metro Red Line (Hollywood/Vine Station), and is meeting the required bicycle parking spaces and is located within walking distance to several local and regional bus lines.

Transportation Element. The project was filed with a Vesting Tentative Tract Map No. 72213 prior to the adoption of the recently approved Mobility Element and as such, is subject to the application of the previously effective Transportation Element. The Transportation Element of the General Plan will be affected by the recommended action herein. The project includes project design features and mitigation measures, including a Transportation Demand Management Plan, aimed at addressing transportation-related impacts associated with the proposed project. Moreover, the Bureau of Engineering has required dedications along Sunset Boulevard, El Centro and Selma Avenues and improvements to all frontages as necessary to remove and reconstruct to existing improvements. The project site is well-served by public transit, including regional and local bus lines, as well as the future Wilshire Bus Rapid Transit Project and future Metro

Westside Purple Line Extension. The project would also provide bicycle parking spaces in compliance with the Bicycle Parking Ordinance, together with additional bicycle parking and bicycle-friendly amenities that meet the requirements of the Bicycle Ordinance.

Sewerage Facilities Element. Improvements may be required for the construction or improvement of sewer facilities to serve the subject project in order to complete the City sewer system for the health and safety of City inhabitants will assure compliance with the goals of this General Plan Element.

Street Lights. Any City required installation or upgrading of street lights is necessary to complete the City street improvement system so as to increase night safety along the streets which adjoin the subject property.

**4. Charter Findings – City Charter Sections 556 and 558 (General Plan Amendment).**

The proposed General Plan Amendment Complies with Section 556 and 558 in that the plan amendment promotes an intensity and pattern of development that is consistent with the area's General Plan Framework designation that encourages density in regional centers, transit use, reduced vehicle dependency, and improved air quality. Moreover, the framework further promotes the development of multi-family housing and community serving commercial uses, and which enhances the pedestrian environment. The General Plan Amendment would change the land use designation of the Selma Avenue parcel from Commercial Manufacturing to Regional Center Commercial, and further many of the City's land use policies and addresses the dire need for housing. It will also create consistency between the current land uses of the area with the General Plan. The requested amendment will help promote the general welfare and reflects good zoning practices by supporting many of the land use policies, and objectives identified in the Hollywood Community Plan, including locating increased residential density near jobs, creating density in a transit-rich area, providing enhanced landscaping and open space, preserving historic buildings, and supporting the Hollywood Center through the provision of amenities which enhance the area as the City's center for entertainment.

The project will be an in-fill development, which is compatible with other development in the immediate vicinity. The General Plan Amendment would allow for the project to intensify the use on the site, and reflect the existing and proposed scale of development in the surrounding area, while providing housing and retail in the Hollywood area that would accommodate the growing population of the surrounding area and balance the jobs-to-housing ratio. The location of the buildings on the site, which have been designed to frame the Palladium, maintain views and historicity.

The existing Palladium concert and event venue would be maintained and renovated, with new construction in two 30-story towers replacing the existing surfacing parking lots. Three new courtyard areas would be introduced and would be connected via a pedestrian pathway that also serves as a mid-block connection between El Centro and Argyle Avenues. The project would preserve the site's long association with the entertainment industry, and maintain a strong street presence and identification along Sunset Boulevard while significantly improving the pedestrian experience.

The project site and proposed buildings have been designed to convey visual interest in a manner that is complimentary to the character of the historic Palladium building and consistent with the character of recent development along Sunset Boulevard. The project will include high rise residential development in an established jobs and transit rich Regional Center Commercial area.

The proposed new construction would provide a vertical element using a pair of high rise towers flanking the Palladium, maintaining the Palladium structure's presence along the Sunset Boulevard frontage as primary, with the towers set back from Sunset Boulevard

by approximately 126 feet (Argyle Avenue tower) and 240 feet (El Centro Avenue tower). As designed, the Palladium will preserve view corridors over the Palladium and into the Hollywood Hills, including views of the Hollywood sign, while aligning buildings in a way that maximize the viewing experience from Sunset Boulevard and which protect the historic significance of the Palladium. As viewed from the Hollywood Hills, the towers become part of the fabric of tall buildings in Hollywood and do not block any views.

Surrounding properties are generally developed with multi-family housing, commercial, retail (bars and restaurants), offices, and entertainment-related venues and studio uses along Sunset Boulevard in the C4 and R4 zones and Height Districts 2, 2d, and 1VL. With the exception of the northeast parcel at Argyle and Selma Avenues, properties along El Centro Avenue, Argyle Avenue, Selma Avenue, and Sunset Boulevard are designed as Regional Center Commercial land uses in the Hollywood Community Plan. Moreover, nearly all properties along Sunset Boulevard from Gower Street to Highland Avenue are designated for Regional Center Commercial land uses within the Hollywood Community Plan.

The Selma Avenue Parcel's designation as "Commercial Manufacturing" is not reflective of the character of development along Selma Avenue or El Centro and Argyle Avenues. As such, granting the General Plan Amendment would be desirable since the proposed land use designation of the project site would be consistent with the land use designation of immediately abutting properties and those sharing the same relationship with Sunset Boulevard.

The General Plan, which includes the Housing Element and the Land Use Element (i.e., the Hollywood Community Plan), encourages mixed-use projects with housing and pedestrian-oriented commercial uses along major transit corridors. As a result, the proposed project's mixed use nature is consistent with the General Plan because it provides an array of uses in an underutilized, commercially-zoned property located along a major transit corridor and within walking distance (less than 0.25 miles) of high-capacity transit, including Metro Rapid Bus lines and the Metro Red line.

The project site and surrounding area are located in a portion of Hollywood undergoing significant transition. In particular, many new developments and recently constructed projects are slated to introduce new residents, jobs, and services that support Hollywood as a regionally-significant center for the City. The proposed project will further the efforts to revitalize the Hollywood Center as a lively, pedestrian-oriented area that offers a variety uses that support and complement one another.

The proposed project would replace surface parking with much-needed housing, as well as a mix of retail and restaurant amenities along a major transit corridor and within a quarter-mile radius of several high-capacity transit lines, including the Metro Rapid bus and the Metro Red Line. According to the City's recently adopted Housing Element: "It is the overall housing vision of the City of Los Angeles to create for all residents a city of livable and sustainable neighborhoods with a range of housing types, sizes and costs in proximity to jobs, amenities and services." The development of the project site, which replaces surface parking with 731 units consisting of studio units, one-, two-, and three-bedroom units, will help address the City's housing crisis.

### **3. Redevelopment Plan Findings (CRA – Hollywood Redevelopment Project Area)**

Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested

successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). To that end, the CRA/LA, a Designated Local Authority, the successor agency to the CRA, approved Resolution No. 16 (June 21, 2012), affecting the City Center, Central Industrial, Hollywood, Pacific Corridor, and Wilshire Center/Koreatown Redevelopment Project Areas, and which resolved that:

"For the purposes of determining whether land uses proposed in development applications for any property located in the Project Areas are permitted uses, it is hereby determined that any land uses permitted for such property by the applicable provisions of the City of Los Angeles General Plan, Community Plan and Zoning Ordinance, all as they now exist or are hereafter amended or supplanted from time to time, shall be permitted land uses for all purposes under the applicable Redevelopment Plan.

The land use designation for any property in a Project Area set forth in the Redevelopment Plan Map and the land use regulations for such property set forth in the Redevelopment Plan for the applicable Project Area shall defer to and be superseded by the applicable City of Los Angeles General Plan, Community Plan and Zoning Ordinance land use designations and regulations for such property, all as they now exist or are hereafter amended or supplanted from time to time."

Moreover, pursuant to Section 506.2.3 of the Hollywood Redevelopment Plan:

"...development in excess of 4.5:1 FAR up to but not to exceed 6:1 FAR or such other density may be permitted by future amendments to the Community Plan, on a specific site may be permitted as hereinafter set forth provided that the proposed development furthers the goals and intent of this Plan and the Community Plan and meets objective 'a' and at least one other of the following objectives:

- a) to concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs;
- b) to provide for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings.
- c) to provide focal points of entertainment, tourist or pedestrian oriented uses in order to create a quality urban environment; and
- d) to encourage the development of appropriately designed housing to provide a balance in the community.
- e) to provide for substantial, well designed, public open space in the Project Area.
- f) to provide social services or facilities for social services which address the community's needs.

The proposed project furthers the goals and intent of the Hollywood Redevelopment Plan by locating high density residential within walking distance to the Metro Red Line station, Metro Rapid Lines 780 and 4/704, and Metro Regional Lines: 180/181, 212/312,

217, 222, 780, 2/302, 210. Additionally, the project site is served by LADOT DASH lines: Hollywood, Hollywood/Wilshire, and Beachwood Canyon, thereby satisfying Objective 'a' of the Redevelopment Plan goals. Moreover, the project is maintaining and rehabilitating the historically significant Palladium structure and replacing the adjoining surfacing parking areas with new housing at a development intensity consistent with the Regional Center Commercial designation of the Hollywood Community Plan and within the maximum 6:1 FAR permitted under Footnote No. 9. The project will provide a range of units, including studio, one-, two- and three-bedrooms, serving a variety of housing needs in the area. The design of the new construction is designed to complement the Palladium structure by locating the new high rise structures with a significant setback from Sunset Boulevard such that the Palladium building maintains prominence along the street frontage. The preservation of the Palladium structure and the provision of housing, retail and restaurant services, and enhanced courtyard and pedestrian-oriented pathways through the project site will ensure that the Palladium continues to serve as a focal point of entertainment, catering to residents and tourists alike. The project incorporates three publicly accessible courtyard areas and private balconies and residential amenities that exceed the open space requirements of the code, with 93,300 square feet of open space in lieu of 88,500 square feet. Of the 93,300 square feet of open space, 33,800 square feet is publicly accessible. Moreover, the project incorporates a pedestrian walkway that provides a mid-block connection, linking El Centro and Argyle Avenues and Sunset Boulevard through the project site, vastly improving the pedestrian experience in and around the project site. With the characteristics of the Palladium project, it meets Objectives 'a' through 'e' of the Hollywood Redevelopment Plan.

As the project site is located within the boundaries of the Hollywood Redevelopment Plan area, where the land use regulations, pursuant to the aforementioned Resolution No. 16, are superseded and bound by, the land use designations and regulations of the 1988 Hollywood Community Plan, consistency with the Redevelopment plan goals and objectives must be satisfied. To that end, the Hollywood Community Plan permits development intensity with an FAR of 4.5:1 in the Regional Center Commercial area with a maximum 6:1 FAR (Footnote No. 9) with City Planning Commission approval.

Insofar as Resolution No. 16 clarifies that "future CRA/LA review of development projects shall not require discretionary land use approvals within these project areas," the Hollywood Redevelopment Plan nevertheless states that certain findings must be made in order to support a 6:1 FAR. Moreover, the City Planning Commission, acting on the discretionary actions in this case, serves as the implementing authority in of the Hollywood Community Plan and determining conformity with the Hollywood Redevelopment Plan.

In permitting development in excess of 4.5:1 FAR, but not to exceed a 6:1 FAR, Planning Staff recommends that the City Planning Commission find that the proposed project is consistent with the intent of the Hollywood Redevelopment Project area and find the following:

- a. **The proposed development conforms with the provisions and goals of the Redevelopment Plan and any applicable Design(s) for Development or requirements of the Hollywood Boulevard District or Hollywood Core Transition District.**

As discussed above, the project meets several goals and objectives of the Hollywood Redevelopment Plan, including Objectives 'a' through 'e'. The project is locating high density housing in a transit rich area, preserving the historic palladium structure, providing open space in excess of the municipal code requirements, and provides pedestrian



amenities that greatly serve the project site and vicinity. The project is not located in an identified special district (Exhibit "A.3" of the Hollywood Redevelopment Plan) and is not subject to any design or development requirements associated with special districts.

- b. Permitting the proposed development serves a public purpose objective such as: the provision of additional open space, cultural facilities, public parking, or the rehabilitation of an architecturally or historically significant building.**

The Palladium project serves several public purpose objectives for the Hollywood Redevelopment Project area. The project is providing open space in excess of code requirements, with 93,300 square feet of open space in lieu of 88,500 square feet, of which 33,800 square feet is publicly accessible. Moreover, the project is preserving and rehabilitating the historic Palladium structure, including the re-activation of storefront/retail spaces along Sunset Boulevard, and is maintaining the Palladium's prominence along Sunset Boulevard by locating new construction with significant setbacks from Sunset Boulevard.

- c. Any adverse environmental effects especially impacts upon the transportation and circulation system of the area caused by proposed development shall be mitigated or are overridden by other social, economic or physical considerations, and statements of findings are made.**

The Department of City Planning prepared a Draft and Final EIR, State Clearinghouse No. 2013081022, which acknowledged that significant and unavoidable impacts would result from the implementation of the proposed project, including: Air Quality (Regional Emissions – Construction and Cumulative Construction), Noise (Construction), Traffic and Circulation (Cumulative Construction), and Traffic and Circulation (Intersections – Operations and Cumulative). In approving this project, the City Planning Commission hereby certifies that the EIR prepared for the project, Pursuant to Section 21082.1(c)(3) of the California Public Resources Code is complete, adopts a Statement of Overriding Considerations setting forth the reasons and benefits of adopting the EIR with full knowledge that significant impacts may remain, and pursuant to Section 21801 of the California Public Resources Code, and adopts the related environmental Findings, the Statement of Overriding Considerations, and the Mitigation Monitoring Program as the environmental clearance for the proposed project.

### **Zone and Height District Change Findings**

- a. Pursuant to LAMC Section 12.32.C.7, and based on these Findings, the recommended action is deemed consistent with public necessity, convenience, general welfare and good zoning practice.**

The project site is dual-zoned and located in two land use designations with a Commercial Manufacturing land use designation and zoned [Q]C4-1VL-SN Zone (Selma Avenue area) and with a Regional Center Commercial land use designation and zoned [Q]C4-2D-SN (Sunset Boulevard area). The General Plan Amendment and associated Zone and Height District Change, will designate the northern Selma Avenue area as Regional Center Commercial, making it consistent with the immediately adjoining as well as surrounding designations and zones in the project vicinity. The proposed change to

the Regional Center Commercial land use designation and changes to the Zone and Height District, would unify the zoning, heights, and General Plan designations in a manner that is reflective of the character of development, pattern of land use designations in the immediate vicinity, and which otherwise supports the goals and policies of the General Plan Framework. Unifying the project site under a single land use designation and zone, represents good land use policy, ensuring that high density development is centered in a jobs- and transit-rich area, such as the subject site. Re-designating the Selma Avenue parcel as Regional Center Commercial, together with the associated zone and height district change, is deemed consistent with the public necessity, convenience, general welfare and good zoning practice.

**b. The zone change will conform to public necessity, convenience and general welfare of the City of Los Angeles.**

The project proposes the maintenance and rehabilitation of the historic Palladium event venue and the new construction of two high rise towers with 731 residential units and 24,000 square feet of restaurant and retail space that would replace surface parking. The project site is currently dual-zoned, and the requested Zone and Height District will not only unify zoning across the site, but facilitating development of much-needed housing in an area suited for high density uses.

The proposed [T][Q]C4-2D-SN is consistent with, and conforms to, the zoning pattern of properties in the immediate vicinity, where properties to the south, east, west, and north are designated as Regional Center Commercial with corresponding zones. The proposed zone is consistent with this land use designation and is in keeping with the goals and objectives of the General Plan Framework, which calls for FARs of "1.5:1 to 6:1 and are characterized by six- to twenty-story (or higher) buildings," and with "densities and functions [that] support the development of a comprehensive and interconnected network of public transit and services." To that end, the project would create an inviting, safe pedestrian environment, preserving and strengthening the Palladium's prominence on Sunset Boulevard, replacing and enlivening the surface parking areas with new development that not only activates otherwise underutilized lots, but provides publicly accessible open space and attractive mid-block connections through the site that provide access to services for project residents and area visitors alike.

The project would provide much-needed housing to the Hollywood area, while simultaneously facilitating development that recognizes the Hollywood Center as the focal point of entertainment for the City and the region. The development of the project is consistent with the underlying zone and land use designation, thereby furthering the goals and objectives of the Hollywood Community Plan, while conforming to the public necessity, convenience and general welfare of the City of Los Angeles.

**4. Conditional Use Findings – Alcohol Sales**

**BASIS FOR CONDITIONAL USE PERMITS**

A particular type of development is subject to the conditional use process because it has been determined that such use of property should not be permitted by right in a particular zone. All uses requiring a conditional use permit are located within Section 12.24-W of the Los Angeles Municipal Code. In order for sale of a full line of alcoholic beverages for on-site consumption to be authorized, certain designated findings have to be made. In these cases, there are additional findings in lieu of the standard findings for most other conditional use categories.

Following (highlighted) is a delineation of the findings and the application of the relevant facts to same:

- a. **The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city or region.**

The applicant is seeking a master conditional use permit to allow the sale of alcoholic beverages for on-site consumption in conjunction with three establishments serving food, and one off-site license for a gourmet food/boutique store. The existing license for the Palladium will remain and is unencumbered by this subject grant. As part of the Master Conditional Use Permit request, the project proposes the sale of alcoholic beverages at three locations within the 24,000 square feet of retail/restaurant space incorporated into the project.

The sale of alcoholic beverages at restaurants and cafes is a common amenity as demonstrated by the number of establishments that currently offer alcohol for on-site consumption in the Hollywood area, where the provision of food service and the selling of alcoholic beverages provide a desired amenity for patrons. Moreover, the sale of alcoholic beverages in establishments adjoin the Palladium and other entertainment venues in the vicinity furthers the Hollywood Center's identity as the primary destination for entertainment in the City. Concerns associated with the sale of alcoholic beverages are carefully controlled in first-class developments and appropriate security measures have been included in the conditions of approval to ensure the safety of patrons at the site.

- b. **The project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

Recognizing that this request is not associated with the existing Palladium venue, there will be no public dancing and live entertainment at the proposed establishments, and no exterior advertising of the availability of alcoholic beverages.

The grant requires a plan approval for the individual venues, which will allow the City to address operational issues associated with the individual establishments, including size and occupancy, hours of operation, and hours of alcohol sales to reflect the operation of the project. As conditioned the sale of alcoholic beverages for on-site consumption at the project is not anticipated to adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public's health, welfare and safety.

- c. **The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.**

The Hollywood Community Plan Map designates the property for Regional Center Commercial land use with corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The project is located within an area of Hollywood designated as the Hollywood Center, characterized as the "commercial center for Hollywood and surrounding communities and as an entertainment center for the entire region," and which encourages the development of projects that combine residential and commercial uses. The proposed project is consistent with the underlying zone and land use designation and would enliven an otherwise under-utilized parcel in the Hollywood Center by adding housing and amenities along Sunset Boulevard, serving nearby residents, the larger metropolitan region, and tourists. Moreover, the project would enhance the availability of neighborhood-serving uses in an area that is well-served by existing public transit.

- d. **The proposed use will not adversely affect the welfare of the pertinent**

**community.**

The subject location is within the Regional Center land use designation, which is intended to serve as the focal point for regional commerce, identity, and activity. Given the diversity of uses permitted and encouraged within the Regional Center, a high concentration of alcohol licenses can be anticipated. There are a variety of establishments which have both on- and off-site alcohol sales in the area, particularly concentrated along Sunset Boulevard and Hollywood Boulevard further north. There is a daytime population which includes local employees and visitors as well as a residential population. The request involves a number of establishments which will be monitored as part of the project's operational oversight as well as by specific conditions imposed under each subsequent Approval of Plans determination for each establishment.

As reported by ABC from statistics provided by the Los Angeles Police Department, within Crime Reporting District No. 647, which has jurisdiction over the subject property, a total of 643 arrests were reported in 2014, compared to the citywide average of 163 crimes and the high crime reporting district average of 196 crimes for the same period. In 2014, there were 40 Narcotics, 135 liquor law, 91 drunk and disorderly, and 106 DWI related arrests. These numbers do not reflect the total number of arrests in the subject reporting district over the accountable year, but nevertheless characterizes the community is a relatively high crime reporting district. Arrests for this calendar year may reflect crimes reported in previous years.

**ADDITIONAL FINDINGS FOR THE SALE OF ALCOHOLIC BEVERAGES:**

- e. **The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.**

According to the State of California Department of Alcoholic Beverage Control (ABC) licensing criteria, 3 on-site sale and 2 off-site sale licenses are allocated to subject Census Tract No. 1910.00. There are currently 27 on-site and 4 off-site licenses in this Census Tract.

Within a 1,000-foot radius of the subject property, the following establishments sell alcohol:

Trader Joe's	1600 Vine Street
Wood & Vine	6280 Hollywood Boulevard
W Hotel	6250 Hollywood Boulevard
Solo Tapas	6250 Hollywood Boulevard
Tru	11600 Argyle Avenue
Blue Palms Brewhouse	6124 Hollywood Boulevard
Nariya Thai	6099 Sunset Boulevard
Oligarc	6095 ½ Sunset Boulevard
Denny's	6100 Sunset Boulevard
Off Vine	6263 Leland Way
Chipotle	1460 Vine Street
Magnolia	6266 Sunset Boulevard
The Bowery	6268 Sunset Boulevard
Fabiolus Cucina Italiana	6270 Sunset Boulevard

Tender Greens	6290 Sunset Boulevard #A
The Melt	6290 Sunset Boulevard #B
The Waffle	6255 Sunset Boulevard
The Well	6255 Sunset Boulevard
Hollywood Palladium	6211 Sunset Boulevard
Kabuki	1555 Vine Street
The Hungry Cat	1535 Vine Street
Walgreens	1501 Vine Street
Shophouse Southeast Asian Kitchen	6333 Sunset Boulevard
Ricardo Montalban Foundation	1615 Vine Street
Katsuya Restaurant	6300 Hollywood Boulevard
33 Taps Bar & Grill	6263 Hollywood Boulevard
Frolic Room	6245 Hollywood Boulevard
Pacific Theaters	6233 Hollywood Boulevard
Sushi Ike	6051 Hollywood Boulevard #105
JoJo Market	1356 Vine Street
Los Balcones Del Peru	1360 Vine Street
K&L Wine Merchants	1400 Vine Street
Arlight Cinemas	6360 Sunset Boulevard
Stella Barra Pizzeria	6372 Sunset Boulevard
The Veggie Grill	6374 Sunset Boulevard
Roadside Eats	6374 Sunset Boulevard #D
Blue C California	6374 Sunset Boulevard #B

While the number of establishments selling alcohol is higher than what has been allocated for the census tract, the subject grant will not result in an undue concentration of on-site alcoholic beverage licenses in the community. Moreover, the geography of the census tract does not recognize the Regional Center land use designation of the area, which is intended to support high intensity uses, including entertainment and cultural institutions and related commercial uses. The number of allocated licenses is primarily calculated based upon resident population and often does not take into account employment and visitor populations. The subject site is located in a heavily urbanized urban corridor with a high concentration of offices, restaurants, entertainment venues, retail and other commercial uses, and a higher number of the alcoholic beverage licenses is anticipated.

- f. **The proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.**

The following sensitive uses were observed within a 1,000-foot radius of the subject property:

Southern California Hospital	6354 De Longpre
Montessori Shir-Hashirih Los Angeles	6047 Carlton Way

The project site is primarily surrounded by commercial and multi-family residences. As was previously noted, the site is located in a prime commercial corridor, a designated Regional Center Commercial area, where the diversity and intensity amongst the uses is not uncommon. This grant has placed numerous conditions on the proposed project. Such imposition of conditions, as well as the imposition of a plan approval process, will help ensure that the individual establishments associated with the museum remain compatible to the community and the surrounding uses than would otherwise be the case.

## **5. Zoning Administrator's Interpretation Findings**

Section 12.21-A, 2 of the Code provides in pertinent part as follows:

"2. Other Uses Determined by Administrator- The Administrator shall have the authority to determine other uses, in addition to those specifically listed in this Article, which may be permitted in each of the various zones, when in his judgment, such other uses are similar to and no more objectionable to the public welfare than those listed. The Zoning Administrator shall also have the authority to interpret zoning regulations when the meaning of the regulation is not clear, either in general or as it applies to a specific property or situation."

These provisions have also been interpreted to permit resolution of conflicts between disparate sections of the Code, and to provide clarity where ambiguity exists.

### **Front, Rear, and Side Yards**

A Zoning Administrator's Interpretation is requested pursuant to LAMC Section 12.21.A.2 to specify the front, rear, and side yards of the project. The project site is a roughly L-shaped lot with frontage along 4 streets, including Sunset Boulevard to the south, Argyle Avenue to the west, Selma Avenue to the north, and El Centro Avenue to the east. The property has historically been divided into two rectangular parcels. One parcel fronting Sunset Boulevard (the Sunset Boulevard Parcel) and one which fronts Selma Avenue (the Selma Avenue Parcel).

There are no front yard setback requirements for mixed use developments in commercial zones. However, side and rear yard setbacks for the residential portion of the project must comply with the provisions of the R4 Zone, which varies from 3 feet to a maximum of 16 feet for structures taller than 15 stories for side yards, and from 15 to 20 feet for buildings over 20 stories for rear yards. Pursuant to LAMC Section 12.22-A,18(c)(3), no yards are required of mixed-use buildings with public street frontage, thereby eliminating the required yard and setback requirements along the Sunset Boulevard, Argyle Avenue, Selma Avenue or El Centro Avenue frontages. This is consistent with the character of development of throughout the Hollywood area. The project will provide the required 16-foot side yard from the interior lot line bordering the property at the portion of the block at Selma and Argyle Avenues.

### **Determination**

The project is consistent with the requirements of the LAMC and the requested Zoning Administrator's Interpretation hereby serves to specify Sunset Boulevard as the front yard, Selma Avenue as the rear yard, and the interior lot lines of the Project Site adjacent to the neighboring property to the northwest shall be the side yards. While no setbacks are required along public street frontages, the project includes a new retail/restaurant building at the corner of Argyle Avenue and Sunset Boulevard with a setback from Sunset Boulevard of approximately 29 feet, to provide open space and maintain views of the western side of the Palladium from viewing locations on Sunset Boulevard. The high rise towers are set back from Sunset Boulevard by approximately 126 feet (Argyle Avenue tower) and 240 feet (El Centro Avenue tower). The Argyle and El Centro Avenue frontages of the high rise structures would be built to the lot line, consistent with their ground floor, street-facing retail uses. In addition, the Selma Avenue frontage also includes a setback of approximately 21 feet, which would provide landscaped open space along the roadway, enhancing its pedestrian character. The interior lot lines of the property would be set back approximately 16 feet, consistent with the requirements for side yards of mixed-use buildings in C4 zone.

### **Automated Parking**

The regulations of Los Angeles Municipal Code Section 12.21-A,5(m), for Mechanical Automobile Lifts and Robotic Parking Structures, characterize automobile lifts and robotic parking structures as the "stacking of two or more automobiles via a mechanical car lift or computerized parking structure" as permitted in all zones. In addition to providing the required

parking stall and bay dimensions, the code section also requires that the “platform of the mechanical lift on which the automobile is first placed shall be individually and easily accessible and shall be placed so that the location of the platform and vehicular access to the platform meet the requirements of paragraphs (a), (b), and (i) of LAMC 12.21-A,5(m).”

The requested Zoning Administrator’s Interpretation is intended to confirm that an automated parking system is permitted as a “robotic structure” under the parking regulations of LAMC Section 12.21-A,5(m), and that the parking space dimensions and location still satisfy the intent of the automated parking systems. The Code provision allowing Mechanical Automobile Lifts and Robotic Parking Structures was incorporated into the Municipal Code in 2007. However, automated parking systems have since been further refined and developed. Automated parking systems do not stack vehicles in a warehouse building, but rather stores cars in close proximity to one another through an automated system that appears similar to a standard parking structure layout (Auto-Park). This system involves the driver to drive the vehicle to a platform tray at the parking structure entryway, turn off the engine, and exit the vehicle as well as the building. An electric battery operated robot would then automatically dispatch the platform tray and vehicle and convey it to a storage space within the electrically operated and automated parking structure. To retrieve the vehicle, the driver would enter a request for the vehicle through an automated system, where the “Auto-Park” system would then convey the vehicle from its storage location and return it to the parking structure entryway.

### **Determination**

The regulations of Section 12.21-A,5(m) requiring the provision of parking stall dimensions consistent with sub-sections (a), (b), and (i) of the section does not apply to this project as the reduced parking stall widths, lengths, and location meets the intent and purpose of the code provision allowing for mechanical and robotic parking structures. The City Planning Commission, upon presenting amendments to the General Provisions Section 12.21-A,5 of the Municipal Code, determined that allowing for mechanical and robotic parking structures was in substantial conformance with the purposes, intent, and provisions of the General Plan’s Framework Element, including Objective 3.4.3, which states that the City must “[e]stablish incentives for the attraction of growth and development in the districts, centers, and mixed-use boulevards targeted for growth that may include...[m]odified parking requirements in areas in close proximity to transit or other standards that reduce the cost of development...”. The ordinance implementing these mechanical and robotic structures (Ordinance No. 179,191) was in conformity with public necessity, convenience, general welfare, and good zoning practice as it allowed for the “development of more housing by adjusting the implementation details of required parking spaces for residential uses.” The proposed “Auto-Park” system allows the applicant to provide the required number of parking spaces under the LAMC within a subterranean and above-ground parking structure.

An automated parking system is, for all intents and purposes, a Robotic Parking Structure, as delineated in LAMC Section 12.21-A,5(m). In addition, the reduced parking stall dimensions of the parking spaces may be as small as 7 feet in width and 15 feet in length, less than required by LAMC Section 12.21-A,5(a). An automated parking system involves omni-directional movement where the vehicle can be moved forward, laterally, and can also be rotated. As such, the robotic system is electrically operated and does not require space for driver and passenger access between vehicles. As such, the parking bay dimensions and parking stall location as described under LAMC Section 12.21-A,5(b) and 12.21-A,5(i) shall also not apply.

## **6. Site Plan Review Findings**

- a. **The Project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and any applicable specific plan.**

With the General Plan Amendment of the Selma Avenue parcel to Regional Center Commercial, the, the proposed project is consistent with the Land Use Element of the General Plan, and specifically, the Hollywood Community Plan. The preservation of the historic Palladium Building, as well as the proposed new construction of 731 residential units and 24,000 square feet of retail and restaurant uses are permitted in the proposed [T][Q]C4-2D-SN Zone and are consistent with the Regional Center land use designation and conform to the Hollywood Center area designation within the Hollywood Community Plan.

The overall goals of the General Plan are to promote an arrangement of land uses, circulation, and services that will encourage and contribute to the economic, social, and physical health of the City, and to guide the development of communities to meet existing and anticipated needs of this population. The project will meet the goals of the General Plan by replacing underutilized surface parking areas with new development that introduces much-needed housing along Sunset Boulevard, an employment rich area that is well-served by transit, and which satisfies the bicycle parking requirements of the Bicycle Ordinance.

The project integrates residential development into an established Regional Center Commercial area, thereby reducing the need for residents to travel elsewhere for jobs, shopping, dining, and entertainment. By providing residential uses near complementary office, retail, entertainment, and other residential uses, and in proximity to existing transit corridors as well as the Metro subway system, the project would reduce the number and length of vehicular trips associated with these activities. The project's location and provision of pedestrian amenities also links the project to nearby job centers and offers community-serving retail uses that would be accessible by foot to nearby workers, residents, and visitors.

The project is in substantial conformance with the Hollywood Community Plan and includes a development intensity that is consistent with the underlying zone. Moreover, the development of this site not only preserves the historic Palladium Building, but augments the availability of much-needed housing and pedestrian amenities while enhancing the Hollywood Center's identity as the center of entertainment for Hollywood, the City, and the region.

- b. **That the project consists of an arrangement of buildings and structures (including height, bulk and setbacks), off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements, that is or will be compatible with existing and future development on adjacent properties and neighboring properties;**

As a high-rise residential and mixed-use development, the project is compatible with existing uses on adjacent and neighboring properties in Hollywood's Center area. In addition, given the area's Regional Center Commercial land use designation, the project will be compatible with future development on adjacent and neighboring properties. The project is located in an active, densely developed urban area characterized by a mix of commercial, restaurant, bar, studio/production, office, entertainment, and high-density residential uses. The development of two new buildings with 731 units and 24,000 square feet of restaurant and retail uses in high rise structure of up to a maximum of 350 feet would be compatible with existing and future development.

As proposed, the development is consistent with the high-rise character of surrounding properties, including the CBS Columbia Square Studio/Office Complex and Sunset/Gower Studios to the east, and the Sunset Media Tower, and Sunset and Vine Tower to the west. Additionally, in consideration of the Palladium, the Project's taller building elements have been located in the interior of the Project Site, as a backdrop to the Palladium.



The project's setbacks are in keeping with the development pattern of properties in the Regional Center Commercial area. The new construction for the project is setback considerably from the public streets, with the low-rise, single story component of the building at Sunset Boulevard/Argyle Avenue would be slightly lower in height than the Palladium, and would be setback approximately 50 feet (compared to the Palladium's setback of approximately 20 feet) from Sunset Boulevard. This low-rise retail building would provide visual continuity with existing ancillary retail space within the Palladium building's frontage on Sunset Boulevard. The high rise structures to be located along Argyle Avenue and El Centro Avenue would be built to the lot line, consistent with their ground floor, street-facing retail uses. In addition, the Selma Avenue frontage also includes a setback of approximately 21 feet, which would provide landscaped open space along the roadway, enhancing its pedestrian character.

As to parking, the project will provide approximately 1,900 off-street parking spaces within subterranean and above-ground levels, with the supply satisfying the code requirements for off-street parking, including replacement parking for the Palladium currently served by the existing surface parking areas.

The project's loading areas will be located within the parking structure with subterranean access from Argyle and Selma Avenues. Pedestrian areas would be well-lighted for security, with accent lighting proposed to complement building architecture. Any pole-mounted light fixtures located on-site or within the adjacent public rights-of-way would be shielded and directed towards the areas to be lit and away from adjacent sensitive uses.

The project's landscaping plan provides reference to historic Southern California's agricultural landscape while following best practices with drought-tolerant plants such as Mexican fan palms, citrus groves, and Southern California native plants. Spaces would be organized into grids of varied scales, and courts and streetscapes adjacent to retail locations would be designed for sitting.

Common open space and pedestrian passageways include Argyle Court, the main entrance to the project site, which would accommodate vehicles, residents and visitors arriving or departing on foot or by bicycle. It would feature a central reflecting pool and planted courtyard on either side of the semi-circular, covered entryway, with the western lobby entrance of the Palladium as its backdrop. Sunset Court is planned as a typical Southern California garden with seating and sufficient room for restaurant spillover space and Palladium queuing when necessary. El Centro Court, on the east side of the site is designed as a linear space beneath a canopy of trees, with a small fountain at the street. A wall forming the south side of the courtyard is planned to accommodate artwork depicting the history of the Palladium, and would also serve to screen the Palladium loading dock. The El Centro Avenue streetscape would include a row of Mexican fan palms and outdoor seating associated with the ground-floor retail. Pool and roof-top terraces would be landscaped to enhance their appearance and utility with adjoining poolside lounge and garden areas, and an orange grove is proposed on the rooftop areas of the El Centro building's parking structure.

Trash and recycling for the project site would be located internally to the project, within dedicated service areas serving the project.

- c. That any Project containing residential uses provides its residents with appropriate type and placement of recreational facilities and services amenities in order to improve habitability for the residents and minimize impacts on neighboring properties where appropriate.**

The project proposes up to 731 residential units with associated recreational facilities for its residents, including gym and spa facilities. The project also provides landscaped roof and pool terraces for residents totaling approximately 37,000 square feet. In addition, 33,800 square feet of publicly accessible, landscaped outdoor amenities in street level courtyards and pedestrian

walkways would be made available to project visitors. These Project features would improve habitability for residents and would minimize impacts on neighboring properties.

- d. **The Project incorporates feasible mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review that would substantially less the significant environmental effects of the Project, and/or any additional findings as may be required by CEQA.**

The project has been conditioned herein to comply with all project design features and mitigation measures of environmental impact report, ENV-2013-1938-EIR (SCH No. 2013081022).

## **FINDINGS OF FACT (CEQA)**

### **I. INTRODUCTION**

The project applicant, CH Palladium, LLC, proposes a mixed-use development on an approximately 3.6-acre (154,648 square-foot) parcel, bounded by Sunset Boulevard to the south, Argyle Avenue to the west, Selma Avenue to the north, and North El Centro Avenue to the east (Project Site or Site). The northwest corner of the block is under different ownership and is not a part of the Project Site. The site is within the Hollywood Community Plan area of the City of Los Angeles and is presently occupied by the Hollywood Palladium (Palladium), an entertainment and event venue, and an associated surface parking lot that wraps around the Palladium.

The project would maintain and enhance the historic Palladium, and the Palladium would continue to be used as an event venue by its current operator (not the Applicant), which manages the Palladium under a long-term lease. The project would add two new buildings to the Project Site, replacing the surface parking lots on the northeast and southwest portions of the site adjoining the Palladium's northern and western facades. The project may be constructed at one time, or in two phases with consecutive construction of the two buildings.

The project would contain up to 731 residential units and 24,000 square feet of retail and restaurant uses within two towers that would be organized around three publicly accessible, landscaped courtyards within pedestrian-oriented pathways linking the courtyards and the project to the surrounding vicinity within the core of the Hollywood community.

Of the 24,000 square feet of street level retail and restaurant uses, 10,000 square feet includes the activation of currently vacant retail space in the Palladium building fronting Sunset Boulevard. The project would include recreation/spa facilities for residents, code-required parking spaces, and approximately 820 bicycle stalls. Parking would be located in a subterranean structure as well as in an above-grade structure along the northern edge of the Project Site. Additional landscaped open space would be provided for project residents on the roof-tops of the parking structure along the northern Project edge and above the retail/restaurant structure at the southwest Project edge, and residential amenity space would also be provided on the rooftops of the taller building elements. Based on a maximum floor area ratio (FAR) of 6.0:1, and a combined lot area of 154,648 square feet, the developed floor area on the Project Site would be approximately 927,354 square feet, including the existing 63,354 square-foot Palladium, within the maximum permitted.

The project applicant also proposes, as a condition of approval, to nominate the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance prior to issuance of building permits for the new development. This would preserve and protect the Palladium into the future. A Palladium Preservation and Enhancement Plan is also proposed to be developed in conjunction with the Palladium's operator and the Office of Historic Resources to improve the Palladium as an entertainment venue, support its continued operations, and retain the character-defining features of the building that contribute to its distinctive appearance and place in the Hollywood community. An Historic Interpretive Exhibit is also proposed to

increase general public and patron awareness and appreciation of the history and significance of Hollywood, the Palladium, and the performers who have appeared at the Palladium over the past seven decades.

The project, which was approved by the Advisory Agency in conjunction with Tract Map No. 72213, and as proposed for approval by the Lead Agency (Alternative 7: Alternative Site Design - Enhanced Setbacks), would include the same development program as the proposed project with a similar Site plan. The Alternative would also have, as does the proposed project, an FAR of 6.0:1; require the same entitlements as the Project; and include the same historic commitments, including nomination of the Palladium as a Local Historic-Cultural Monument and implementation of a Palladium Preservation and Enhancement Plan. However, the entitlement requests for a hotel, floor area averaging and residential density transfer, as well as alcohol sales in conjunction with the hotel have been withdrawn.

Alternative 7 would include a few project design modifications to enhance views across the Project site and reduce environmental impacts associated with excavation. The taller building elements would be modified. The taller element of the easterly building would be setback from Selma Avenue by an additional 22.5 feet, from approximately 77.5 feet under the Project, to 100 feet under the Alternative. This would improve east-west views over the Project Site, for instance from new residential development proposed at the Columbia Square project. The taller building elements would also narrow slightly at various locations, most notably behind the Palladium.

Alternative 7's pool terrace would be raised in height, to the same level as the adjacent landscaped outdoor rooftop of the podium parking structure on the north side of the project Site. This would link the pool and outdoor amenity areas into a single, larger more integrated space. Alternative 7 would also reduce the project's six levels of subterranean parking to a maximum of four levels, and the parking spaces formally located within the lower two levels would be moved to the above grade parking structure on the northeast portion of the project site, which would be increased in height by approximately 30 feet to approximately 105 feet. This relocation of parking has been proposed to minimize contact with the ground water table and reduce excavation and associated construction truck trips. The same number of parking spaces would be provided per City Code requirements.

For purposes of these findings, "the Project" or "the proposed Project" shall refer to Alternative 7 as described in the Alternatives Section of the EIR, and not the project as proposed in the Project Description of the EIR.

## **II. ENVIRONMENTAL DOCUMENTATION BACKGROUND**

The project was reviewed by the Los Angeles Department of City Planning, Environmental Analysis Section (serving as Lead Agency) in accordance with the requirements of the California Environmental Quality Act ("CEQA") (Pub Resources Code §21000 et seq.; 14 Cal. Code Regs. §15000 et seq.). The City prepared an Initial Study in accordance with Section 15063(a) of the State CEQA Guidelines. Pursuant to the provision of Section 15082 of the State CEQA Guidelines, the City then circulated a Notice of Preparation (NOP) to State, regional, and local agencies, and members of the public for a 33-day period commencing August 8, 2013 and ending September 9, 2013. The purpose of the NOP was to formally inform the public that the City was preparing a Draft EIR for the Project, and to solicit input regarding the scope and content of the environmental information to be included in the Draft EIR.

In addition, a public scoping meeting was conducted on August 29, 2013 to further inform public agencies and other interested parties of the Project and to solicit input regarding the Draft EIR. The meeting provided interested individuals, groups, and public agencies the opportunity to provide oral and written comments to the Lead Agency regarding the scope and focus of the Draft EIR as described in the NOP and Initial Study. Written comment letters responding to the NOP were submitted to the City by public agencies and interested organizations. Comment letters were received from five public agencies. They include: State of California, Governor's Office of Planning and Research, State Clearinghouse and Planning Unit (OPR); State of California, Department of Transportation (Caltrans); Metropolitan Transportation Authority (Metro); South Coast Air Quality Management District (SCAQMD); and City of Los Angeles Fire Department (LAFD). Also, written comments were provided by an additional 13 interested organizations and/or individual parties via mail, e-mail or submittal at the NOP Scoping Meeting. Twenty-two attendees to the Scoping Meeting filled out a sign-in sheet and shared oral comments. The NOP letters and comments received during the comment period, as well as comment sheets from the public scoping meeting, are included in Appendix A of the Draft EIR.

The Draft EIR evaluated in detail the potential effects of the proposed project. It also analyzed the effects of a reasonable range of seven alternatives to the proposed project, including potential effects of a "No Project" alternative. The Draft EIR for the project (State Clearinghouse No. 2013081022), incorporated herein by reference in full, was prepared pursuant to CEQA and State, Agency, and City of Los Angeles (City) CEQA Guidelines (Pub. Resources Code §21000, et seq.; 14 Cal. Code Regs. §15000, et seq.; City of Los Angeles Environmental Quality Act Guidelines). The Draft EIR was circulated for a 45-day public comment period beginning on October 23, 2014, which closed on December 8, 2014. Thus, the public review period of the Draft EIR lasted a total of 47 days, beyond the 45 days required by CEQA Guidelines Section 15105(a). Copies of the written comments received during the 47-day public review period are provided in the Final EIR. Pursuant to Section 15088 of the CEQA Guidelines, the City of Los Angeles, as lead agency, reviewed all comments received during the review period for the Draft EIR and responded to each comment in Section III of the Final EIR.

The City published a Final EIR for the project on March 31, 2015, which is hereby incorporated by reference in full. The Final EIR is intended to serve as an informational document for public agency decision-makers and the general public regarding objectives and components of the proposed project. The Final EIR addresses the environmental effects associated with implementation of the proposed project, identifies feasible mitigation measures and alternatives that may be adopted to reduce or eliminate these impacts, and includes written responses to all comments received on the Draft EIR during the public review period. Responses were sent to all public agencies that made comments on the Draft EIR at least 10 days prior to certification of the Final EIR pursuant to CEQA Guidelines Section 15088(b). In addition, all individuals that commented on the Draft EIR also received a copy of the Final EIR. The Final EIR was also made available for review on the City's website. Hard copies of the Final EIR were also made available at four libraries and the City of Los Angeles Department of Planning. Notices regarding availability of the Final EIR were sent to those within a 500-foot radius of the project site as well as individuals who commented on the Draft EIR, attended the NOP scoping meeting, and provided comments during the NOP comment period.

The City published an Errata to the EIR on November 6, 2015 on the City's website, 13 days prior to the City Planning Commission hearing. The Errata is hereby incorporated by reference in full. The Errata included additional information and analyses in response to comments made subsequent to publication of the Final EIR during the public hearing process.

A duly noticed public hearing on the project was held jointly by the Hearing Officer for the City Planning Commission and the Deputy Advisory Agency on April 15, 2015. A subsequent duly notice public hearing on the project will be held by the City Planning Commission on November 19, 2015.

The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA findings are based are located at the Department of City Planning, Environmental Review Section, 200 North Main Street, Room 750, Los Angeles California 90012. This information is provided in compliance with CEQA Section 21081.6(a)(2).

### **III. FINDINGS REQUIRED TO BE MADE BY LEAD AGENCY UNDER CEQA**

Section 21081 of the California Public Resources Code and Section 15091 of the CEQA Guidelines require a public agency, prior to approving a project, to identify significant impacts of the project and make one or more of three possible findings for each of the significant impacts. The possible findings are:

- "Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental effect as identified in the final EIR." (State CEQA Guidelines, § 15091, subd. (a)(1))
- "Such changes or alterations are within the responsibility and jurisdiction of another public agency and not the agency making the finding. Such changes have been adopted by such other agency or can and should be adopted by such other agency." (State CEQA Guidelines, § 15091, subd. (a)(2))
- "Specific economic, legal, social, technological, or other considerations, including provision of employment opportunities for highly trained workers, make infeasible the mitigation measures or project alternatives identified in the final EIR." (State CEQA Guidelines, § 15091, subd. (a)(3))

The findings reported in the following pages incorporate the facts and discussions of the environmental impacts that are found to be significant in the Final EIR for the project as fully set forth therein. Although Section 15091 of the CEQA Guidelines does not require findings to address environmental impacts that an EIR identifies as merely "potentially significant," these findings would nevertheless fully account for all such effects identified in the Final EIR for the purpose of better understanding the full environmental scope of the project. For each of the significant impacts associated with the project, either before or after mitigation, the following sections are provided:

- a) Description of Significant Effects - A specific description of the environmental effects identified in the EIR, including a judgment regarding the significance of the impact.
- b) Mitigation Measures - Identified mitigation measures or actions that are required as part of the project (numbering of the mitigation measures corresponds to the Mitigation Monitoring and Reporting Program, which is included as Section IV of the Final EIR).
- c) Finding - One or more of three specific findings in direct response to CEQA Section 21081 and CEQA Guidelines Section 15091.
- d) Rationale for Finding - A summary of the reasons for the finding(s).
- e) Reference - A notation on the specific section in the Draft and Final EIR which includes the evidence and discussion of the identified impact.

### **IV. DESCRIPTION OF PROPOSED PROJECT (Alternative 7)**

The proposed project would protect and enhance the historic Palladium and continue its operation as an entertainment and event venue, and add two new buildings on the surface parking lots on the northeast and southwest portions of the project Site. These new buildings would contain a mix of uses. The maximum developed floor area, as floor area is defined by the Los Angeles Municipal Code, would be approximately 927,354 square feet, including the existing 63,354-square-foot Palladium.

The project would include up to 731 residential units with lobby space, approximately 14,000 square feet of retail and restaurant space within the ground level of the new Project buildings, and re-activation of 10,000 square feet of existing but currently vacant ancillary retail space within the Palladium. The project would also include approximately 33,800 square feet of publicly accessible, landscaped outdoor space for visitors and pedestrians in street level courtyards. Project residents and hotel guests would also have indoor recreation facilities and outdoor open space amenities in a pool terrace and roof-top terraces. The total amount of open space provided would be pursuant to, and would exceed the City's Open Space requirements.

Parking would meet Code requirements within subterranean and above-grade parking within the Project's new buildings, and would also include approximately 820 spaces for bicycle parking.

The majority of the new uses would be located in two new buildings that would contain residential units. Development at the southwest and northeast corners of the project site would be lower in height and setback from the street. The project's Sunset Boulevard frontage would be only one story, slightly lower than the Palladium, and setback farther than the Palladium, to allow the Palladium to remain the focal point on Sunset Boulevard. This building would likely contain a restaurant or other retail use. The Selma Avenue frontage would also be setback from the street, and be stepped down in height. Ground level retail uses would also be located along the Selma Avenue frontage, and wrap around along El Centro Avenue. The low-rise building at the El Centro Avenue/Selma Avenue intersection would also contain above-ground parking. The project buildings are arranged around three landscaped courtyards (i.e., Sunset Court, Argyle Court, and El Centro Court) linked by walkways that allow pedestrian and/or vehicular access from those surrounding streets. Each of the project components is discussed in more detail below.

Many letters submitted during the public comment period for the Draft EIR expressed support for Alternative 7: Alternative Site Design - Enhanced Setbacks. Alternative 7 has several environmental benefits, including providing a greater setback for the project's new tower element from Selma Avenue, thereby improving east-west view across the northern portion of the project site. Alternative 7 would also reduce the amount of subterranean parking proposed, which would reduce the amount of excavation needed and associated construction truck trips (and associated greenhouse gas emissions) to remove the excavated earth. Alternative 7 was also determined in the Draft EIR to be the environmentally superior alternative. For purposes of these findings, "the project" shall refer to Alternative 7, not the project as proposed and analyzed in the EIR.

The project, as proposed for approval by the Lead Agency (Alternative 7: Alternative Site Design - Enhanced Setbacks) would include the same development program as the proposed project with a similar Site plan. The Alternative would also have, as does the proposed project, an FAR of 6.0:1; require the same entitlements as the project; and include the same historic commitments, including nomination of the Palladium as a Local Historic-Cultural Monument and implementation of a Palladium Preservation and Enhancement Plan.

Alternative 7 would include a few project design modifications to enhance views across the Project site and reduce environmental impacts associated with excavation. The taller building elements would be modified. The taller element of the easterly building would be setback from Selma Avenue by an additional 22.5 feet, from approximately 77.5 feet under the Project, to 100 feet under the Alternative. This would improve east-west views over the project site, for instance from new residential development proposed at the Columbia Square project. The taller building elements would also narrow slightly at various locations, most notably behind the Palladium.

The Alternative's pool terrace would be raised in height, to the same level as the adjacent landscaped outdoor rooftop of the podium parking structure on the north side of the Project Site. This would link the pool and outdoor amenity areas into a single, larger more integrated space. The Alternative would also reduce the Project's six levels of subterranean parking to a

maximum of four levels, and the parking spaces formally located within the lower two levels would be moved to the above grade parking structure on the northeast portion of the project site, which would be increased in height by approximately 30 feet to approximately 105 feet. This relocation of parking has been proposed to minimize contact with the ground water table and reduce excavation and associated construction truck trips. The same number of parking spaces would be provided, meeting City Code requirements.

The appearance of the Alternative would be similar to that of the Project. However, the edges of the taller building elements have been recessed/set back, with a curvilinear architectural grid that articulates outward from the units with usable outdoor balcony space inter-stitched between. The articulated grid and interstitial balconies would not read as a solid wall, but as transitional elements in contrast with solid building facades.

### **Palladium Operations and Enhancement**

The Palladium would continue to operate as an event and entertainment venue, maintaining the existing facilities intact. The building contains approximately 63,354 square feet, including approximately 10,000 square feet of ancillary retail space along Sunset Boulevard that is currently vacant. The building's existing character-defining interior and exterior architectural features would be retained. The applicant also proposes, as a condition of approval, to nominate the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance prior to issuance of building permits for the new development. This would preserve and protect the Palladium into the future.

A Palladium Preservation and Enhancement Plan is proposed to be developed in conjunction with the Palladium's operator and the Department of City Planning's Office of Historic Resources (OHR) to improve the Palladium as an entertainment venue, support its continued operations, and retain the character-defining features of the building that contribute to its distinctive appearance and place in the Hollywood community. A draft Palladium Preservation and Enhancement Plan from the Applicant is proposed to be submitted to OHR no later than prior to the issuance of building permits for the Project, and a final Plan is proposed to be approved by OHR prior to issuance of final certificates of occupancy for the Project.

The following includes potential additional improvements to be considered for inclusion in the Palladium Preservation and Enhancement Plan:

- Improving the Palladium's existing back-stage space, back-of-house service, and loading operations, which do not meet current performance and production needs. This could be accomplished by replacing the 2008 addition on the northern side of the Palladium, and potentially the previously altered, original extension in the same location, with subterranean and/or overhead bridge connections to the new building on the north side. Additionally, the the existing outdoor truck loading area at the rear of the Palladium could be relocated to a subterranean level with subterranean access from Argyle and Selma Avenues. These enhancements would provide additional staging areas for the Palladium's operations within the new building; improve loading operations; eliminate any potential pedestrian-vehicular conflicts on El Centro Avenue; and provide substantially more open space on the rear side of the Palladium for walking and gathering;
- Improving accessibility to, and utilization of, the Palladium's existing southern storefront spaces, better integrating the storefront spaces with the proposed project, and improving queuing. This could be accomplished by providing doors and potential window openings within the Palladium's western wall to connect pedestrians from Sunset Court to the Palladium's storefronts
- Rehabilitating the historic main lobby to match or enhance the character of the original building design, and replacement of main entry doors under the marquee. Other general enhancements could include improvements to the ballroom, with repair of ceiling plaster;

refinishing of the wood flooring and cleaning of the chandeliers; and rehabilitation/upgrading of the toilets. The proposed work would provide repairs and improvements that would be more compatible with historic features of the building.

The proposed work on the Palladium would meet the Secretary of the Interior's Standards for Rehabilitation and be monitored by a qualified preservation consultant for conformance with the approved scope of work.

An Historic Interpretive Exhibit is also proposed to increase general public and patron awareness and appreciation of the history and significance of Hollywood, the Palladium, and the performers who have appeared at the Palladium over the past seven decades. The Historic Interpretive Exhibit could potentially be provided within a fully glazed, enclosed space adjacent to the existing original west wall of the Palladium building. This area would be easily accessed by patrons buying tickets from the adjacent box office, or queuing for a performance within the Sunset Court.

Primary access to the Palladium would continue to be available at the building's existing entry door at the lobby on the west façade. There is also an entrance on Sunset Boulevard that is currently not in use. Based on community input, the Applicant is investigating the possibility of making this entrance publicly accessible. Private access is also available from a loading dock to the rear, from El Centro Avenue. The primary entrance on the west façade would face a new entry court, which would replace the current driveway and parking lot approach with new architectural, decorative and landscaping features to frame the building and provide continuity with the other new development on the Project Site. It would also connect the Palladium's Sunset Boulevard and west lobby entrances with the Project's other pedestrian paths and courtyards, thus linking the Palladium with other visitor venues in the Project area.

### **Residential and Residential/Hotel Buildings**

The majority of proposed new uses would be located in two buildings up to approximately 350 feet in height that would serve as a backdrop to the Palladium. The project applicant has designed the project with courtyards and setbacks to frame the historic Palladium. Both buildings would be developed with residential uses and together would contain up to 731 residential units. The new buildings would occupy the northeast and southwest parts of the project site, with primary vehicular and pedestrian access via a major courtyard (Argyle Court) and semi-circular, covered entryway on Argyle Avenue. The site would also be accessible to pedestrians via the courtyards facing Sunset Boulevard (Sunset Court) and El Centro Avenue (El Centro Court). The buildings and courtyard entries would be connected via landscaped pedestrian walkways within the project site.

The two new buildings would be sited to visually frame the Palladium building and north-south views toward the Hollywood Hills from Sunset Boulevard. Sufficient separation would be provided between the new buildings to allow views through the project site from residential neighborhoods in the Hollywood Hills. At street level, the three courtyards and pedestrian walkways would provide a substantial visual buffer between the Palladium and the new buildings, particularly along the Palladium's western façade.

### **Retail and Restaurant Space**

The existing 10,000 square feet of retail space within the Palladium building, which is currently vacant, would be retained and activated for future use. The project's new buildings would provide approximately 14,000 square feet of new retail and restaurant space that would be located in a one-story component of the southwest building at the Sunset Boulevard/Argyle Avenue intersection and within the ground level of the northeast building at Selma Avenue and El Centro Avenue. The low-rise, single story component of the building at Sunset Boulevard/Argyle Avenue would be slightly lower than the height of the Palladium. It would be designed with primarily transparent surfaces and windows to provide visual continuity with



existing ancillary retail space within the Palladium building's frontage on Sunset Boulevard as well as retain the same scale along Sunset Boulevard. The single-story Sunset Boulevard building would also have a large landscaped setback to subordinate its appearance to the Palladium. The ground-floor retail spaces facing El Centro Avenue and Selma Avenue would enliven the pedestrian environment along these street locations and screen views of the above ground parking structure to the rear. The Selma Avenue building would also have a large landscaped setback area from the street, to enhance the pedestrian experience along the retail frontages of Selma Avenue.

### **Recreation and Open Space**

The project would provide recreational and open space facilities on the project site that would exceed the City's open space requirements, including approximately 33,800 square feet of publicly accessible, ground-level courts and pathways that would provide pedestrian connectivity within the surrounding area, provide landscape and streetscape amenities for pedestrians, and create a gateway to the project site, with an enhanced approach to the Hollywood Palladium building.

Indoor amenity space would be provided for residents. The amenity space would include such features as active recreational facilities (e.g. gym and spa) and community rooms. Pool and roof-top terraces would provide outdoor common areas for residents to relax and participate in passive recreation activities. The outdoor Pool Terrace would include a poolside lounge and garden. The Rooftop Terrace areas would be located atop the parking structure at the northern end of the Project Site, and the single-story building component located at Sunset Boulevard and Argyle Street. These roof-top areas are planned as a series of broad terraces/patios with landscaping, which would include lounge and seating areas for residents. Private amenity and lounge areas would also be provided on the rooftops of the taller building elements. Additional private open space would be provided in the form of private balconies. The total amount of recreation and open space area provided would be pursuant to and in excess of City open space requirements.

### **Landscape Plan**

A landscape plan that would complement the aesthetic character of the project site and enhance its relationship to surrounding buildings would be implemented as part of the project. Project landscaping would complement the aesthetic character of the Project Site and enhance its relationship to surrounding buildings. The landscape plan is intended to reference historic Southern California's agricultural landscape as well as the grid of urban Los Angeles. Spaces would be organized into grids of varied scales. Courts and streetscapes would be designed for sitting and socializing. Plants such as palms, citrus groves, and other Southern California native plants would be used to add verticality, structure, and color to the streetscapes and courtyards.

Argyle Court, the main entrance to the project site, would feature a central reflecting pool and surrounding planted areas with the western lobby entrance of the Palladium as its backdrop. Sunset Court would have the appearance of a typical Southern California garden with seating. El Centro Court, on the east side of the Project Site, would be a linear space beneath a canopy of trees. The El Centro Avenue streetscape is planned to include a row of palms and outdoor seating associated with the ground-floor retail. Outdoor seating would also be provided within the Selma Avenue setback area, associated with ground level retail; and in the Sunset Boulevard courtyard area in connection with the restaurant use.

The project's roof-top terraces on the lower building elements at the corner of Argyle Avenue and Sunset Boulevard and along Selma Avenue would include terraces with citrus trees. The landscaping would be visible along the Project edges and contribute positively to the appearance of the Project as seen by passersby on nearby roadways/sidewalks, and from higher elevations.

### **Vehicle Access, Circulation, Bicycle Amenities and Parking**

Vehicle access to the project site would be provided via three driveways on Argyle Avenue and one driveway on Selma Avenue. The southernmost driveway on Argyle Avenue would provide one-way inbound access to the covered, semicircular entryway. Valet service would be available for project residents, visitors, and Palladium event attendees. The semicircular entryway would exit onto Argyle Avenue north of the inbound driveway. Valets would take vehicles from the semicircular entryway to the parking structure via an internal driveway along the north side of the southwest building. Self-parking residents or guests could access the internal driveway and parking structure from the semicircular entryway or directly from Argyle Avenue. Valets would return cars to the semicircular entryway via a ramp between the uppermost parking level and the semicircular entryway. Self-parkers could also enter and exit the parking structure via the Selma Avenue driveway.

A new loading dock would be provided to serve the new buildings within the ground level of the parking structure. Trucks would enter the Site via the northernmost driveway on Argyle Avenue and proceed to the internal loading dock, and would exit through the structure via the Selma Avenue driveway. If not relocated underground as part of the Palladium Preservation and Enhancement Plan, trucks would also be able to use the existing Palladium loading dock at the back of the Palladium accessed from El Centro Avenue for Palladium loading only. If the loading dock remains in this location, then a wall would be erected to screen the Palladium loading activities from view by people within the El Centro Court.

The project would include a large number of bicycle amenities to serve residents as well as visitors to the project site. These amenities would be provided pursuant to the City of Los Angeles Bicycle Ordinance and would include approximately 820 bicycle stalls, with lockers for on-site employees and in the case of the Hotel option, shower provisions to serve employees. Subject to final design, the project would meet City code parking requirements, which would be provided within a maximum of four subterranean levels below the new Project buildings and the aboveground parking structure. These include 317 replacement spaces for existing on-site Palladium parking, and up to approximately 1,583 spaces for new site uses in accordance with the Los Angeles Municipal Code. The parking may include some number of spaces that would be provided with mechanical stacked parking platforms (grade level and upper level platform(s) that can accommodate more than one vehicle in a parking space), semi-automatic stackers (upper and lower platforms that move automatically to allow driver or valet to self-park) and/or automated parking for space efficiency and reductions in energy consumption. With an automated system, vehicles are driven onto a platform at the garage entryway where car engines are turned off. A robotic platform is then dispatched to the vehicle to lift it and convey it to a storage space. When the driver is ready to leave the site, a request for the vehicle is entered into a computerized system which conveys the vehicle from its storage location back to the parking garage entryway.

### **Lighting and Signage**

The existing Palladium signs and marquees would be retained. New Site signage would be used for building identification, wayfinding, and security markings. Commercial signage for the retail spaces would be similar to other existing streetfront commercial signage in the Project area and used for tenant identification. Pedestrian areas would be well-lighted for security. Accent lighting is proposed to complement building architecture. Pole-mounted light fixtures located on-site or within the adjacent public rights-of-way would be shielded and directed towards the areas to be lit. The signage would serve the on-site Project activities, consistent with the provisions of the Hollywood Signage Supplemental Use District. No off-site signage is proposed.

The Project would comply with LAMC lighting regulations that include approval of street lighting plans by the Bureau of Street Lighting; limited light intensity from signage to no more than three foot-candles above ambient lighting; and limited exterior lighting to no more than two foot-candles of lighting intensity or direct glare onto specified sensitive uses.

### **Site Security**

The Palladium would continue to provide private security for its events. Private security is provided to control event activities and provide public safety for event attendees and neighbors in the vicinity. Security measures currently implemented include uniformed security guards that are given assignments as to locations and duties and the hiring of off-duty LAPD as extra security. Palladium event planners inform LAPD of every show and send them monthly calendar updates. Specific provisions address such topics as availability of emergency aid personnel on duty, detainment procedures, crowd and traffic control procedures, and use of metal detectors.

In addition to private security operated by the Palladium, the project would provide an extensive security program, 24 hours per day/seven days per week, to ensure the safety of its residents, hotel guests and other Site visitors. Security features to assist in crime prevention efforts and to reduce the demand for police protection services would include secured building access/design (electronic key fob specific to each user); lighting of building and courtyard entryways and public areas; background checks for residents; staff training in safety and sound security policies; 24 hour video surveillance (40 – 50 cameras with footage preserved for 30 days); and trained 24-hour security personnel. Security personnel duties would include but not be limited to assisting residents and visitors with Site access; monitoring entrances and exits of buildings; managing and monitoring fire/life/safety systems; and patrolling the property. The project would not include a nightclub, other than continued operations of the Palladium.

### **Sustainability Features**

The project would be designed to meet the standards for Leadership in Energy and Environmental Design (LEED®) "Silver" level certification by the U.S. Green Building Council or equivalent through the incorporation of green building techniques and other sustainability features. A sustainability program would be prepared and monitored by an accredited design consultant to provide guidance in project design, construction and operations; and to provide performance monitoring during project operations to reconcile design and energy performance and enhance energy savings. It would also be designed to comply with the Los Angeles Green Building Code and the 2013 CalGreen Code, and would in some cases exceed those standards and provide green features not otherwise required. It would exceed Title 24 (2013) Building Envelope Energy Efficiency Standards by 10 percent.

Some of the project's key design features that would contribute to energy efficiencies include the use of glass/window areas for ventilation and daylight accessibility, and stormwater retention and reclamation for landscape irrigation. Other design features include trees and other landscaping for shading and capture of carbon dioxide emissions; roof-top terraces with landscaped area, and high-albedo/reflective roofs such as light-colored, build-up "white" roofs to reduce energy loads and the urban heat-island effect. The project would also include installation of energy efficient appliances, double-paned windows, lighting controls with occupancy sensors and window proximity sensors, occupancy-sensor controlled lighting in the parking structures, and elevator TV monitors to provide real-time updates on energy usage in the building and energy conservation. The project's removal of solid waste would include a construction waste management plan to recycle and/or salvage a minimum of 70 percent of nonhazardous construction debris or minimize the generation of construction waste to 2.5 pounds per square foot of building floor area. The Project would achieve several objectives of the City of Los Angeles General Plan Framework Element, Southern California Association of Governments Regional Transportation Plan, and South Coast Air Quality Management District Air Quality Management Plan for establishing a regional land use pattern that promotes sustainability. The proposed project would support pedestrian activity in the Hollywood area, and contribute to a land use pattern that addresses housing needs and reduces vehicle trips and air pollution by locating residential uses within an area that has public transit (with access to the Metro Red Line and existing regional bus service), and employment opportunities, restaurants and entertainment all within walking distance.

### **Anticipated Construction Schedule**

Construction of the Project is anticipated to begin in 2016 and be completed by the end of 2018. To provide for the new development, a maximum of 235,000 cubic yards of soil would be excavated, all of which is expected to be exported off-site.

## **V. ENVIRONMENTAL IMPACTS FOUND NOT TO BE SIGNIFICANT**

The City of Los Angeles Planning Department prepared an Initial Study dated August 2, 2013 for the Project, which determined that the proposed project would not have the potential to cause significant impacts in the following areas: Agricultural Resources, Biological Resources, and Mineral Resources. These non-significant impact areas are identified in Chapter 6.0, Other CEQA Considerations, of the Draft EIR, and the Initial Study appears as Appendix A-2 of the Draft EIR. A rationale for the conclusion that no significant impacts would occur in each of these three issue areas is summarized below.

### **A. Agriculture and Forest Resources**

The project site is not located on designated Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland) as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program. Therefore, the project would not convert Farmland to non-agricultural uses. Therefore, no impacts to farmland would occur.

The project site is designated Regional Center Commercial in the General Plan and is zoned C4, Commercial Use. Agricultural uses are not permitted within the C4 zone, and the project site is not enrolled in a Williamson Act contract. Further, no agricultural zoning is present in the surrounding area, and no nearby lands are enrolled under the Williamson Act. Therefore, the project would not conflict with existing zoning for agricultural use or a Williamson Act contract, and no impacts to agricultural resources would occur.

Similarly, because the project site is zoned for high density commercial/residential uses and the urbanized area surrounding the project site is similarly zoned for commercial uses, the proposed project would not cause the rezoning of forest land, timberland, or timberland production land. Furthermore, no forest lands exist within the vicinity. Therefore, no impacts on timberland, timberland zoned Timberland Production, or forest lands would occur.

Finally, no agricultural resources or operations currently exist on or near the project site, which is located in Hollywood, a highly urbanized regional center. Therefore, the proposed project would not involve changes in the existing environment that would result in the conversion of Farmland to non-agricultural use or conversion of forest land to non-forest use, and no impact would occur.

### **B. Biological Resources**

The project site is located in a highly urbanized area and is occupied by the existing Palladium building and paved surface parking. There is limited ornamental landscaping on the site, largely limited to a variety of palm trees (e.g., Mexican fan palms on the site and Canary Island date palms along the street frontages). Because of the urbanized nature of the project site and surrounding area, the site does not support habitat for candidate, sensitive, or special status species. Therefore, no impacts to candidate, sensitive, or special status species would occur.

There is no riparian habitat or other sensitive natural communities as indicated in the City or regional plans or in regulations by the CDFG or USFWS. Furthermore, the project site is not located in or adjacent to a Significant Ecological Area (SEA) as defined by the City of Los Angeles. Therefore, the project would not have a substantial adverse effect on any riparian habitat or other sensitive natural community. Neither the project site nor the surrounding uses contain any wetlands as defined by Section 404 of the Clean Water Act. Therefore, the proposed project would not have an adverse effect on Federally protected wetlands.

Because of the urbanized nature of the project site and surrounding area, the lack of a major water body, as well as the limited number of trees, the site does not contain substantial habitat for native resident or migratory species, or native nursery sites. Therefore, the proposed project would not impact the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native nursery sites.

There are a number of decorative/ornamental trees located within the project site and along the public street frontages facing the project site. No locally protected biological resources, such as oak trees or California walnut woodlands, or other trees protected under the City of Los Angeles Protected Tree Ordinance (Chapter IV, Article 6 of the Los Angeles Municipal Code), exist on the site. The project would incorporate a landscape plan, which would include the planting of a large number of trees, as well as new shrubs and groundcover at project entrances, project courts/pedestrian ways and roof-top terraces. In addition, any street trees removed as part of the project would be replaced in accordance with the City of Los Angeles Street Tree Ordinance. Therefore, the project would not conflict with local policies or ordinances protecting biological resources, so no impact would occur.

Finally, the project site is not located within a habitat conservation plan, natural community conservation plan, or other approved local, regional, or State habitat conservation plan. Therefore, the proposed project would not conflict with the provisions of any adopted conservation plan, so no impact would occur.

### **C. Mineral Resources**

The project site is not classified by the City of Los Angeles as an area containing significant mineral deposits, nor is the site designated as an existing mineral resource extraction area by the State of California. Additionally, the Project Site is designated for Regional Center Commercial uses within the City of Los Angeles General Plan Framework and Hollywood Community Plan, and is not designated as a mineral extraction land use. Therefore, the chances of uncovering mineral resources during construction and grading would be minimal. Project implementation would not result in the loss of availability of a known mineral resource of value to the region and residents of the State, nor of a locally important mineral resource recovery site. No impacts to mineral resources would occur.

## **VI. IMPACTS FOUND NOT TO BE SIGNIFICANT PRIOR TO MITIGATION**

### **A. Aesthetics/Visual Resources – Construction, Operations and Cumulative**

Pursuant to Section 21099(d)(1) of the California Public Resources Code, enacted through SB 743, aesthetic impacts of a residential, mixed-use residential, or employment center project on an infill site within a transit priority area shall not be considered significant impacts on the environment. "Infill site" means a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses." California Public Resources Code § 21099(a)(4). "Transit priority area" means an area within one-half mile of a major transit stop that exists or is planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations." California Public Resources Code § 21099(a)(7). These provisions apply to the project as it is a mixed-use residential and employment center project that is infill in nature, located within one-quarter mile of the Red Line subway stop, and in equally close proximity to numerous other bus stops. The project so qualifies and would not have significant impacts pursuant to Section 21099(d)(1). Nevertheless, the Draft EIR analyzes the project's potential aesthetic impacts using the City's significance thresholds and methodologies.

#### *i. Aesthetic Character*

Aesthetic impacts from construction would be less than significant. Construction activities would be screened by an aesthetically treated fence and the site appearance would be typical of construction impacts throughout the project area. Construction activities would be short term impacts and would not cause a long-term degradation of the area or alter existing visual resources.

More specifically, the Palladium would continue to operate as an event and entertainment venue, and defining exterior architectural features would be retained. As part of the Project, the Palladium building would be enhanced pursuant to the Palladium Preservation and Enhancement Plan to support its character-defining features and distinctive appearance. The building's appearance would remain largely identical to its appearance today, with the following potential minor modifications: a new connection from Sunset Court on the west side of the building to the Palladium's southern storefront spaces; a new Historic Interpretive Exhibit adjacent to the Palladium's western wall; removal of a non-character defining, 2008 addition to the Palladium's rear wall; and a new above-grade connection between the Palladium and the project's northern building. Occupancy of the currently vacant retail space along the Sunset Boulevard would enliven the appearance of the building. These potential minor alterations would have a less than significant aesthetic impact.

There would be no construction impacts on Sunset Boulevard related to views of the Palladium's scenic southern facade. Construction of the project may temporarily obscure views of the Palladium's scenic western facade. Views of the Palladium's northern facade as viewed from Selma Avenue and the eastern facade visible from N. El Centro Avenue are not architecturally distinctive and do not enhance the aesthetic character of the area, nor are they considered scenic resources.

Construction would not cause the removal of existing visual resources. Although views of the Palladium's western facade would be temporarily impacted by construction activities, this would represent a small component of the overall view of the Palladium on Sunset Boulevard. The construction of new buildings, sidewalk improvements, and installation of landscaping would also be temporarily disruptive. Construction would occur over an approximately three year period. Because of the short-term, temporary nature of the construction activities, construction activities would not substantially alter, degrade, eliminate or generate long-term contrast with the visual character of the surrounding area or the existing project site. In addition, a construction wall with aesthetic treatment, such as graphics showing historical photos of the Hollywood Palladium and the project, which would be provided as a project design feature, would screen views of ground-level activities during construction and would replace existing views of surface parking and fencing. Therefore, impacts with respect to aesthetic value and character during construction would be less than significant.

Aesthetic impacts from operations would also be less than significant. The project would replace existing site characteristics that give a degraded appearance with new development. The project would be designed to provide visual interest and complement the surrounding environment through variations in building height, setbacks, scale, architecture and landscaping treatments. The site layout and architectural style of the new structures are intended to echo the style of the Palladium and surrounding development. The project would be sited to visually frame aesthetic resources such as the Palladium Building and views through the project site. At street level, the three courtyards and pedestrian walkways, would provide a visual buffer between the Palladium and the new buildings, particularly along the Palladium's western facade and improve and enliven the pedestrian streetscape. The project would not have significant impacts on the views of the Palladium as a historic resource, and the Palladium and the other identified historic resources in the vicinity would retain adequate integrity to remain eligible for listing in the National Register and/or the California Register or as Historic-Cultural Monuments. Therefore, the project would not substantially alter or degrade the visual character of the area or its valued visual resources, and the impact from operations to aesthetic character would be less than significant.

Finally, there are a number of related projects in the vicinity that would add to the overall massing of development, and which would all consist of infill-development impacting appearances along different roadways or roadway segments of the area. The related projects would mostly replace vacant parking lots, which present a degraded character to the area, with new buildings containing architectural treatments and landscaping intended to contribute positive aesthetic impacts to their immediate settings. None of the related projects would alter, degrade or eliminate existing aesthetic resources. All of the related projects include ground level retail development, which would create a ground level continuity of use linking together the new development with existing development. The building heights would be varied and consistent with the range of heights interspersed throughout the area. For these reasons, cumulative impacts on aesthetics would be less than significant.

Furthermore, the project's contribution to the cumulative impacts would be limited due to a number of factors. The project appearance along Sunset Boulevard would be shaped by the Palladium and a single story building with a large landscaped setback area that would maintain an aesthetic character along Sunset Boulevard similar to that existing today. The ground-level project appearance along Argyle Avenue would be shaped by the low level building, with setbacks at the corner of Argyle Avenue and Sunset Boulevard and Argyle Court, a large canopied, decorative, landscaped entryway open to views of the western Palladium entry/lobby. The ground level development along El Centro Avenue would be defined by El Centro Court and the pedestrian level retail uses. Development along El Centro Avenue would have a similar character to that of the Columbia Square project across the street, with mixed pedestrian oriented uses along the roadway and taller building elements located behind the historic structures that face Sunset Boulevard. Project development along Selma Avenue would include the large landscaped setback, and step back building heights to the taller building elements, with retail uses at ground level. Therefore, even if there were significant cumulative impact on aesthetics which there is not, the project's contribution to such an impact would not be cumulatively considerable.

#### *ii. Views*

The project's two new 350 foot tall buildings would be visible from numerous locations, as analyzed in the Draft EIR. In order to evaluate the potential impacts on views of such resources, simulations of the completed project from 10 representative public view locations within the broader setting were prepared. New project buildings would not block views of existing or unique scenic resources. They would be consistent with the surrounding high rise buildings characterizing the core area of Hollywood, and would not substantially alter or change the character of scenic/panoramic views. The project would not obstruct focal or panoramic views on or across the project site or alter an existing recognized valued view as a result of obstruction. Therefore, impacts of the project on views would be less than significant.

The proposed project in concert with the related projects would not notably block views of visual resources from areas in the project vicinity or the Hollywood downtown areas. The project in concert with the related projects would add to the Hollywood downtown skyline as seen from hillside locations. However, the existing Hollywood skyline already has a substantial presence within the view setting, and would become more fully developed with the addition of the project and related projects as a center against the backdrop of the larger basin. Similarly, the downtown Hollywood area already presents a variety of building massing and articulation as well as design, and this variety would be enhanced with the Project and related projects. While the nature of the views for hillside residents would be slightly changed, long range views would remain available. Therefore, cumulative impacts regarding views would be less than significant.

To the extent that significant cumulative impacts do occur, the impacts of the proposed project would be limited. The project does not create notable view impacts in the local area. The project's contribution to the skyline as seen from hillside areas would be as one project in an otherwise well-developed urban area. For these reasons, even if there were significant



cumulative impacts, the project's contribution to view impacts would not be cumulatively considerable.

*iii. Light and Glare*

The project area is currently lit with commercial lighting. The nearest sensitive use, which consists of multi-family uses in a residential/commercial mixed use project, does not have direct views of the project site. Construction activities would occur primarily during daylight hours and construction-related illumination in the nighttime would be used for safety and security purposes only, in compliance with LAMC light intensity requirements. Construction lighting also would last only as long as needed in the finite construction process. Thus, with the implementation of existing LAMC regulations, including shielding of light sources, artificial light associated with construction activities would not significantly impact residential uses, substantially alter the character of off-site areas surrounding the construction area, or interfere with the performance of an off-site activity. Therefore, artificial light impacts associated with construction would be less than significant.

Construction activities would not create flat, shiny surfaces that would reflect sunlight or cause other natural glare. Therefore, impacts from construction with respect to reflected sunlight and natural glare would be less than significant.

With respect to project operations, the implementation of project characteristics and applicable LAMC regulations, lighting associated with the project would not substantially alter the character of the off-site areas surrounding the project and would not interfere with the performance of an off-site activity. Impacts attributable to project-induced artificial lighting would be less than significant.

The project's buildings would be clad with a concrete lattice façade with expanses of windows made of low-reflectivity glass. While concrete is non-reflective, the use of glass as part of the two buildings, could have the potential to produce glare. However, the use of a concrete lattice façade would serve to minimize glare as the grid type lattice would "break-up" large expanses of smooth glass. In addition, all windows would be recessed and made of low-reflectivity glass that would serve to minimize glare. Glare reflected from parked vehicles on-site would be minimal as parked vehicles would be located within the enclosed parking structures. In addition, prior to the issuance of a building permit, the type or categories of all exterior glass and architectural features on the building façade and rooftop would be submitted for review to the Department of Building and Safety to ensure that highly reflective materials are not utilized. Therefore, potential glare from the building façade would not substantially alter the character of off-site areas surrounding the Project site, nor interfere with the performance of off-site activities. Impacts regarding glare would be less than significant.

Therefore, the project would not create a substantial new source of light or glare that would substantially alter the character of off-site areas or that would result in substantial light spill or glare onto adjacent light-sensitive receptors. Impacts regarding light and glare would be less than significant.

Moreover, the Hollywood Center is an urbanized area with a considerable amount of retail development, a number of entertainment venues and a large amount of signage that create a well-lit urban landscape. The infill development occurring within the area typically includes similar lighting that is appropriate to the respective uses. Such lighting would blend with the well-lit community and add a very minor addition to the ambient lighting conditions. Further, pursuant to City policies and regulations, new development would be required to direct pole lighting on their respective sites and to provide signage, at least in the project vicinity, that is consistent with the Hollywood Sign Ordinance. To the extent that a related project may exceed normal lighting tolerances, that lighting effect would be an individual project effect, not contributed to by the proposed project.



Due to development practices in the area and City design guidelines, related projects are not expected to produce notable glare effects on nearby activities. Projects typically avoid highly reflective materials and include architectural articulation to break up large expanses of wall area. To the extent an individual related project might incorporate highly reflective materials and cause local glare effects the proposed project would not contribute to a greater effect. For these reasons, cumulative impacts regarding light and glare would be less than significant.

Additionally, the project's lighting would be generally subdued and consistent with normal lighting for residential and retail uses, and would add only a minor increment of the added lighting associated with the 61 related projects. Further, the project is not introducing highly reflective materials on the project site, and it includes building articulation such as recessed balconies that further limit the potential for glare, thus limiting its potential contribution to glare impacts. Therefore, even if there were a significant cumulative impact regarding light and glare, which there is not, the project's contribution to the impact would not be cumulatively considerable.

#### *iv. Shading*

The project would add new structures to the site including the two new 350 foot tall residential buildings that could shade nearby sensitive uses. Uses potentially sensitive to shading impacts include outdoor areas associated with single and multi-family residences, pedestrian plazas, outdoor dining areas, and hotel swimming pools and recreation areas. Shading diagrams prepared to determine the extent of the shading from these buildings at different times of day and times of year show that the project would not shade existing or future shadow-sensitive uses for more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. Therefore, impacts from shade or shadows would be less than significant.

There are three related projects sufficiently close to the project that contribute to joint shadow effects at existing residential locations: Related Project 11, Selma and Vine; Related Project 9, Blvd. 6200; and Related Project 44, Columbia Square. The potential shading of the Project on these future developments is incorporated into the analysis of Project impacts above. Draft EIR Figures 4.A-27 through Figure 4.A-30 show the Project shadows and relative locations of the related projects for the winter solstice, spring equinox, summer solstice and fall equinox, respectively. The greatest amount of shading on the 1600 Vine Project from cumulative shading would be during the winter solstice as the development lays to the north of the related project. Any new shading from the proposed project would be incidental in limited location, and duration. As BLVD 6200 is located north of the project site, cumulative shading effects would be greatest during the winter solstice, and potential shading effects would be toward locations to the north, northwest and northeast. The project's shadows reach to the south side of the BLVD 6200 project for approximately one hour, and they are not sufficiently long to contribute to cumulative shadow effects with the BLVD 6200 on potential sensitive uses farther to the north. Further, the project would only provide incidental shading at locations to the east and west of the related project.

The Columbia Square project lies to the east of the proposed project, where the greatest potential for cumulative shading would be to the north and northeast during the winter solstice and toward the east during the spring and fall equinoxes. During the equinox seasons shading of the proposed project would contribute with the Columbia Square project to shadows on the residential neighborhood east of Gower Street. For the most part, shadows of the two projects would overlap and therefore not extend the duration of shading. Further, due to the street orientation, time of year, and building locations, the earliest that the proposed project could cast shadows on development across the street to the east is 1:30 P.M. By inference, the Columbia Square project, with lower buildings along its eastern boundary and a residential tower substantially set back from its eastern project edge, could not cast shadows of more than 3.5

hours between 1:30 P.M. and 5:00 P.M. during Pacific Daylight Time, which is less than the four hour significance threshold. Therefore cumulative impacts would be less than significant.

For the above reasons, it can be concluded that the cumulative development would not result in shading exceeding the significance thresholds; and cumulative shading impacts would be less than significant. Further, even if there were a significant cumulative impact on existing shade sensitive uses, which there is not, the project's impact on cumulative shading effects would be negligible, and therefore contributions to shading from the proposed project would not be cumulatively considerable.

*v. Policy and Regulatory Compliance*

The project would be consistent with General Plan Framework policies to promote pedestrian activity and enhance community livability and improve the quality of the public realm. The project's land uses and building arrangements also contribute to the aesthetic outcome suggested in the General Plan Framework. The project would locate commercial, high-density residential, entertainment, and potential hotel uses in a highly urbanized area and within walking distance of transit, retail, restaurant, entertainment, residential, and other commercial uses, including a strong employment base. The proximity of a broad range of interconnected land uses within walking distance would stimulate pedestrian activity. This diverse mixture of land uses would be integrated with the surrounding area by providing new courts, pathways, landscaping, fountains, and decorative walls that would tie to the sidewalks and streets adjacent to the project site. Furthermore, the architecture of the new buildings would complement the Streamline Moderne style of the Palladium Building while the rectilinear lattice façade treatment would echo the surrounding street grid of downtown Hollywood. Therefore, the project would comply with the urban form policies of the General Plan Framework. The impact of the project with respect to General Plan Framework policy and regulatory compliance would be less than significant.

The project would also be consistent with and support the Hollywood Community Plan goals and objectives by integrating a mixture of land uses to create a positive aesthetic experience that attracts diverse demographic groups to the Hollywood Plan area. Specifically, the project would provide a mixed-use development, with residential uses, possible hotel uses, street level retail uses, and include continued operation of the Palladium, a historic entertainment and event venue. This diverse mixture of land uses would be integrated with the surrounding area and would provide a complex of uses that would frame the Palladium and maintain its context, with building heights that are similar to other existing and proposed buildings in the project vicinity. The curves of the new buildings would be reflective of the Palladium's art deco style and curvilinear marquees, and the building façade would reflect the nearby street grid that defines much of the character of Hollywood. The project would contribute to the diversity of Hollywood as a residential, commercial/office/studio and entertainment center and would support goals that seek to promote and support tourism and economic vitality. Finally, it was found that the project would include design characteristics and features that would support the achievement of listed Community Plan objectives relating to (1) Hollywood Community Urban Design Goals, (2) Building Orientation, (3) Scale, Height and Massing, (4) Circulation, Parking and Loading, (5) Pedestrian Amenities, (6) Sustainability, (7) Open Space, (8) Landscaping, (9) Building Façade, and (10) Other Building Elements. Therefore, the Project would support the Community Plans goals and objectives. As the project would be consistent with the Community Plan's Urban Design provisions, impacts with respect to consistency with the Hollywood Community Plan would be less than significant.

The project would be consistent with the provisions of the Hollywood Redevelopment Plan in regard to aesthetic impacts. Specifically, the project would support the Redevelopment Plan goal to promote a positive image for Hollywood by introducing a mixed-use development that would introduce modern amenities, new public spaces, and landscaped areas. The project would also provide visual interest through variations in building height, architecture,

landscaping, and design that would complement surrounding development including the Palladium. The project would also support the goal that promotes the preservation and restoration of historic buildings, by enhancing the Palladium as an entertainment venue, support its continued operations, and enhance the character-defining features. Extensive landscaping, open space, and pedestrian links would be also introduced to connect and integrate all elements of the project, including the Palladium Building. The project would implement sensitive parking structure design and would meet applicable sign regulations. As such, the impact of the project relative to consistency with applicable policies in the Hollywood Redevelopment Plan would be less than significant.

The project would likewise be consistent with the Citywide Design (CD) 13 Urban Design Guidelines that promote high quality, walkable, cohesive, and sustainable development. The project would support the objectives of enhancing the pedestrian environment and creating new open space, landscaping, and pedestrian connections within the project site and the surrounding streetscape. The project also would support good design, as the project's, architecture, landscaping, and design would complement surrounding development, including the Palladium. As such, the impact of the project relative to consistency with applicable objectives in the CD 13 Urban Design Guidelines would be less than significant.

The project's proposed signage would also comply with the Sign Regulations-Hollywood Signage Supplemental Use District. The existing Palladium signs and marquees would be retained as iconic landmarks and project signage would not detract from the character-defining features of the historic Palladium buildings on-site or other buildings in the vicinity of the project Site. Commercial signage would be similar to other existing streetfront commercial signage in the project area and accent lighting would complement the architecture of the new buildings. Pole-mounted light fixtures would be shielded and directed towards the areas to be lit and away from adjacent sensitive uses. No off-site signage is proposed. The project would require sign review by the City for compliance with this ordinance prior to the introduction of new signs on the project site. As such, the project would be consistent with the Sign Regulations-Hollywood Signage Supplemental Use District, and impacts would be less than significant.

Finally, because the project would be consistent with the Regulatory Plans and Policies, provisions of the Hollywood Community Plan, Hollywood Redevelopment Plan, SUD and CD13 Urban Design Guidelines, the project could not contribute to cumulative effects regarding potential non-consistency of other related projects. Further, the related projects in the project vicinity have been, or would also be evaluated for consistency, with the regulatory procedures. It is expected that related projects would include site design features and any needed mitigation measures to support the various regulatory requirements. Cumulative impacts regarding the regulatory framework would therefore be less than significant. Even if there were a significant cumulative impact, which there is not, since the project would be fully consistent with the regulatory framework, its contribution to cumulative impacts would not be cumulatively considerable.

## **B. Air Quality**

### *i. Localized Construction Emissions*

Localized construction air quality analysis was conducted using the criteria described in the SCAQMD Localized Significance Threshold Methodology, which provide the maximum allowable daily emissions that would satisfy the concentration-based thresholds. Maximum localized construction emissions would not exceed the localized thresholds for CO, NOX, PM10, and PM2.5 at existing sensitive receptors. Therefore, with respect to localized construction emissions, impacts to existing sensitive receptors would be less than significant.

Localized construction air quality analysis also evaluated impacts to potential future sensitive receptors. Maximum daily localized emissions for each of the construction phases would not exceed the localized thresholds for CO, NOX, PM10, and PM2.5 at future sensitive receptors.

Therefore, with respect to localized construction emissions, impacts to future sensitive receptors would be less than significant.

Refined modeling using the AERMOD dispersion model was also conducted to evaluate potential localized construction impacts on the 1.87 acres area of the project site, exclusive of the area in which the Palladium building is located. The results of the analysis indicate that for NO<sub>2</sub> and CO, localized construction emissions from the project would not cause an exceedance of the NAAQS or CAAQS at existing or future sensitive receptors. Localized construction emissions from the project would result in a maximum incremental increase of approximately 1.3 µg/m<sup>3</sup> for PM<sub>10</sub> and approximately 0.7 µg/m<sup>3</sup> for PM<sub>2.5</sub>, at sensitive receptors, which would not exceed the significance threshold of 10.4 µg/m<sup>3</sup>. As a result, the localized construction impacts would be less than significant, for this analysis as well as the previously prepared analysis.

*ii. Operational Emissions (Regional, Localized and CO Hotspots)*

The project's operational emissions were assessed for mobile, area, and stationary sources using criteria pollutant calculations for the project buildout year (2018). Based on the project characteristics and design features, the energy usage rate and the number of vehicle trips from the project would be reduced compared to the statewide average for a comparable project without these characteristics and design features. Results of the criteria pollutant calculations show that operational daily emissions for the criteria and precursor pollutants (VOC, NO<sub>x</sub>, CO, SO<sub>2</sub>, PM<sub>10</sub>, and PM<sub>2.5</sub>) would not exceed the SCAQMD numeric indicators. Therefore, with respect to regional emissions from operations, impacts would be less than significant.

A localized operations air quality analysis was conducted using the criteria described in the SCAQMD Localized Significance Threshold Methodology, which provide the maximum allowable daily emissions that would satisfy the concentration-based thresholds. Maximum daily localized emissions would not exceed the localized thresholds for NO<sub>x</sub>, CO, PM<sub>10</sub> and PM<sub>2.5</sub> at existing sensitive receptors or at potential future offsite receptors. Therefore, with respect to localized operational emissions, impacts to existing sensitive receptors would be less than significant.

Localized operational air quality analysis also evaluated impacts to potential future offsite sensitive receptors. Maximum daily localized operational emissions would not exceed the localized thresholds for NO<sub>x</sub>, CO, PM<sub>10</sub> and PM<sub>2.5</sub> at future sensitive receptors. Therefore, with respect to localized operational emissions, impacts to future sensitive receptors would be less than significant.

Refined modeling using the AERMOD dispersion model was also conducted to evaluate potential localized operational impacts on the 1.87 acres area of the project site, exclusive of the area in which the Palladium building is located. The results of the analysis for operational localized NO<sub>2</sub> and CO emissions (including from the vehicles entering and exiting the proposed parking structure) would not cause an exceedance of the NAAQS or CAAQS at existing or future sensitive receptors. Emissions of PM<sub>10</sub> and PM<sub>2.5</sub> would result in a maximum incremental increase of 2.18 µg/m<sup>3</sup> at sensitive receptors, which would not exceed the operational significance threshold of 2.5 µg/m<sup>3</sup>. As a result, the localized operational impacts would be less than significant.

Traffic congestion can expose sensitive receptors to high levels of carbon monoxide, so, localized areas where ambient concentrations exceed state and/or federal standards are termed CO "hotspots." The potential for the Project to cause or contribute to CO hotspots is evaluated by comparing project intersections (both intersection geometry and traffic volumes) with prior studies conducted by the SCAQMD in support of their AQMPs and considering existing background CO concentrations. This comparison provides evidence that the project would not cause or contribute to the formation of CO hotspots, that CO concentrations at project impacted

intersections would remain well below the ambient air quality standards, and that no further CO analysis is warranted or required.

Specifically, the Air Basin is currently designated as a CO attainment area for both the CAAQS and NAAQS, thus it is not expected that CO levels at project-impacted intersections would rise to the level of an exceedance. The peak modeled CO concentration due to vehicle emissions at the four worst-case intersections in the Air Basin was 4.6 ppm (one-hour average) and 3.2 (eight-hour average) at Wilshire Boulevard and Veteran Avenue. When added to the existing background CO concentrations, the screening values would be 7.6 ppm (one-hour average) and 5.6 ppm (eight-hour average). Based on the Project traffic study, the intersection estimated to result in the highest traffic volumes would potentially have peak traffic volumes of about 66,400 per day. Thus the maximum CO hotspot concentration is expected to be about 6.1 ppm (one-hour average) and 4.5 ppm (eight-hour average), which would not exceed the thresholds. Accordingly, the number of traffic trips generated by the project would not contribute to the formation of CO hotspots. Therefore, project impacts regarding the concentration of CO at intersections in the project vicinity would be less than significant.

*iii. Toxic Air Contaminants - Construction and Operations*

Temporary TAC emissions associated with diesel particulate matter emissions from heavy construction equipment will occur during the construction phase of the project. Small amounts of toxic substances such as oils, solvents, and paints would be used during construction. The project would comply with the CARB Air Toxics Control Measure that limits diesel powered equipment and vehicle idling to no more than 5 minutes at a location and the CARB In-Use Off-Road Diesel Vehicle Regulation, which would reduce emissions of TACs during construction. The project would also comply with the requirements of SCAQMD Rule 1403 if asbestos is found while performing the Palladium enhancements. Based on the temporary and short-term construction schedule and required regulatory compliance, construction impacts would be less than significant.

In March 2015, OEHHA adopted new guidelines which updated the previous guidance for preparing Health Risk Assessments (HRAs) under the State's Air Toxics "Hot Spots" Program Risk Assessment program by incorporating advances in risk assessment with consideration of infants and children using Age Sensitivity Factors (ASF). These changes also take into account different breathing rates and time spent at home. On June 5, 2015, SCAQMD incorporated the updated OEHHA guidelines into its applicable rules that apply to certain stationary sources regulated under the Hot Spots program. The SCAQMD has not yet released guidance on the applicability of the updated OEHHA guidelines for preparing CEQA documents. Nonetheless, even though SCAQMD has not recommended using the update OEHHA guidelines for preparing HRAs in CEQA documents, to be conservative, an analysis was performed using these guidelines. Under the revised analysis the incremental increase in health risk from construction would be 6.5 in one million, which is less than the significance threshold of 10 in one million and therefore less than significant. As a result, health risk impacts from project construction would be less than significant under the updated OEHHA methodology for stationary sources.

The project has the potential to generate on-site TAC emissions during operations from on-site idling of medium- and heavy-duty diesel trucks and emergency generator maintenance and testing. Emergency generators would be permitted by the SCAQMD and would be maintained and tested periodically in accordance with the SCAQMD permit requirements and manufacturer specifications. The project's restaurant uses could potentially generate TACs during charbroiling activities. Charbroiling has the potential to generate chemicals called PAHs, which are known or suspected to cause human health impacts. Based on the uses expected on the site, potential long-term operational impacts associated with the release of TACs were evaluated to estimate potential risks to off-site sensitive receptors.

Health risks and impacts are evaluated based on the concentration of TACs at a sensitive receptor. Modeling results show the maximum increase in cancer risk to off-site sensitive receptors from on-site operational TAC emissions would be approximately 3.6 in one million, which is less than 10 in one million for the maximum exposed individual (MEI) receptor. The maximum impact occurs at a receptor located just to the east of the project site. All other receptors exhibit lower concentrations of TACs. Therefore, no significant impacts would occur.

The primary contributor in this operational risk assessment was emissions from restaurant charbroiling. The operational HRA assessed uncontrolled TAC emissions from charbroiling. However, restaurant charbroiling would comply with SCAQMD Rule 1138 (Control of Emissions from Restaurant Operations), which requires the installation of emissions controls on charbroilers in use in the Air Basin. The cancer risk from Project operations with charbroiler emissions controls in place would be 0.7 in one million. When taking into account the age sensitivity and updated exposure factors under the new OEHHA guidance for stationary sources, the cancer risk from Project operations with charbroiler emissions controls in place would be 2.0 in one million, which is less than the 10 in one million significance threshold. As a result, health risk impacts from Project operation would be less than significant under the new OEHHA methodology for stationary sources.

SCAQMD has also established an excess cancer burden threshold of 0.5. Based on population and employment projections for existing and future uses within a 175-meter radius of the center of the proposed project's TAC emission sources (corresponding to an area covering approximately 0.10 square kilometers), the area is estimated to have a population of less than 7,000 persons. The resulting cancer burden is approximately 0.02 (7,000 multiplied by 0.0000357). As the cancer burden is less than 0.5, impacts would be less than significant.

The chronic noncancer Hazard Index for the proposed Project was calculated by dividing the maximum modeled annual average concentration of each TAC with chronic impacts at the MEI sensitive receptor, using the year with the greatest emissions, by each TAC's chronic REL. The REL is the concentration at or below which no adverse health effects are anticipated. As demonstrated in the Draft EIR, Table 4.B-11, Summary of Maximum Modeled Noncancer Chronic Health Impacts, the chronic Hazard Index at the MEI is far less than the SCAQMD significance threshold of 1.0 for noncancer health impacts; therefore, impacts would be less than significant.

Similar to evaluating chronic impacts, the acute Hazard Index for the proposed project was calculated by dividing the maximum modeled 1-hour and 8-hour concentration of each TAC with acute impacts at the MEI sensitive receptor by each TAC's acute REL. The maximum acute Hazard Index at the MEI sensitive receptor is shown in Draft EIR Table 4.B-12, Summary of Maximum Modeled Noncancer Acute Health Impacts. As the acute Hazard Index at the MEI is far less than the SCAQMD significance threshold of 1.0 for noncancer health impacts, impacts would be less than significant.

SCAQMD and CARB have published guidance documents recommending that local land use agencies consider, where possible, avoiding siting new sensitive land uses within certain specified distances from major sources of TACs, including within 500 feet of a freeway, urban roads with 100,000 vehicles per day, or rural roads with 50,000 vehicles per day. The project site would not be located within 500 feet of a freeway (U.S. Route 101 is approximately 1,600 feet to the north of the project site) or urban roads with 100,000 vehicles per day as confirmed in the project traffic study. Therefore, the project is consistent with the SCAQMD and CARB siting guidance.

#### *iv. Consistency with Applicable Plans and Policies*

Construction and operation of the project would be consistent with the RTP projections that are used in preparing AQMP. Further, the project would contribute to land use patterns that reduce

vehicle trips, and would include project design features that reduce energy consumption, thus reducing air quality emissions. The project would comply with applicable control measures.

As demonstrated in Draft EIR, Table 4.B-13, Comparison of the Project to Applicable Air Quality Policies of the General Plan, the project would not substantially conflict with relevant environmental policies in the General Plan. For the above reasons, therefore, the project would contribute to reductions in air quality emissions in the manner suggested in the applicable plans. Impacts regarding consistency with applicable plans and policies would be less than significant.

*v. Cumulative Operational Impacts*

According to the South Coast Air Quality Management District, individual projects that exceed the South Coast Air Quality Management District's recommended daily thresholds for project-specific impacts would cause a cumulatively considerable increase in emissions for those pollutants for which the South Coast Air Basin is in non-attainment. The project would not exceed the SCAQMD regional numeric indicators. Therefore, the project's incremental contribution to long-term emissions of non-attainment pollutants and ozone precursors, considered together with related projects, would not be cumulatively considerable, and therefore impacts would be less than significant.

**C. Cultural Resources—Historical Resources – Operations and Cumulative**

*i. Building Alterations*

The project does not propose or anticipate demolition or destruction of the Historic Palladium building or any of the identified historic resources located in the surrounding area. The project's Palladium Preservation and Enhancement Plan includes potential minor alterations to the Palladium's non-character defining features. The potential minor alterations include: a new connection between the Palladium's existing storefront and Sunset Court; improvements to the Palladium's backstage areas and relocation of the outside loading dock; and a new historic interpretive exhibition space adjacent to the Palladium. None of these minor alterations would cause a significant impact on historic resources.

The project would continue operations of the Palladium as an event venue and would implement an enhancement program for the Palladium that would conform to the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings ("Standards"). The Palladium will retain its current level of eligibility as an historical resource at the national, state and local levels. Further, the project Applicant has proposed, as a project condition, nomination of the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance prior to issuance of building permits for the new development. This would preserve and protect the Palladium in the future.

The building's existing character-defining interior and exterior architectural features, as would be retained. The possible removal of a small 2008 addition constructed of concrete masonry unit walls at the center portion of the North (rear) façade is not considered removal of a significant, character-defining, irreversible addition. As part of the project, an enhancement program is proposed to be developed with the Palladium's current operator to enhance the Palladium as an entertainment venue, support its continued operations, and enhance the character-defining features of the building that contribute to its distinctive appearance and place in the Hollywood community. The proposed work would provide repairs to facilities and would provide improvements that would be more compatible with historic features of the building. The proposed work on the Palladium would meet Standards and would be reviewed by the Office of Historic Resources as part of the project's entitlement process. In addition, as part of the building permit review process, proposed work would be reviewed for permit clearances by the Office of Historic Resources of the City of Los Angeles Planning Department. For all the above reasons, the project would not demolish, destroy, relocate, or alter the Hollywood Palladium such that it would be rendered ineligible for the National Register, California Register, or as a City Monument, and impacts would be less than significant.



*ii. Direct Impacts on Historic Resources*

The Palladium Preservation and Enhancement Plan proposes only potential minor alterations to the Palladium building and the project does not otherwise propose or anticipate new additions or exterior alterations to any historic material or contributing feature either on the project site or in the vicinity of the project site. The project does involve related new construction. However, the proposed new construction would not destroy historic materials that characterize any historic resource either on the project site or in the vicinity of the project site. Therefore, the project would not have a significant direct impact on any historical resource on the project site or in the project vicinity, so direct impacts would be less than significant.

*iii. Indirect Impacts on Historic Resources*

Indirect impacts are analyzed to determine if the Project would result in a substantial material change to the integrity and significance of historical resources within the project vicinity.

Although the project would not alter any character-defining architectural features of the Palladium, the project would alter the immediate surroundings of the Palladium by adding height and density to areas to the north and west, currently used for vehicle circulation and surface parking. The project would also alter the Argyle Avenue access to the Palladium's western entrance. However, the project design maintains the Palladium as the physical and visual focus of the site by confining new construction to the northern and western portions of the project site and by maintaining a clear spatial separation between the new construction and the Palladium building. Furthermore, the proposed new buildings are sited to maintain the views and prominence of the Palladium building from Sunset Boulevard, and as viewed from the corner of Sunset Boulevard and Argyle Avenue.

New construction located at the southwest corner of the Project Site is proposed to be lower in height than the Palladium building and set back substantially from the Sunset Boulevard building line, maintaining the Palladium building as the visual focus on Sunset Boulevard. Because the historic material and visual character of the Palladium on Sunset Boulevard included commercial leaseholds along the entire frontage of the building, the dominant visual character, other than the central marquee and blade sign, was non-uniform commercial storefronts and signage, built out to suit individual tenants. Thus, the re-tenanting of these spaces for new users, and the addition of new commercial leaseholds on Sunset Boulevard, set back in subordination to the Palladium's storefronts, is compatible with the historic development patterns and character of the site and the site's context on Sunset Boulevard.

The Palladium would be separated from the low-rise corner building by approximately 35 feet of grade level open space. Furthermore, the exterior walls of this low-rise building would be fully glazed to attain a transparency that enhances views of the Palladium from Sunset Boulevard. Although the view from the southwest corner of the project site at Argyle Avenue and Sunset Boulevard to the west canopy of the Palladium would nevertheless be partially obstructed by the new low-rise building, this view is not historically associated with the Palladium. During the period of significance for the Palladium, 1940-1960, the southwest corner (currently surface parking) was occupied by a service station that obscured sightlines from the southwest. Therefore, from the southwest vantage, the proposed new building under the project restores, rather than alters, the visual relations of the historic building to its setting.

The project's two towers would be approximately 350 feet in height, which is taller than the Palladium building. To avoid adverse impacts to the Palladium building, the tallest portions of the project would be set back from the Palladium and located on the northern portion of the project site so that they are subordinate to the presence of the historic Palladium building on Sunset Boulevard and Argyle Avenue, providing an appropriate "buffer zone" between the new construction and the Palladium.

Project implementation would be substantially similar to existing conditions in terms of entrances, drop-off points, and automobile circulation. At night, illumination of the project



components would be confined to ground-level lighting needed to provide safe pedestrian and automobile circulation and illumination of the project's interior spaces. External lighting of the project buildings would be designed so that the Palladium would remain the most prominent aspect of the site at night and its iconic marquee, blade sign and neon lighting would not be subordinated by other lighting on the property.

The proposed new development would be differentiated from the existing development and would be compatible with the historic materials and features of the Hollywood Palladium. The curvilinear profiles of the new buildings are intended to echo and complement the Streamline Moderne style of the Palladium building and marquees. The new buildings would be clad with an articulated rectilinear lattice façade that echoes the gridded apron surrounding the Palladium blade sign and also reflects the street grid of Hollywood. The geometry of the curved canopy on the Argyle Avenue entry of the Palladium would be expanded into a formal port-cochere with a roadway and turning circle which would organize drop off and pick up of vehicles.

The scale of the project is readily compatible with the Hollywood urban context as well, which already has a similarly sized and scaled office building across the street to the west at the northwest corner of Sunset Boulevard and Argyle Avenue. The relative scale of the proposed new project construction with the Palladium, in terms of lot coverage, is equally shared. Scale differences would be perceived and experienced from street level in such a way that the full height of the project buildings in relationship to the Hollywood Palladium is not readily discerned when the Palladium is viewed obliquely, or head on, from Sunset Boulevard, when the new construction is viewed from the Palladium building, or when the new construction is viewed from the open spaces that are created between the Palladium building and the new construction.

Finally, as demonstrated in Section 6.2 of the Historical Resources Assessment Report, included as Appendix C-3 to the Draft EIR, the project would have no impact on the historical resources in the Project vicinity. The project would have no impact on four historical resources with limited distant or direct views of the project, namely CBS Columbia Square, Earl Carroll Theatre, Morgan Camera Shop, or Hollywood Legion Stadium. The project would also have no impact on one historical resource with no view of the Project, the Home Savings and Loan building.

For these above-stated reasons, the project would not reduce the integrity or significance of important historical resources on the project site or in the project vicinity. Therefore, indirect impacts of the project on historic resources would be less than significant.

#### *iv. Cumulative Impacts*

Cumulative impacts to historical resources would occur if the project and related projects, when taken as a whole, substantially diminish the number of historic resources within the same or similar context or property type. Impacts to historic resources tend to be site specific, but cumulative impacts would occur if the project and related projects cumulatively affect historic resources in the immediate vicinity, contribute to changes within the same historic district, or involve resources that are examples of the same style or property type as those within the project site. Of the 62 related project sites identified in the Draft EIR, ten may have historic resources located on the same site as the related project.

The two related projects in the project's immediate vicinity will preserve and retain their potentially historic structures as part of their respective developments, like the project does. Because these three projects propose to retain the potentially historic structures, they also do not remove similar examples of architectural style or type. The project and related projects are also not in a historic district. Therefore, the project, together with related projects, would not cumulatively significantly affect historic resources in the immediate vicinity, contribute to changes within the same historic district, or involve resources that are examples of the same style or property type as those within the Project Site.

Further, as indicated above, the project would have a less than significant impact on historic resources. With respect to the Palladium's status as a representative entertainment venue property type, the project would retain and enhance the Palladium in accordance with the Standards. Therefore, even if there were cumulative impacts, due to other related projects' impacts independent of the project, the project would not contribute considerably to cumulative impacts regarding the loss of such historic resources.

#### **D. Geology – Construction, Operations and Cumulative**

Construction activities would consist of excavation for the project's maximum four subterranean parking levels, and the provision of appropriate foundations for the project buildings. A maximum of 235,000 cubic yards of soil would be excavated and exported. The new residential, retail, and potential hotel and related uses would include approximately 927,354 square feet of developed area within two 350 foot tall buildings, with lower elements for restaurant/retail uses at the southwest edge of the project site and a podium structure for parking and retail uses along the northern and northeastern edges of the project site. All development would be undertaken pursuant to applicable codes and regulations, including the City's Building Code as well as applicable regulations established by LADBS and the Bureau of Engineering requiring geotechnical reporting.

##### **i. Fault Rupture**

No known active or potentially active faults underlie the project site, and the project site is not located within a State-designated Alquist-Priolo Earthquake Fault Zone, nor within a Fault Rupture Study Area designated by the City of Los Angeles Building and Safety Department. Thus, the potential for surface ground rupture at the project site is considered low.

The location of the nearest active fault to the project site, the Malibu Coast-Santa Monica-Hollywood Fault, was most recently mapped by CGS. That location is shown on a Final Earthquake Fault Zone map published by CGS on November 6, 2014. As most recently mapped by CGS, the nearest fault is approximately 1,150 feet north of the project site. The project site lies approximately 650 feet outside of the Fault Rupture Study Area. Therefore, a geologic fault rupture investigation is not required.

However, a Geology and Soils Report was also prepared for the project, which analyzed 11 borings located on the project site, ranging from 40 feet to 120 feet below ground surface (bgs). The number of locations was selected to ensure coverage across the entire building site, and capture conditions at all locations. Based on the analysis of these borings, and other information related to the project site, the Geology and Soils Report concluded that the proposed construction will not cause or increase the potential for any seismic related ground failure on the project site or adjacent sites. The project would not result in substantial damage to structures or infrastructure, or expose people to substantial risk of injury involving rupture of a known earthquake fault and, therefore, impacts from fault rupture are less than significant and no mitigation measures are required.

##### **ii. Liquefaction**

The project site is not located within a designated State of California Seismic Hazard Zone for earthquake liquefaction or seismic ground deformation. Further site-specific liquefaction analysis contained in the Geology and Soils Report prepared for the project indicates that the soils underlying the site would not be capable of liquefaction during the maximum credible earthquake. As such, impacts regarding liquefaction on-site would be less than significant.

##### **iii. Expansive Soils**

The on-site near-surface soil was determined to possess low to moderate expansive characteristics, based upon characterization of the site's underlying soils and testing of those soils. Due to this low to moderate potential for expansion, no design recommendations regarding expansive soils beyond the minimum required by the California Building Code would

be required. With adherence to the City's minimum standards, and compliance with the City's Building Code provisions, potential impacts regarding expansive soils would be less than significant.

*iv. Landform/Landslide*

The project site and surrounding area are relatively flat with no pronounced topographic differential. Furthermore, the project site is already developed with the existing Palladium building and associated paved parking. The site is surrounded by urban development. No distinct or prominent geologic or topographic features are located on the project site such as hilltops, ridges, hillslopes, canyons, ravines, rock outcrops, water bodies, streambeds, or wetlands. Therefore, no impact from landslides or other forms of natural slope instability, or landform alteration would occur on the project site.

*v. Temporary Excavations – Site Stability*

Project excavation would cause disturbance of existing soils and contribute to potential localized raveling or caving of excavated areas (e.g. the excavated side walls losing stability). Such potential effects are typical of construction for projects with deep excavations. All required excavations would be sloped and properly shored in accordance with applicable provisions of the California Building Code as incorporated into the City's Building Code. Suitable excavation engineering techniques proposed in the Geology and Soils Report include a shoring system of soldier piles with rakers and/or tiebacks. With the implementation of appropriate design measures to address localized raveling or caving, impacts would be less than significant.

*vi. Cumulative Impacts*

Impacts associated with geologic and soil issues are typically confined to a project site or otherwise highly localized, but cumulative development in the project area would, however, increase the overall potential for exposure to seismic hazards by potentially increasing the number of people exposed to seismic hazards. Related projects in the immediate project vicinity include Related Project 44, Columbia Square, Related Project 11, Selma & Vine Mixed Use, Related Project 56, Office/Retail, and Related Project 60, 6250 Sunset project. These and other related projects would be subject to established guidelines and regulations pertaining to seismic hazards, and nearby projects would be required to implement construction procedures that would avoid effects at the project site. As such, adherence to applicable building regulations and standard engineering practices would ensure that cumulative impacts would be less than significant.

**E. Greenhouse Gas Emissions – Construction, Operations and Cumulative**

*i. Greenhouse Gas Emissions*

Emissions of GHGs potentially affect global climate over longer term periods. Therefore, construction-related GHG emissions are amortized over a typical project lifetime, generally defined as 30-years. The amortized construction GHG emissions are also included in a project's annual operational emissions, so that GHG reduction measures will address construction GHG emissions as part of the operational GHG reduction strategies. In accordance with this methodology, the estimated project's construction GHG emissions were calculated for each year of construction activity and have been amortized over a 30-year period and are included in the annualized operational GHG emissions in the impact discussion below.

The project would generate GHG emissions due to such activities as vehicles traveling to and from the project site, use of energy resources, water/wastewater conveyance, etc., waste disposal and as described above, amortized construction activity. At the same time, the project would have numerous project characteristics and design features that would reduce the potential amount of GHG emissions. Among the design features are those that would be required under the City's Green Building Code. The project would also incorporate design features in a manner so as to meet the standards for the LEED® Silver level or its equivalent.

The project is also expected to result in reduced VMT associated with the project's co-location of commercial and residential uses on the site and its proximity to public transit options and off-site destinations, such as existing job centers, retail, and recreational uses.

The project is expected to be operational in 2018. The project would be an improvement over annualized GHG emissions from construction and operation of a representative BAU project, which would not account for energy efficiency measures that would exceed the Title 24 Building Standards Code, such as LEED® measures, and would not account for trip reductions from co-location of uses and availability of public transportation within a quarter-mile in contrast to the project. Accordingly, the Project would constitute an equivalent or larger reduction from BAU than has been determined by CARB to be necessary to meet the goals of AB 32 – that is, a reduction of at least 15.8 percent fewer GHG emissions than a comparable BAU development. Therefore, the project would result in a less than significant impact with regard to GHG emissions.

Thus, while the project would generate GHG emissions due to construction and operational activities, the net increase in annual GHG emissions, directly and indirectly, would constitute an equivalent or larger reduction from BAU than has been determined by CARB to be necessary to meet the goals of AB 32. Therefore, impacts regarding the annual increase in GHG emissions would be less than significant.

*ii. Greenhouse Gas Reduction Plans*

Executive Orders S-3-05 and B-30-15 establish the goals to reduce GHG emissions to 40 below 1990 levels by 2030 and 80 percent below 1990 levels by 2050. These goals have not yet been codified. However, studies have shown that, in order to meet the 2030 and 2050 targets, aggressive technologies in the transportation and energy sectors, including electrification and the decarbonization of fuel, will be required. In its Climate Change Scoping Plan, CARB acknowledged that the “measures needed to meet the 2050 are too far in the future to define in detail.” In the First Update, however, CARB generally described the type of activities required to achieve the 2050 target: “energy demand reduction through efficiency and activity changes; large-scale electrification of on-road vehicles, buildings, and industrial machinery; decarbonizing electricity and fuel supplies; and rapid market penetration of efficiency and clean energy technologies that requires significant efforts to deploy and scale markets for the cleanest technologies immediately.” Due to the technological shifts required and the unknown parameters of the regulatory framework in 2030 and 2050, quantitatively analyzing the Project's impacts further relative to the 2030 and 2050 goals currently is speculative for purposes of CEQA. Moreover, ARB has not calculated and released the BAU emissions projections for 2030 or 2050, which are necessary data points for quantitatively analyzing a CEQA project's consistency with these targets

Although the proposed project's emissions levels in 2030 and 2050 cannot yet be reliably quantified, statewide efforts are underway to facilitate the State's achievement of those goals and it is reasonable to expect the proposed project's emissions level (8,905 metric tonnes of CO<sub>2</sub>e per year) to decline as the regulatory initiatives identified by CARB in the First Update are implemented, and other technological innovations occur. Stated differently, the proposed project's emissions total at build-out presented in Table 4.E-3 on page on Page 4.E-37 of the Draft EIR, represents the maximum emissions inventory for the project as California's emissions sources are being regulated (and foreseeably expected to continue to be regulated in the future) in furtherance of the State's environmental policy objectives. As such, given the reasonably anticipated decline in proposed project emissions once fully constructed and operational, the proposed project is consistent with the Executive Orders' goals.

Further, recent studies shows that the State's existing and proposed regulatory framework will allow the State to reduce its GHG emissions level to 40 percent below 1990 levels by 2030, and to 80 percent below 1990 levels by 2050. Even though these studies did not provide an exact regulatory and technological roadmap to achieve the 2030 and 2050 goals, they demonstrated

that various combinations of policies could allow the statewide emissions level to remain very low through 2050, suggesting that the combination of new technologies and other regulations not analyzed in the study could allow the State to meet the 2030 and 2050 targets.

Given the proportional contribution of mobile source-related GHG emissions to the State's inventory, recent studies also show that relatively new trends, such as the increasing importance of web-based shopping, the emergence of different driving patterns by the "millennial" generation and the increasing effect of Web-based applications on transportation choices, are beginning to substantially influence transportation choices and the energy used by transportation modes. These factors have changed the direction of transportation trends in recent years, and will require the creation of new models to effectively analyze future transportation patterns and the corresponding effect on GHG emissions.

For the reasons described above, the proposed project's post-2020 emissions trajectory is expected to follow a declining trend, consistent with the establishment of the 2030 and 2050 targets.

The project incorporates land use characteristics and project design features that would reduce GHG emissions by increasing energy-efficiency beyond required levels, reducing indoor and outdoor water demand, and installing energy-efficient appliances and equipment. The project would also incorporate characteristics that would reduce transportation-related GHG emissions by locating project-related jobs and retail, restaurant, and recreational uses near residential and commercial uses and within a quarter-mile of transit, thereby encouraging alternative forms of transportation and pedestrian activity. Moreover, the Project would be constructed and operated in a manner consistent with LEED® Silver level standards or its equivalent. The LEED® features that would be incorporated in the project would include transportation measures to reduce vehicle trips, building efficiency measures to reduce energy consumption, and water saving measures. The project would be designed to optimize energy performance and reduce building energy cost by 10 percent. Trees planted on the project site as part of the planned landscaping would sequester CO<sub>2</sub> as they age. The project would reduce indoor water use by a minimum of 30 percent by installing water fixtures that exceed applicable standards and would reclaim some of its rainwater for irrigation.

The project's characteristics and design features would be sufficient to more than meet state goals for reducing GHG emissions, so the project would be consistent with the GHG reductions goals established by CARB under AB 32. Further, the project would be consistent with other plans, guidelines, and regulations, including the California Green Building Standard Code, Green LA, and the Climate Action Team strategies for mitigating climate change. The project would not conflict with any applicable plan, policy or regulation of an agency adopted for the purpose of reducing the emissions of GHGs. Therefore, impacts regarding such potential GHG impacts would be less than significant. For the above reasons, impacts regarding greenhouse gas reduction plans would be less than significant.

### *iii. Cumulative Impacts*

The project would be consistent with applicable GHG reduction strategies recommended by the City and State. In addition, the project would support and be consistent with relevant and applicable GHG emission reduction strategies in SCAG's Sustainable Communities Strategy. These strategies include providing residences, and a range of shopping, entertainment and services in an urban infill location and within a relatively short distance of existing transit stops; providing employment near current transit stops and neighborhood commercial centers; and supporting alternative and electric vehicles via the installation of on-site electric vehicle charging stations. As a result, the project would be consistent with the State's goals and result in a GHG emissions profile that is consistent with the State's GHG emissions reductions target. Given the project's consistency with State, SCAG, and City of Los Angeles GHG emission reduction goals and objectives, the Project would not conflict with any applicable plan, policy or regulation of an agency adopted for the purpose of reducing the emissions of GHGs. In the absence of adopted

standards and established significance thresholds, and given this consistency, the project's impacts are concluded to be less than significant and not cumulatively considerable.

As described above, the project would comply with State, regional, and local plans, programs, and regulations that reduce GHG emissions. Indeed, many project-related emissions would be capped in the aggregate and steadily reduced by the Cap-and-Trade Program, such as energy, mobile, and construction emissions. Therefore, per CEQA Guidelines Section 15064(h)(3), the project's impacts with respect to GHG emissions would be less than significant and not cumulatively considerable.

Moreover, under the CEQA Guidelines Section 15064(h)(3) approach used by the SCAQMD, the following categories of emissions, at a minimum, would not count against the SCAQMD's 10,000 MTCO<sub>2</sub>e/yr. threshold due to their coverage by the Cap-and-Trade Program: Construction; On-Road Mobile Sources; Electricity; Natural Gas; and Stationary (Emergency Generator). For the currently proposed project Option 1, the GHG emissions from categories potentially not covered by the Cap-and-Trade Program (Area, Water/Wastewater Conveyance, and Waste) would be 638 MTCO<sub>2</sub>e/yr., out of a total of 8,905 MTCO<sub>2</sub>e/yr. In sum, assessing significance via the SCAQMD approach described herein would result in the same finding that the project's climate change impacts are less than significant and not cumulatively considerable.

#### **F. Hazards and Hazardous Materials – Construction, Operation and Cumulative**

##### *i. Hazardous Materials Management*

Construction of the project would involve the temporary use of hazardous substances in the form of paint, adhesives, surface coatings and other finishing materials, and cleaning agents, fuels, and oils. No hazardous materials would be utilized during day-to-day operations of the project other than small quantities of typical household, vehicle, and landscape maintenance materials such as cleaning supplies, paints, oil, grease, and fertilizers, all in accordance with manufacturers' instructions for use, storage, and disposal. Because the project would only require use of routine hazardous products consistent with applicable regulations, therefore, impacts regarding the handling and storage of hazardous materials would be less than significant.

##### *ii. Airport Safety Provisions*

Federal Aviation Regulations Part 77, Objects Affecting Navigable Airspace, establishes minimum standards to ensure air safety by limiting the heights of buildings in the vicinity of airports. While the project would include two buildings approximately 350 feet in height, the construction of these buildings would not interfere with aircraft operations. The project would comply with FAA regulations and impacts regarding airport safety would be less than significant.

##### *iii. Emergency Response Plans*

The project would not use hazardous materials or have on-site hazardous conditions that would require a new emergency response plan because the occurrence of ACM, lead-based paint, and PCBS at the site is addressed through existing plans. Further, the project would not interfere with emergency access routes and would include on-site provisions for public safety, including plans to address on-site emergencies. Therefore, impacts regarding emergency response plans would be less than significant.

##### *iv. Cumulative Impacts*

The Phase I Assessment identified all potentially hazardous conditions in the vicinity of the project and concluded that none of the sites surrounding the project site listed in agency databases are considered to represent a likely past, present or material threat of release that would adversely affect the project site, which would also be the case for project development on nearby sites. Implementation of nearby development would be subject to the same hazardous

materials regulations that would avoid significant impacts for those projects. The project's cumulative impacts, inclusive of impacts from related projects, would be less than significant.

**G. Hydrology and Water Quality – Construction, Operations and Cumulative**

*i. Surface Water Hydrology*

The project would not increase run-off due to an increase in impervious surface area, change drainage patterns in the project vicinity nor subject population to flooding within a 100-year flood plain. Potentially adverse drainage effects related to excavation, grading, and erosion incident to construction would be controlled through the implementation of BMPs consistent with the NPDES General Construction Activity Permit and implementation of a SWPPP for project activities. In addition, the project would be required to comply with City grading permit regulations, which require necessary measures, plans, and inspections to reduce sedimentation and erosion. Therefore, construction impacts regarding drainage would be less than significant.

The project would have no impact on surface water runoff volumes compared to existing conditions and no significant impacts related to flooding during a 50-year storm event with the implementation of the project's proposed biofilter and cistern systems. The project would not subject population to flooding within a 100 year flood plain. Development would include BMPs ensuring compliance with the required SWPPP and SUSMP. Furthermore, the project would not substantially change the current or direction of surface water flows in the project vicinity or increase potential flooding in the unlikely event of a breach of the Hollywood Reservoir if it were to occur, and therefore would not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of the reservoir. Therefore, project operations would have a less than significant impact in regard to flooding and drainage flows.

*ii. Surface Water and Groundwater Quality*

There are no groundwater wells in the project vicinity that would be subjected to contamination. Groundwater might be encountered during deeper excavations for subterranean parking. Furthermore, construction would use building materials that could potentially introduce pollutants to the project site and would require excavation and grading activities that could potentially cause runoff of surface water flows that would carry pollutants. However, the project would prepare NOIs for both general construction and dewatering to assure that potentially adverse effects would be controlled through the implementation of BMPs consistent with the NPDES General Construction Activity Permit and implementation of a SWPPP for project activities. Implementation of these measures would ensure that water quality and water discharge requirements would be met and that water quality would not be degraded. Therefore, project construction would result in a less than significant impact on surface and groundwater quality.

Once in operation, the project would effectively operate as an impermeable surface and water not absorbed by landscaping would be reclaimed for reuse and/or discharged into the public drainage system. The project would not adversely affect the groundwater table some 60 feet below the project site, and it would not have the potential to affect a groundwater production well as inundation would be limited and no wells are present in the project vicinity. Therefore, impacts of operation on groundwater would be less than significant.

The project site currently generates rainfall runoff with potential to contain pollutants such as nutrients, pesticides, organic compounds, sediments, oil and grease, suspended solids, metals, gasoline, pathogens, and trash and debris among other pollutants. However, the project proposes to include on-site filtering systems to minimize the introduction of pollutants to the stormwater system and prior to recycling water for landscaping irrigation. The proposed biofilter planter and/or cistern systems would be constructed pursuant to standards established by the City of Los Angeles Watershed Protection Division to assure treatment of contaminants without allowing seepage into the underlying soil. Further, the site would be subject to the City's



standard BMPs for Project operations. Accordingly, the project would reduce the level of pollutants entering the storm drains from that occurring under existing conditions. With the introduction and maintenance of the proposed treatment system, water quality pollutants would be reduced or eliminated, and the project would comply with all applicable regulatory requirements. Therefore, operations impacts associated with surface water quality would be less than significant.

*iii. Cumulative Impacts*

All 62 related projects within the vicinity of the project as identified in the Draft EIR could potentially increase the volume of stormwater runoff and contribute to pollutant loading in stormwater runoff, resulting in cumulative impacts to hydrology and water quality. However, as with the project, all of the related projects are located within the highly urbanized portion of Hollywood, which includes mostly hard surface project sites. Accordingly, the potential to generate a notable amount of new impermeable surfaces is limited. Pursuant to the City's LID Ordinance related projects would be required to capture and manage the first three-quarters of an inch of runoff flow during storm events as defined in the City's SUSMP BMPs, through one or more of the City's preferred SUSMP improvements: on-site infiltration, capture and reuse, or biofiltration/biotreatment BMPs, to the maximum extent feasible.

Further, the related projects would be subject to State NPDES permit requirements for both construction and operation. Each project greater than one-acre in size would be required to develop SWPPPs and would be evaluated individually to determine appropriate BMPs and treatment measures to avoid impacts to water quality. Smaller projects would be minor infill projects with drainage characteristics similar to existing conditions, with negligible impacts. In addition, the City of Los Angeles Department of Public Works reviews all construction projects on a case-by-case basis to ensure that sufficient local and regional drainage capacity is available. Thus, regulatory measures would avoid significant impacts on drainage/flooding conditions and the quality of water reaching the public drainage system. Therefore, cumulative impacts to hydrology and water quality would be less than significant.

**H. Land Use and Planning -- Construction, Operation, Cumulative**

*i. Land Use Consistency*

For the reasons stated below, the project would be consistent with adopted regulatory policies, guidance and regulations governing the allowable land uses on the project site, and the relationship between land uses in the project vicinity. Impacts of the project on land use consistency would therefore be less than significant.

**a. Consistency Relative to Construction Activities**

The project would comply with all construction related ordinances. There are no unique requirements for construction of this project that would preclude regulatory consistency or consistency with adopted regional and local plans. Therefore, construction impacts on land use consistency would be less than significant.

**b. Los Angeles General Plan Framework Element**

As demonstrated in the Draft EIR, Table 4.H-1, Land Use, the Project would be consistent with applicable goals, objectives, and policies of the General Plan Framework. In particular, the project would be consistent with the land uses encouraged for designated "Regional Centers." It would provide a mix of uses and a development density that is consistent with that designation and complement other mixed use activities in the project vicinity. Development of the project would provide a mix of uses including continued operations of the Palladium building as an on-going entertainment venue; retail uses that provide employment opportunities and enhance commercial services in the Hollywood area; and, a large number of new housing units within the area. 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 project would preserve the Palladium and continue its operation as an entertainment and event venue. This would contribute to the Hollywood core as an entertainment and visitor destination and preserve the historic character of development along the Sunset Boulevard.

The project would also provide its mix of uses in proximity to a broad range of interconnected land uses within walking distance and would stimulate pedestrian activity. The project would be integrated with the surrounding area by providing new courtyards, pathways, landscaping, fountains, and decorative walls that would link to the sidewalks and streets adjacent to the project site. Additionally, the project would contribute a large number of housing units to help meet regional and local needs. This housing would replace an existing surface parking lot in a Regional Center, thereby avoiding adversely encroaching on low density housing neighborhoods or requiring their conversion to meet the City's housing needs. Moreover, the project would provide its dense, infill housing and other mixed-uses near the Metro Red Line rail station, multiple regional Metro bus routes, and three LADOT Dash Lines. The project would thus support transit, consistent with the goals of the Housing and Transportation Chapters and would thereby reduce reliance on automobiles and vehicle miles traveled with resulting reductions in energy consumption and air quality emissions.

As the project would be consistent with applicable objectives and policies of the General Plan Framework, it would have a less than significant impact with respect to consistency with this land use plan.

c. Hollywood Community Plan

As shown by the Draft EIR, Tables 4.H-2 and 4.H-3, Land Use, the project would comply with the 1988 Hollywood Community Plan and the now-repealed 2012 Hollywood Community Plan Update. The Community Plan designation for the northern, Selma Avenue Area is "Commercial Manufacturing," and the site zoning is designated as [Q]C4-1VL (FAR of 1.5:1). (The Site zoning is discussed further below in the analysis of Project consistency with the LAMC.) The southern, Sunset Boulevard Area is designated as Regional Center Commercial. With implementation of the Project, the "Commercial Manufacturing" plan designation and Site zoning on the Selma Avenue Area would be amended to a Regional Center Commercial designation and updated zoning to accommodate the Project's proposed residential uses with heights and FAR permitted by the Regional Center designation and C4 zoning. The Sunset Boulevard Area would continue to have the Regional Center Commercial designation.

Re-designation of the Selma Avenue Area to Regional Center Commercial would be fully consistent with the 1988 Hollywood Community Plan for a number of reasons: 1) Selma Avenue Area's "Commercial Manufacturing" designation reflects prior uses on the project site, and a change in the land use designation would be consistent with the current and proposed surrounding uses and zoning designations, 2) re-designation of the Selma Avenue Area would be consistent with the Site's designation as Regional Center under the General Plan Framework Element, and the intent of the City's Community Plans to provide distinct districts, neighborhoods, and centers; 3) re-designation of the site would be consistent with the 1988 Hollywood Community Plan provision that developments combining both residential and commercial uses be "especially encouraged" in the Hollywood Center focal point of the Community, an area inclusive of the Project Site; 4) re-designation would be consistent with the Hollywood Redevelopment Plan; and 5) the added population would be within the growth planned for within the 1988 Hollywood Community Plan. Re-designation of the site would also be consistent with the general plan designations and zoning presented in the 2012 Hollywood Community Plan Update, which, while rescinded, were intended to provide clearer detail and direction to policies established by the 1988 Hollywood Community Plan.

The project would be consistent with seven key objectives of the 1988 Community Plan, including: (1) coordination of development between Hollywood, Los Angeles and the metropolitan area; (2) designation of land use at quantities and densities required to

accommodate population growth; (3) provision of diverse housing and enhancement of residential character; (4) promotion of community economic well-being and public convenience; (5) provision of bases for the location of public services, utilities, open space and parks; (6) coordination with the circulation system; and (7) preservation of open space, views, topography and natural character of the community.

d. Hollywood Redevelopment Plan

While redevelopment agencies have been dissolved, the Hollywood Redevelopment Plan is effective until 2033. Pursuant to the legislation pertaining to the dissolution of redevelopment agencies, the Designated Local Authority ("DLA") CRA/LA is obligated to carry out the Hollywood Redevelopment Plan until that date, and the DLA has the authority to, among other things, satisfy the requirements to allow for an increase in floor area ratio ("FAR") of up to 6:1 by ensuring that the requisite findings have been made, as well as enter into binding written agreements.

As analyzed by the Draft EIR, Table 4.H-4, Land Use, and included in the table below, the project would be consistent with applicable provisions of the Hollywood Redevelopment Plan. While many of the Hollywood Redevelopment Plan's thirteen (13) sections are inapplicable to the project, certain provisions of the Redevelopment Plan provide guidelines for development in the designated Hollywood Redevelopment area in which the Project is located. The most notable provisions of the Redevelopment Plan that pertain to the nature of future development are contained in Sections 300 and 500 of that document, including Section 506.2.3 which provides standards for approving projects with FARs of 6.0:1. The project is fully consistent with the designation and meets the criteria for development at the 6.0:1 FAR. Therefore, project impacts on consistency with the Hollywood Redevelopment Plan would be less than significant.

Section 506.2.3 of the Redevelopment Plan also includes additional provisions that refer to the responsibilities of the DLA-CRA/LA and logistics of approval. These provisions are as follows:

No development in excess of 4.5:1 shall be permitted without a binding written agreement with the Agency which ensures that the proposed development will occur in conformity to the Redevelopment Plan and this Section by providing for, among other things, Agency review and approval of all plans and specifications, the compliance with all conditions applicable to development in excess of a 4.5:1 site F.A.R. and the provision of adequate assurances and considerations for the purpose of effectuating the objectives of this Plan.

An application for an Owner Participation Agreement (OPA) with the DLA has been initiated by the applicant, which will include all necessary findings related to compliance with the Hollywood Redevelopment Plan.

The Agency shall request from the City Planning Commission a determination as to the conformity of the proposed development with the Community Plan. The Planning Commission shall make its determination of conformity within thirty (30) days from the date of the Agency's request. A proposed development shall be deemed in conformance with the Community Plan if the Planning Commission fails to render a determination within thirty (30) days. A determination by the Planning Commission may be appealed to the City Council if such appeal is made within fifteen (15) days of the Planning Commission's determination.

Prior to making a determination allowing the 6.0:1 FAR for the Project, the DLA must meet the above provision regarding conformity of the Project to the Community Plan. The City Planning Commission will make a determination as to conformity and consistency of the Project with the Community Plan as part of its recommendation on the proposed General Plan Amendment and Zone Change.

The Agency will ensure that the average floor area ratio within this [Regional Center Commercial] designation does not exceed an F.A.R. of 4.5:1. Sites designated on the Redevelopment Plan Map as Public shall not be included in the averaging of the floor area ratio.

This shall be done, from time to time, to the extent necessary, by creating an overall balance between new developments which exceed a 4.5:1 site F.A.R. and areas or activities which do not reach a 4.5:1 site F.A.R. such as open spaces or public facilities created or rehabilitated after adoption of the Redevelopment Plan; new developments or redevelopment activities (including historic preservation or rehabilitation) which are below 4.5:1; or any other means the Agency deems appropriate which will maintain the designation's average F.A.R. at or below 4.5:1. When the average F.A.R. for the designation reaches a ratio of 2.0:1 the Agency, within 90 days will submit to the City Planning Commission, the City Council, and the Department of Transportation a report analyzing the cumulative impact of Core area development upon the transportation and circulation system in the area, including P.M. peak hour trips generated; further the Agency shall submit to the City Planning Commission and to the City Council a program establishing and identifying specific methods and mechanisms of Agency action to acquire open space or otherwise restrict or decrease density in order to maintain an overall 4.5:1 F.A.R.

The DLA has monitored, and continues to monitor, development in properties with a designation of Regional Center Commercial within the Hollywood Redevelopment Plan area as required in Section 506.2.3. The DLA has confirmed that the 4.5:1 average FAR has not been reached. Therefore, consideration for approval of the project at a density of 6.0:1 is permitted.

e. Mobility Plan 2035

The City of Los Angeles adopted its new Mobility Plan 2035, An Element of the General Plan, in August 2015. The purpose of this Plan is to provide for the efficient movement of people and goods, recognizing that primary emphasis must be placed on advanced transportation technology, through reduction of vehicle trips, and through focusing growth in proximity to public transit.

The project is well located to achieve the goals of the Mobility Plan 2035. The project is situated in close proximity to multiple transit lines, including subway (the Metro Red Line is approximately 0.25 miles from the project site), nine regional and local bus lines, and three local circulator bus lines (DASH Hollywood, DASH Hollywood/Wilshire, and DASH Beachwood Canyon).

One of the programs included in the Mobility Plan 2035 is the implementation of Mobility Hubs / Multi-Modal Transit Plazas (Program No. SF.13). The Mobility Hubs program is an LADOT program intended to expand the reach of the regional transit system to surrounding neighborhoods by offering services such as secured bike parking, bike sharing, "fold-n-go" bike leasing programs, private transport services (e.g., Uber, Car2Go, Lyft, ZipCar), integrated transit pass purchase, centralized web-based trip planning, real-time routing and transit schedule information, and other transportation information at a variety of locations around the City to expand the travel choices for residents, employees, and visitors while reducing the need to own a vehicle. The program is expected to be implemented beginning in 2017.

The project will be participating in the Mobility Hubs program with on-site features that include secure bike parking, bike-share kiosks, car share parking spaces and services, and/or electric scooter-share. The project is also providing ample bicycle parking in compliance with Los Angeles City Municipal Code requirements and on-site bicycle repair facilities. Finally, the project will be contributing \$100,000 to the City's Bicycle Trust Fund to implement bicycle improvements within the project area.

Transportation Management Organizations (TMOs) are nonprofit organizations comprised of private employers, property owners, and developers who work together to educate local employees about the benefits of alternative commuting solutions. One of the goals of the Mobility Plan 2035 is to foster the success of TMOs in the City's commercial districts. The project will be participating in the Hollywood TMO, the initiation and seed funding of which is being provided by another Hollywood Project as required by LADOT.

Finally, the Mobility Plan 2035 established new street designations, re-classified each of the City's arterial streets and laid out a "complete street" policy framework. Whereas previous street designations and their corresponding dimensions, approved as part of the City's 1999 Transportation Element, reflected the former primary focus on moving automobiles, the new expanded list of classifications now acknowledges the multi-modal role and objectives of complete streets. The Mobility Plan 2035 has designated Sunset Boulevard as Avenue I, Vehicle Enhanced Network, and Selma, Argyle and El Centro Avenues as Local Streets. Sunset Boulevard is required to have a 70' roadway in a 100' right-of-way, which will be provided by the project. Selma Avenue, Argyle Avenue, and El Centro Avenue are required to have 36' roadway in a 60' right-of-way. Each of these streets currently has an existing roadway width equal to or exceeding 40' and existing right-of-way widths equal to or exceeding 60', exceeding the Mobility Plan 2035 dimensions. Thus no roadway widening or right-of-way dedication is required for the Project under the new Mobility Plan 2035.

f. Plan for a Healthy Los Angeles

The Plan for a Healthy Los Angeles will be a new Element in the City's General Plan and will elevate health as a priority for future growth and development. While not yet adopted, the Plan for a Healthy Los Angeles will provide guidelines to make Los Angeles a healthier place to live, work and play. The quality of life for every citizen of Los Angeles is affected by the ability to access work opportunities and essential services. It affects the City's economy as well as the living environment of its citizens. This is as true for people who must rely on travel options other than the automobile as it is for those who drive. Transportation policy needs to ensure that basic accessibility needs are met.

The project will meet these goals and help better the living environment of its citizens by providing important services. In addition to providing jobs, the project will allow residents, employees and visitors to take advantage of the Project's easy public transit accessibility, near numerous bus lines, circulators, and the Red Line subway stop. The project will also encourage alternatives to private car trips, by providing car-sharing and bike-sharing options on-site, in addition to providing bike storage and bike repair services. A Mobility Hub on-site will provide such transit supporting services.

g. Los Angeles Municipal Code

The project Site is zoned under two designations between a northern, Selma Avenue Area, and a southern Sunset Boulevard Area. The Selma Avenue Area zoning is [Q]C4-1VL. The C4, designation allows commercial uses as well as residential uses in mixed-use developments. However the existing [Q] condition provides that "Residential uses shall be prohibited, except as otherwise permitted in the industrial zones." Industrial zones do not generally permit residential development, except as an ancillary use, such a watchman's dwelling, a shelter for the homeless or joint live/work units. The height limit and FAR for the 1VL designation are 45 feet, 3 stories and 1.5:1 FAR. The southern, Sunset Boulevard Area is zoned C4-2-D. The C4 zoning, in combination with the parcel's current Regional Center/Commercial Center designation would allow mixed-use commercial development consistent with the commercial center role of the area as well as residential development at R-5 densities. Height district "2" indicates that the Sunset Boulevard Area does not have a height limit, and would otherwise be permitted an FAR of 6:1 excluding the site's D limitations. Under the existing zoning's D limitations, the Sunset Boulevard Area is limited to an FAR of 3:1, except that a Project may exceed 3:1 with approval of the Project as being consistent with the provisions of the Hollywood Redevelopment Plan, execution of a Disposition and Development Agreement, or an Owner Participation Agreement executed by the CRA Board and approval by the Planning Commission or City Council on Appeal.

Development of the Project as proposed would require a general plan amendment for the Selma Avenue Area to designate it Regional Center Commercial, and rezone it to C4 zoning permitting residential and hotel uses at height district "2", similar to the updates approved under the 2012

Hollywood Community Plan. The proposed new, uniform zoning for the entire Project would be [Q]C4-2D-SN with the following Q conditions and D limitations:

Q Condition 1: In the event that a project adjacent to the Hollywood Palladium theatre building located at 6201 Sunset Boulevard is approved at a density of 6.0:1 FAR, and provided that all administrative and legal appeals and challenges have been resolved permitting a project with a density of 6.0:1 FAR, then prior to issuance of building permits for such project, the applicant shall nominate the Hollywood Palladium theatre building as a Historic-Cultural Monument in accordance with the Los Angeles Cultural Heritage Ordinance, Municipal Code Sections. 22.171 et seq. In the event the applicant does not nominate the Hollywood Palladium theatre building as a Historic-Cultural Monument, the applicant will not oppose any other entity nominating the building as an Historical Cultural Monument. The applicant recognizes that Sec. 511 of the Hollywood Redevelopment Plan states that "[t]he [Community Redevelopment] Agency shall deny requests for housing incentive units, development in the Regional Center Commercial designation above an F.A.R. of 4.5:1 and variations for sites on which a structure determined by the Agency to be significant was demolished after the adoption of this Plan or is proposed to be demolished; however, under exceptional circumstances where a significant structure has been substantially damaged and must be demolished due to circumstances beyond the control of the owner, the Agency may grant requests for housing incentive units, development within the Regional Center Commercial designation above an F.A.R. of 4.5:1 and variations." The applicant agrees that all development density from the Palladium building site will be used for a project developed on adjacent property, and shall not be used to redevelop the Palladium building site, which development rights shall only be for repair or reconstruction of the Palladium building in the event of damage or loss, unless it is determined that restoration/reconstruction of the building is impractical.

Q Condition 2: Prior to the Department of City Planning's sign-off on building permits for a project with a 6.0:1 FAR directly adjacent to the Palladium, the Department of City Planning, in consultation with its Office of Historic Resources, shall confirm that the project's building plans substantially conform to the conceptual plans presented and described in the Environmental Impact Report and approved by the City of Los Angeles.

D limitation: A project on this site may be developed at a Floor Area Ratio (FAR) of between 4.5:1 and not to exceed 6.0:1 provided that:

- a. The Community Redevelopment Agency, any successor to the Community Redevelopment Agency, or the Department of City Planning of Los Angeles pursuant to the transfer by ordinance of redevelopment land use plans and functions to the City of Los Angeles (C.F. No. 12-0014-S4), finds that the project conforms to the Hollywood Redevelopment Plan with findings as required by Sec. 506.2.3 of the Redevelopment Plan and approves an Owner Participation Agreement;
- b. The project's historic analysis is approved by the Office of Historic Resources, and the project is approved by the City Planning Commission, or the City Council on appeal, pursuant to the procedures set forth in LAMC 12.32 D.

The proposed replacement D limitations would maintain the requirement that the project conform to the Hollywood Redevelopment Plan and Hollywood Community Plan, as well as obtain approval by the Office of Historic Resources for a historic analysis, and approval of the project by the City Planning Commission, as well as the City Council as necessary. These proposed updates to the Site's D limitations would continue to ensure that the Project's characteristics support the increased density and are consistent with the Hollywood Redevelopment Plan. The project would revise and update the obsolete D limitations, and

remove the requirement for a Development Agreement with the Community Redevelopment Agency Board.

The proposed changes in zoning would unify the zoning and General Plan designations across the project site, correct an irregular lot designation at variance from land use designations on surrounding properties, and would better support the 1988 Hollywood Community Plan policies for development of the Hollywood Center than do the current designations. Therefore, such a change in zoning designation would not be considered to have an adverse effect on the land use relationships in the Project vicinity.

The project would be consistent with the permitted uses, maximum heights and FAR, and required setbacks associated with the proposed zoning. First, the whole project site would be designated as Regional Center Commercial. The applicable R-5 designation permits a unit density of one unit per 200 square feet. Based on a net lot area of 147,590 square feet, the project site would be permitted a total of 738 dwelling units, more than the 731 units proposed. Next, the applicable "2" designation in the Site's proposed zoning omits any height restriction but limits development to an FAR of 6.0:1. The project proposes to include "D" Development Limitations consistent with the 6.0:1 FAR. The 1988 Hollywood Community Plan and the Hollywood Redevelopment Plan establish FAR designations for Regional Center Commercial development of 4.5:1 with provision for FARs of 6.0:1 pursuant to the attainment of specified objectives, and the project is fully consistent with those Plans because the project includes characteristics that typify situations where the 6.0:1 is encouraged, such as immediate access to public transportation and support to the pedestrian character of the Project area.

As to required setbacks, on Sunset Boulevard, the Palladium is built to the lot line, consistent with the required front yard designation. Furthermore, the new retail/restaurant building at the corner of Argyle Avenue and Sunset Boulevard would have a setback from Sunset Boulevard of approximately 29 feet from the property line, which, though not required, would provide open space and maintain views of the western side of the Palladium from viewing locations on Sunset Boulevard. Argyle Avenue and El Centro Avenue buildings would be built to the lot line, consistent with their ground floor, street-facing retail uses. Although not required, the new building along Selma Avenue would have a setback of approximately 21 feet from the property line, providing landscape open space along the roadway enhancing its pedestrian character.

Lastly, while the 2012 Hollywood Community Plan Update was rescinded on April 2, 2014, the project would be consistent with its zoning revisions that were intended to support the policies of that plan and provide clearer detail and direction to policies established in the 1988 Hollywood Community Plan and the Hollywood Redevelopment Plan. For all the above reasons, therefore, the project would be consistent with the zoning codes implemented under the Los Angeles Municipal Code.

#### h. Hollywood Signage Supplemental Use District (SUD)

Existing Palladium signs and marquees would be retained as iconic landmarks and project signage would not detract from the character-defining features of the historic Palladium buildings on-site or other buildings in the vicinity of the project site. Commercial signage for the proposed ground floor retail would be similar to other existing streetfront commercial signage in the project area and accent lighting would complement the architecture of the new buildings. Pole-mounted light fixtures would be shielded and directed towards the areas to be lit and away from adjacent sensitive uses such as roadway travelers and future residential development in the vicinity of the project. No off-site signage is proposed. The project would require signoff review by the City for compliance with this ordinance prior to the introduction of new signs on the project site. As such, the project would be consistent with the SUD, and impacts would be less than significant.

#### i. Bicycle Plan

The project would include bicycle facilities to support and encourage bicycling. It would provide approximately 820 bicycle stalls on the project site pursuant to the requirements of the City of Los Angeles Bicycle Ordinance. Stalls would be conveniently located to serve project residents and Site visitors. A shower facility would be provided to serve the site's hotel employees. Further, project implementation would not remove or interfere with the existing designations of Sunset Boulevard adjacent to the project site as a future Backbone Network bikeway (with dedicated bicycle lanes), and El Centro Avenue and Selma Avenue as Neighborhood Network facilities (in-road bikeways where bicycles and motor vehicles share the roadway). Argyle Avenue, which is the location of the Project's main and largest entry, is not a designated bicycle facility. The project would have no curb cuts along Sunset Boulevard and only one curb cut would be provided on El Centro Avenue (at an existing loading entry for the Palladium that would continue to be for that purpose only), unless this loading dock is relocated underground as part of the Palladium Preservation and Enhancement Plan. Selma Avenue would require only one location for entry into the new parking structure, replacing an existing entry location that is currently gated for limited entry. As the project would include facilities to support bicycling and would not adversely affect the planned bicycle network, the project would be consistent with the provisions of the Bicycle Plan.

j. Do Real Planning

The Planning Commission's "Do Real Planning" includes fourteen points intended to set the City on a course toward sustainability, some of which address planning concepts that are relevant to the project because they pertain to land use location, density, site design, walkability, parking location, improvement of housing stock, green design and landscaping. As the project would not impair the "Do Real Planning" points of emphasis, the project would be consistent with "Do Real Planning" objectives.

k. Walkability Checklist

As demonstrated by Draft EIR Table 4.H-5, Land Use, the project would be consistent with the goals, objectives and policies of the City's Walkability Checklist. The Walkability Checklist was developed as a tool to be used during Site Plan Review to ensure that development projects are designed to contribute to the quality of the pedestrian environment. The project would enhance pedestrian conditions in the project area. It would replace a fenced parking lot area with pedestrian courtyards facing Argyle Avenue, Sunset Boulevard and El Centro Avenue. Pathways through the project site would link these courtyards and existing pedestrian walkways in the project vicinity. All pedestrian facilities would receive new landscaping and street furnishings. Furthermore, the project would place parking in parking structures, one subterranean and one above ground, and avoid the use of street level surface parking lots. Moreover, because the new building structure at the corner of Sunset Boulevard and Argyle Avenue would be a single-story, pedestrian oriented building the Project would maintain the pedestrian scale along Sunset Boulevard. Additionally, the large main project entryway on Argyle Avenue would have landscaping and architectural treatments such as fountains to enhance the pedestrian experience. Therefore, the project would provide pedestrian facilities, would provide pedestrian oriented frontages and would limit potential conflict between automobiles and pedestrian activities, consistent with the Walkability Checklist requirements.

l. Southern California Association of Governments 2012-2035  
Regional Transportation Plan and Compass Blueprint Growth  
Vision

As demonstrated by the analysis presented in Draft EIR Table 4.H-6, Land Use, the project would be consistent with SCAG's RTP and Compass Blueprint Growth goals and policies. The project would create opportunities for pedestrian accessibility and would be located near multiple public transit sources including the Metro Red Line station, numerous regional Metro Bus lines, and local LADOT Dash lines. The project would therefore be consistent with RTP goals to enhance regional economic development, maximize mobility and accessibility for all



people and goods in the region, support travel safety, sustain the regional transportation system, maximize the productivity of the region's transportation system, protect the environment, promote energy efficiency and the use of alternative modes of transportation.

Relatedly, the project is located within both the Compass Blueprint Growth Vision Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles and a designated High Quality Transit Area. The project would support the Plan's principle to improve mobility for all residents because it would locate new development near to existing jobs and in close proximity to transit. The project is consistent with the Plan's objective to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community. The project is also consistent with the Plan's principle to focus development on existing urban centers. Because the project would be consistent with SCAG's applicable Compass Blueprint Growth Vision principles and policies, impacts to the achievement of SCAG's goals would be less than significant.

m. Cumulative Impacts

The project is located within an area designated in the 1988 Hollywood Community Plan as the Hollywood Center. It is also located within the Hollywood Redevelopment Plan area and an area identified in the Framework Element as a Regional Center. As such, the variety of uses and densities reflected in the related projects would be consistent with the general intent of these plans and support the development of the Hollywood community as anticipated, therein. Related projects are subject to CEQA review, and review by City regulatory agencies. Most notably, related projects seeking increases in permitted densities, and buildings seeking higher densities (e.g. FAR of 6:1 as contrasted with baseline 4.5:1) and proximity to Historic buildings are subject to review by the City Planning Commission or the City Council on appeal and/or review by the Office of Historic Resources for consistency with plan provisions. Therefore, there would be no cumulative significant impacts regarding the regulatory framework. Furthermore, the project is fully consistent with the regulatory framework and its implementation would not have adverse effects on the implementation of plans and regulations in the Project vicinity. Therefore, the project would not contribute to cumulative effects regarding variations from plans and regulatory provisions.

ii. *Land Use Compatibility*

a. Compatibility Relative to Construction Activities

Construction activities would largely be confined to the project site. Occasional lane closures for utility hook-ups or truck queuing at adjacent curbsides would be limited and consistent with the practices of construction programs throughout the region. Construction activities would not preclude nearby uses from carrying their daily activities nor alter nearby land use relationships. Because project construction would not change land use relationships in the project vicinity, nor preclude nearby uses from performing their daily activities, construction impacts on land use compatibility would be less than significant.

b. Compatibility of Uses

The project would provide mixed-use activities in the project area that are consistent with both the Community Plan Regional Community designation and the character with the surrounding Hollywood milieu. The project's medium and higher density residential development would enhance night-time activity and provide an increased population base for Hollywood's retail and entertainment uses, while avoiding changes to the lower density residential neighborhoods that surround Hollywood's core area. The project's retail uses are consistent with street oriented retail uses throughout the area, and the Hollywood Palladium is an existing event and entertainment venue that has contributed to the character of the area.

The project would maintain the existing pedestrian network in its vicinity, while project uses including retail and restaurant development as well as new courtyards and paths would enhance



that network. Moreover, the Hollywood Palladium would be preserved and continue to support the historic entertainment character of other area buildings, and the project's taller elements would have a height and massing that is similar in scale to the existing office building to the west and the under construction Columbia Square residential tower to the east.

Therefore, the project would not divide a community. The project would enhance the pedestrian network and provide new pedestrian connections for uses surrounding the Site. The mixed use development would be compatible with and complementary to other uses in the project vicinity. Therefore, impacts on land use compatibility would be less than significant.

c. Cumulative Impacts

The related projects are dispersed throughout the larger Hollywood area, which has established land use patterns and districts. The related projects are in-fill in nature and, while increasing density, would not alter the basic land use patterns. The related projects would also contribute to the diversity of uses anticipated in applicable plans and goals for revitalization of the Hollywood community.

At the local level the project would contribute with nearby related projects to the local land use character. Of the 62 related projects, five are located adjacent to the project or across from the project site on adjacent streets. All of these related projects along with the proposed project would contribute to the overall development of the mixed use commercial Hollywood Center and would improve pedestrian connectivity in the area between Hollywood Boulevard and Sunset Boulevard. The cumulative effect would be to provide additional fill-in between Hollywood Boulevard and Sunset Boulevard. The combined retail activity would offer more opportunities for variety of retail services and niche services. The increased population would support local businesses and entertainment venues.

As the related projects represent infill development that would be expected within the Regional Center in which the project is located, like with the proposed Project, the related projects would not contribute with the project to a change in the land use relationships in the project vicinity. Therefore, cumulative impacts would be less than significant.

**I. Noise**

**i. Off-Site Roadway Noise—Construction and Operation**

Project construction would involve delivery truck trips throughout the construction period along the haul route approved by the City of Los Angeles for the project. It is estimated that there would be a maximum of approximately 180 haul truck trips per day. In addition to haul trucks, the site is also expected to generate equipment and delivery trucks during each phase of construction. The continuous concrete pour would require 600 concrete trucks over a two day period and concurrent construction/paving activities are expected to generate approximately 207 equipment and delivery trucks on the peak trip generation day. Detailed noise calculations for construction traffic noise are provided in Appendix H-1 of the Draft EIR. Traffic noise levels generated by truck trips would increase traffic noise levels along Argyle Avenue, El Centro Avenue, and Sunset Boulevard by up to 0.8 dBA and Selma Avenue by 1.5 dBA, which is below significant threshold of 5 dBA. Therefore, construction-related off-site roadway noise impacts would be less than significant.

Project operations impacts to ambient noise were also studied. Roadway-noise attributable to Project development was calculated and compared to baseline noise levels that would occur under the "No Project" condition. The maximum increase in project-related traffic noise levels over existing traffic noise levels would be 2.4 dBA, CNEL, which would occur along Selma Avenue between El Centro Avenue and Gower Street for both Options. This increase in sound level would be less than a "just perceptible" increase of 3.0 dBA, CNEL level. Moreover, the increase in sound level would be substantially lower at the other analyzed roadway segments. Because the resulting sound levels are less than the "normally acceptable" 65 dBA, CNEL, the

operative threshold would be an increase of 5 dBA, CNEL. The Project increases would be less than the threshold and less than significant.

Future roadway noise levels were also considered with respect to operational project roadway noise. The maximum increase in project-related traffic noise levels over the future traffic noise levels would be 1.0 dBA, CNEL, which would occur along Selma Avenue, between El Centro Avenue and Gower Street for both Options. This increase in sound level would be less than a “just perceptible” increase of 3.0 dBA, CNEL level, and the increase in sound level would be substantially lower at the remaining roadway segments analyzed. Because the resulting sound levels for the two Options are less than the “normally acceptable” 65 dBA, CNEL, the operative threshold would be an increase of 5 dBA, CNEL. The project increases, when measured against the 2018 baseline conditions, would be less than the threshold and less than significant.

ii. Stationary Point-Source Noise—Operation

A number of sound sources including mechanical equipment, outdoor activity, loading docks, parking structures and traffic potentially increase project operational noise. Mechanical equipment such as air conditioners and generators would be used within the project site, shielded from nearby land uses to attenuate noise, and incorporate noise control devices. Open space and outdoor noise sources including, rooftop uses, the pool area, and ground-level paths and courts are estimated not to produce amplified sound at levels greater than 5 dBA above baseline. The rooftop helipad would be used infrequently, for emergency purposes only. The loading dock and refuse collection areas would be located within an enclosed area of the parking garage that would shield truck movement, idling, and unloading noise. The parking structure would be subterranean, shielding sound to off-site locations. Parking-related noise would be reduced to 55 dBA at 275 feet from the parking structure, and car alarm and horn related noise from the parking structure would not exceed the nighttime average noise level of 62 dBA by 10 dBA at the nearest multi-family residential use. Therefore, impacts from each of these sound sources individually would be less than significant.

The overall sound environment at the areas surrounding the project is comprised of contributions from each individual noise source associated with the typical daily operation of the project. Based on a review of the noise-sensitive receptors and the project noise sources, the only existing noise-sensitive location wherein composite noise impacts could occur is the multi-family residences (R4). Due to a combination of distance and the presence of intervening structures that would serve as noise barriers, the predominant project noise source that could potentially affect this off-site location is roadway noise.

Combining the noise levels of the above individual noise sources, the total sound level from the project's traffic as well as other on-site uses would be 61.2 dBA. The existing sound level at this most sensitive location is 58.5 dBA. Relative to the existing noise environment, the project is estimated to increase the ambient sound level at the nearest noise-sensitive receptor (Locations R4) by approximately 2.9 dBA, which is below the discernible and significance levels. Composite noise level increases at all other existing noise sensitive receptor locations are expected to be less than significant as well, given their distance from the project site and the presence of intervening structures. As such, the composite noise level impact due to the project's future operations would be less than significant.

Project noise could also impact noise sensitive residential uses to be constructed as part of the project itself. Noise measurement data presented indicate that the proposed residential uses would be exposed to noise levels that currently exceed the City's land use compatibility standard of 65 dBA, CNEL for residential uses. However, noise insulation features would be included in the design of the residential buildings, to achieve the interior noise limits of 45 dBA, CNEL. With implementation of the Project Design Feature potential impacts associated with the introduction of residential uses at the project site would be less than significant level.

The project's pool terrace would be centrally located within the project site and shielded from surrounding off-site noise by project buildings. The project's outdoor, roof-top open space areas lie adjacent to surrounding roadways and would be subject to noise impacts on project residents from off-site locations. Noise on the roof-top open space along Selma Avenue would be 53 dBA, which would not exceed the normally acceptable 70 dBA, CNEL for Neighborhood Park uses. The roof-top open space area along Sunset Boulevard would be exposed to a louder ambient noise level of 59 dBA, which also would not exceed the normally acceptable 70 dBA, CNEL for Neighborhood Park uses. For these reasons, project impacts on on-site noise sensitive uses would be less than significant.

iii. Ground-Borne Vibration—Construction and Operation

Construction activities can generate varying degrees of ground vibration, depending on the construction procedures and the construction equipment used. Ground-borne vibration from construction activities rarely reach levels that damage structures. The construction of the project would generate ground-borne construction vibration during site clearing and grading activities, and large bulldozer operation. Construction activities that typically generate the most severe vibrations, such as blasting and impact pile driving, would not be used for this project. Further, most construction activities would not occur in the vicinity of the Palladium building.

The operation of construction equipment generates vibrations that spread through the ground and diminish in amplitude with distance from the source. The Palladium's northern wall is the component of the original Palladium that would be closest to construction activity. At the closest distance to construction activities, this original building would be exposed to vibration velocities ranging from an estimated 0.0159 to 0.4707 inches per second. This value is lower than the 0.50 inches per second PPV significance threshold for potential building damage for on-site structures. Moreover, the Applicant has proposed the use of equipment with reduced vibration levels when performing construction activities within 20 feet of the original Palladium building, as well as a monitoring program for construction activities within 20 feet of the building.

There are no off-site fragile/sensitive structures lying adjacent to the project site that would be subject to vibration impacts. The nearest off-site structures are commercial buildings lying within the northwest quadrant of the project block, which would not generally be considered sensitive uses and would be subject to a less stringent threshold of 1.0 inches per second, PPV. Further, these buildings would be located 16 feet from the project's building components, and vibration velocities at this distance would range from 0.0049 to 0.1454 inches per second PPV, substantially less than the 1.0 threshold. Existing and future off-site residential projects are substantially farther from the project site than the 16 feet analyzed and would not be subject to vibration impacts due to project construction. Therefore, construction vibration impacts on structures would be less than significant.

The nearest existing off-site residential structures are the multi-family residential buildings located along Selma Avenue approximately 275 feet northwest of the construction site, which would be exposed to vibration velocities from construction activities that would range from approximately 0.0002 to 0.0064 inches per second PPV during construction. The nearest potential off-site residential uses would be located at distances of 85 feet to 115 feet from the project site. At 85 feet, the nearest future location, the vibration from construction activity would range from 0.0006 to a maximum of 0.0232, depending on the equipment used. Because each maximum falls below the applicable 0.035 threshold, impacts regarding human annoyance due to vibration would be less than significant.

The project's operations would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the proposed parking area. Ground-borne vibration generated by each of the above-mentioned activities would generate approximately up to 0.005 inches per second PPV adjacent to the project site. The potential vibration levels from all

project operations sources at the closest existing and future sensitive receptor locations would be less than the significance threshold of 0.035 inches per second PPV for perceptibility. As such, vibration impacts associated with operation of the project would be below the significance threshold and impacts would be less than significant.

**J. Population, Housing and Employment – Construction, Operations and Cumulative**

The project's construction phase would have no impact on the supply of housing units or population growth. Construction activities would create work for construction workers that would be drawn from an existing regional pool of existing workers. The short-term employment opportunities would contribute to the local and regional economy. Therefore, impacts from construction activity would be less than significant.

The project would create housing units that would add new residents on the project site and new retail, restaurant. The project's contributions to housing, population and employment would be consistent with SCAG's short-term and long-term growth projections for the Community Plan area and the City of Los Angeles, and would help the City meet or exceed its housing objectives per the General Plan Housing Element, and housing allocation established in the SCAG RHNA. Therefore, impacts regarding the relationship of the project to SCAG growth projections would be less than significant.

Project operations are also consistent with growth anticipated in relevant regulatory documents including the General Plan Framework and Hollywood Community Plan, the General Plan Housing Element, and the Regional/SCAG policies. Specifically, the project's growth projections fall below the amount of development anticipated in the Hollywood Community Plan area for the near-term and substantially below projections for the longer term in the SCAG projections. SCAG projections have been used in the analyses of impacts consistent with the 2012 RTP. Further, the development is within the growth expected and planned for in the 1988 Hollywood Community Plan. The project's growth contributes to a growth pattern that is encouraged in the Hollywood Community and in SCAG policies for development that reduces reliance on individual automobiles, with related lessening of impacts on the environment. Therefore, the project is consistent with the growth projections contained in the applicable regulatory documents, and the project's impact on consistency with regulatory growth projections would be less than significant.

Additionally, because the project is an infill development in an urban area with an established infrastructure system, the project would add no new infrastructure other than that needed to serve the project site. Impacts regarding unplanned growth due to the provision of new infrastructure would be less than significant.

Cumulative growth would be consistent with long-term planned growth within the Hollywood Community Plan area and SCAG longer term growth projections that are used for planning future services and infrastructure. The related projects considered in the analysis of cumulative development represent a broad array of residential, retail, entertainment, and studio developments that support the policies of the Hollywood Community Plan and Hollywood Redevelopment Plan regarding development for the Hollywood Center.

Cumulative development would create 7,469 residential units with housing for a population of 15,402; and would provide 22,159 employees. This would comprise 77 percent of the population growth estimated in the SCAG projections for the Community Plan area by the 2035 horizon year and 3 percent of Citywide population growth. The new units would represent 49 percent of the new households expected and 2.9 percent of expected households Citywide. The number of new employees would represent 305.4 percent of the projected new employees in the Community Plan area and 16 percent of new employees Citywide.

The population and housing growth estimates are within the estimated growth rates for the Hollywood Community Plan area. Of these two, the lower housing growth increment, reflecting

a higher SCAG growth estimate, is the more reliable estimate of the project's relative component of overall growth in the Hollywood Community. SCAG modeling for housing is based on direct input from the City regarding development activity at the local level, e.g. accounting of building permits. Household data is most often used for planning activities. Population estimates use the household data, amongst a number of variables, as one input item, along with such factors as expected migration, birth rates, household sizes in generating population estimates for the larger region over a longer time frame. Further, SCAG's household estimates for the Hollywood Community Plan area align more accurately with the 2010 Census estimates for housing and population within the area. In the case of the cumulative impacts, the 49 percent of household growth is less than one half of the projected growth, which is a more reliable estimate than the higher percentage of population growth reflected.

It should be noted that the estimate of cumulative development is conservative as it does not fully account for existing development that would be replaced, as opposed to net new development, and it is likely that some of the related projects may never be developed. However, as the cumulative household estimate is less than one half of the anticipated growth, and given that SCAG updates are currently underway and repeated at four year intervals, SCAG will be able to sufficiently monitor growth for future planning purposes.

While the estimates of housing and population are within the SCAG projections, the estimated increase in employment growth is greater than the SCAG estimates, 305.4 percent. Added employment is normally considered beneficial. SCAG revises their projections every four years and will complete their next update cycle in 2016, prior to the 2018 buildout and will continue to regularly perform further updates moving into the future, so as to capture increasing employment activity within the Hollywood community. SCAG's regular monitoring of factors affecting growth in the region, including monitoring of EIRs, provides self-correcting mechanisms for longer term projections suitable for use by service agencies for their long term planning.

To the extent that employment might exceed current projections, it is expected that the new employees would come mostly from an existing employment pool and would not require movement of population or additional housing units. Hollywood and the City of Los Angeles are still suffering from and seeking to recover job losses that occurred during the 2000s. The L.A. County seasonally adjusted unemployment rate was a high 8.2 percent in May 2014, exceeding the State unemployment rate of 7.6 percent and the national rate of 6.3 percent. According to the U.S. Bureau of Labor Statistics, the unemployment rate in May 2014 for the Los Angeles-Long Beach-Glendale statistical area was 8 percent, or 396,100 people seeking work. There is currently an oversupply of labor, and cumulative growth in Hollywood would help employ an existing worker base in the area seeking employment. Further, a large number of the employees would be associated with the studio industry and expansion of existing facilities within the Hollywood area, such as expansion of activity at Television Center, Sunset Bronson Studios and Paramount Studios, in part building onto existing infrastructure already serving those sites.

The amount of employment would also not be adverse in light of the project area designations as the Hollywood Center, a regional center, and Regional Center Commercial Area. Employment growth would support City policies that encourage employment growth in such centers, and contribute to the vitality of the mixed use activity in the project vicinity. It would also support numerous City and SCAG policies that encourage denser employment in proximity of public transit systems such as those in the Project vicinity, most notably the Metro Redline subway. Such development reduces environmental impacts associated with transportation, air quality, noise and the consumption of natural resources. The added employment within the Hollywood Center would absorb new jobs that might otherwise locate in lower density areas that do not provide these advantages.

As noted above, the projected growth associated with the cumulative housing and population would be within the 2035 SCAG projections identified in the 2012 RTP and would not be

cumulatively significant. With regard to employment, given the SCAG mechanisms for updating projections on a timely basis, the ability to accommodate an existing labor pool in the near term, and the potential of the added employment in proximity to public transportation to provide reductions in environmental impacts by contributing to sustainable development patterns, the additional employee growth would not be considered a significant impact.

Even if the added employment were significant, which it is not, the Project's contribution would not be cumulatively considerable. The project is mostly a residential project and would add only 93 jobs. This reflects only 0.4 percent of the 22,159 jobs occurring due to cumulative employment growth. The residential units would provide added housing within walking distance for new employees whose contribution to growth is occurring at a faster rate than housing growth. Further, the Project includes design features and mitigation measures to reduce potential impacts associated with the few project employees.

When interpolating the long term SCAG growth estimate into the 2013 – 2018 time period, that is the time between the project's NOP and expected project buildout, the estimated population increase in the Hollywood Community Plan area would be 4,360. In contrast, the estimated cumulative population is 15,402. At buildout, the cumulative 7,469 housing units would be greater than the estimated 2013 - 2018 growth increment of 3,970 housing units. The cumulative increase of 22,159 employees at buildout is also greater than the SCAG 2013 - 2018 growth increment of 1,627 new employees.

SCAG's 2035 planning horizon is most appropriate for analyzing cumulative impacts, given that anticipated development will occur over a longer time frame beyond project buildout, year to year variations in development average out over the longer term horizon projections, and current growth will be accounted for the updated 2016 RTP, prior to completion of the project. Based on the analysis provided above, cumulative impacts would be less than significant.

Additionally, the total contribution to City growth is relatively small and well within the growth ranges established for the City as a whole. Accordingly, cumulative impacts regarding consistency with SCAG projections would be less than significant.

#### **K. Public Services**

##### **i. Schools – Construction**

Project construction would not generate new on-site population needing to attend local schools, since construction workers would be temporary employees drawn from a regional labor pool and would not be expected to relocate to the project vicinity permanently. Therefore, construction effects on local school enrollment are not analyzed further. Furthermore, the project site is not adjacent to any schools that could be adversely affected by construction. Accordingly, impacts on schools from project construction would be less than significant.

##### **ii. Libraries – Construction, Operations and Cumulative**

Construction workers would come from an existing labor pool and would not require notable relocation of population within the vicinity of any one library. There are no libraries adjacent to the Project Site that would be impacted by project construction, as the nearest library is located 0.25 miles from the project site on N. Ivar Avenue, separated from the project site by intervening development. Therefore, impacts on library services due to Project construction would be less than significant.

Implementation of the project would add new residential population to the project area, which would increase the demand for library services. The project would add 731 new dwelling units. Based on an estimated household size of 2.03 persons per household, the project's 731 dwelling units would generate approximately 1,484 new residents, under Option 1, Residential. LAPL has identified the Frances Howard Goldwyn-Hollywood Regional Branch Library, the Will and Ariel Durant Branch Library, and the John C. Fremont Branch Library as the libraries that would serve the Project. Of these, Project residents would be expected to use the Frances

Howard Goldwyn-Hollywood Regional Branch Library the most. As demonstrated by Table 4.K.4-2 in the Draft EIR, these libraries can accommodate the current population in its service area. Accordingly, as there is sufficient capacity to accommodate that demand within the libraries serving the Project, impacts on library services would be less than significant.

Of the 62 related projects identified in Draft EIR Section 3.0, Environmental Setting, 29 would contribute residential housing that could increase the cumulative population served by the library service areas serving the project site. However, the Project's net new residential populations under either Option would represent relatively small increments of increased demand at local libraries. The existing libraries serving the Project are anticipated to be able to accommodate the increased cumulative growth in population. Even if cumulative impacts were to occur, the Project's contribution would not be cumulatively considerable. Cumulative impacts on library services would be less than significant.

iii. **Parks and Recreation – Construction and Operation**

There are no parks in the vicinity of the project site that would be affected by project construction. The nearest parks to the project site are located at least 0.5 miles away. Further these parks are not located along major streets that would provide Site access for construction equipment. Park use associated with construction would be rare and temporary. Therefore, impacts on parks due to construction activities would be less than significant.

Project operations would result in a significant impact to parks if it would include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment. However, the project's on-site facilities incorporate park and recreation facilities within the project itself, which would be placed into the building envelope of the project and would not cause construction impacts on the environment. The project does not involve off-site park facilities. Therefore, impacts involving park expansion would be less than significant.

**L. Traffic and Circulation**

i. **Unsignalized Intersections – Operations and Cumulative**

Unsignalized intersections are not measured for significance. A warrant analysis for the seven unsignalized intersections in the project vicinity indicated that three of the intersections meet the criteria for signalization when measured against the existing 2013 baseline. Four intersections meet the criteria when measured against the future 2018 Baseline. LADOT will determine whether a traffic signal will need to be installed at the analyzed locations and if so the applicant will pay for the cost of such signal installation.

One of the four unsignalized intersections identified by the warrant analysis as meeting the criteria for signalization, intersection #25 (Gower Street and US-101 Southbound Off-Ramp/Yucca Street), is a freeway adjacent intersection. The project does not result in a significant impact at intersection #25 under the thresholds of significance adopted by the City for unsignalized intersections. Since the time that a comment letter on the Draft EIR was submitted by the California Department of Transportation (Caltrans) requesting that the City conduct further analysis to determine whether a signal should be added to improve traffic at intersection #25, another project has committed to funding a traffic signal at this location. For the above reasons, the project would not have significant impacts on unsignalized intersections.

ii. **Regional Transportation Roadway System – Operations and Cumulative**

The Congestion Monitoring Plan (CMP) requires a CMP analysis when a project would add 50 or more vehicle trips during the A.M. or P.M. peak hours to an arterial monitoring intersection. The project would not generate more than 50 trips during the peak hours at either Santa Monica Blvd. and Highland Ave., or Santa Monica Blvd. and Western Ave., the two arterial monitoring intersections within one mile of the project. Therefore, no further analysis of this topic is required. Furthermore, because the project would not have a significant impact on Regional



Transportation roadways, the Project's incremental effect on Regional Transportation Roadways would not be cumulatively considerable.

The CMP requires that all mainline freeway monitoring locations where the proposed project will add 150 or more trips, in either direction, during either the A.M. or P.M. peak hours, be analyzed. The CMP freeway monitoring station closest to the project site is US-101 south of Santa Monica Boulevard. The Traffic Report estimated that approximately 20% of the Project trips would be distributed to US-101 south of Santa Monica Boulevard. The project is projected to result in an increase of 58 trips in the morning and 66 trips in the evening peak hour on US-101 south of Santa Monica Boulevard. Fewer than 150 trips would be added during the A.M. or P.M. peak hours in the vicinity of the study area.

Based on the low level of impacts on these facilities created by the project, the project would not meet the screening criteria that would require a further freeway impact analysis. Therefore, the project's impacts on regional roadway facilities would be less than significant.

The CMP is a countywide program that was developed to address cumulative growth impacts on regional transportation facilities. The screening of the project's trip contribution to the regional roadway system incorporates CMP procedures involving the monitoring of land use development levels and roadway performance that informs planning of regional transportation infrastructure improvements necessary to meet future needs. CMP procedures draw from and incorporate development of the CMP Capital Improvement Program (CIP), Metro's Long Range Transportation Plan (LRTP), and SCAG's Regional Transportation Plan (RTP). Consistent with the CMP Guidelines, the screening analyses determined that the project would not have an impact on Regional Transportation Roadways and, therefore, no cumulative analysis of the project's impacts was required. In any event, since the project itself would not have a significant impact on Regional Transportation roadways, the project's incremental effect on Regional Transportation Roadways would not be cumulatively considerable.

The California Department of Transportation (Caltrans) submitted a comment letter on the Draft EIR in December, 2014. Caltrans identified no significant traffic impacts to the regional roadway system stemming from the project. A traffic analysis was also completed consistent with the "Agreement Between City of Los Angeles and Caltrans District 7 on Freeway Impact Analysis Procedures," entered into in October 2013. The analysis conducted pursuant to this agreement concluded that the project would not meet the criteria requiring a freeway impact analysis. In addition, Caltrans has encouraged the City to work with Caltrans to evaluate cumulative traffic impact, identify potential improvements, and establish a funding mechanism to mitigate cumulative transportation impacts from future development on the regional highway network.

The project is also consistent with Caltrans' recently adopted Strategic Management Plan. This new Strategic Management Plan emphasizes sustainability, livability and economy realized through long-view mobility decisions that avoid urban sprawl, and prioritizes system performance that leverages community partnerships to develop an integrated transportation system, dual goals that this project embraces. The project will reduce transportation-related air pollutant and GHG emissions by enforcing truck and equipment construction idling limits, ensuring the use of ultra-low sulfur diesel fuels for all heavy-duty diesel-powered construction equipment, and implementing numerous green building measures that optimize energy performance and help offset the impact of less efficient surrounding uses. The project supports a multimodal transportation system by locating project-related jobs and retail, restaurant, and recreational uses near residential and commercial uses and within one quarter mile of transit, and also through the provision of dedicated bike parking, which together encourage pedestrian and non-vehicular mobility. Caltrans' Strategic Management Plan also emphasizes demand management. The project proposes to reduce residents' reliance on individual cars further by implementing an aggressive TDM program. The TDM program will ensure implementation of the project's sidewalks, plazas, street and pedestrian amenities, and lighting and bicycle provisions to encourage alternative modes of transportation. The TDM program could feature



elements such as unbundled parking that decouples housing costs from parking fees, rideshare programs, or a transit pass discount program.

Accordingly, for this and the above reasons, the project's cumulative impacts on the regional transportation roadway system would be less than significant prior to mitigation.

iii. Regional Public Transit System – Operations and Cumulative

With the project, total ridership would be 46 and 53 transit riders in A.M. and P.M. peak hour, respectively. The project location is well served by numerous established transit routes. The headway service for local and express routes are between five and 12 minutes during both peak periods, DASH, and the Metro Red Line. With a total estimated seating capacity of approximately 10,950 persons in the peak hours, the public transit trips associated with the project would utilize up to 0.5 percent of available transit capacity during the peak hours. Project riders would be expected to distribute their rides over the numerous transit vehicles/rail cars resulting in small increments of ridership to any facility, thus this ridership would not constitute substantial new transit ridership. Accordingly, project impacts on public transit services would be less than significant.

Moreover, the project would support policies, plans and programs supporting alternative transportation. The CMP Guidelines contain procedures for monitoring land use development levels and transit system performance by local jurisdictions and Metro and are used to inform planning of infrastructure improvements to meet future needs, including development of the CMP CIP, Metro's LRTP, and SCAG's RTP. The project's potential cumulative impacts on the regional transportation public transit system were analyzed consistent with these programs and it was found the project would not have a significant impact on public transit and its incremental impacts on the Regional Public Transit System would not be cumulatively considerable.

iv. Site Access – Operations and Cumulative

Project access would be provided from the primary access areas on Argyle Avenue (Porte Cochere) and a driveway to its north and from a driveway on Selma Avenue. As demonstrated by Draft EIR, Table 4.L-11, Existing Plus Project Operating Levels of Project Driveways, expected delay times and LOS operating levels at the three driveways are projected to operate at acceptable LOS (LOS C or better) under 2013 Existing plus Project conditions. As shown by Draft EIR, Table 4.L-12, Future Plus Project Driveway Operating Levels Project Driveways, expected delay times and LOS operating levels at the three new project driveways are projected to operate at acceptable LOS (LOS C or better) under 2018 Future Plus Project conditions. Because access locations would operate at levels of LOS C or better under both Existing 2013 and Future 2018 Baselines, impacts to Project access intersections would be less than significant.

The project would not impact pedestrian and bicycle facilities on Sunset Boulevard, the primary pedestrian route and only designated Future Bike Lane adjacent to the project site. It would not alter pedestrian and bicycle conditions on El Centro Avenue which is designated as a Future Bicycle Friendly Street. Selma Avenue, which has a sidewalk adjacent to the project site and which is designated as a Future Bicycle Friendly Street would activate an existing curb cut, involving only one location, and in a manner similar to other Site entry points in the vicinity. Argyle Avenue, which is not designated as a bicycle facility, would have a well demarcated entry that would provide for pedestrian access into the project site with improved linkages to the surrounding pedestrian network. Therefore, the project would not result in unsafe pedestrian and bicycle movements or substantially interfere with pedestrian and bicycle accessibility due to project parking and traffic as compared with existing conditions. Impacts with respect to bicycle access and safety would be less than significant.

The analysis of bicycle and pedestrian safety due to the Project's Site access conditions is a project specific feature, irrespective of other related project development occurring in the project area. As the project limits curb cuts, includes project design features to enhance pedestrian

movements, and would provide visually accessible site entries, impacts on pedestrian and bicycle movements would be less than significant.

v. Vehicle and Bicycle Parking – Operations and Cumulative

SB 743 (Section 21099(d)(1)), states “Aesthetic and parking impacts of a residential, mixed-use residential, or employment center project on an infill site within a transit priority area shall not be considered significant impacts on the environment.” “Infill site” means a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.” California Public Resources Code § 21099(a)(4). “Transit priority area” means an area within one-half mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations.” California Public Resources Code § 21099(a)(7). These provisions apply to the project as it is a mixed-use residential and employment center project that is infill in nature, located within one-quarter mile of the Red Line subway stop, and in equally close proximity to numerous other bus stops. Thus, its impacts on parking are considered less than significant.

Further, the project would include sufficient parking to accommodate the existing Palladium parking lot spaces as well as meet the requirements of the LAMC for new development. The project would not alter the existing operations of the Palladium, and all existing parking spaces currently provided on-site for the Palladium would be replaced on-site. As the Palladium operations are an existing use, not being modified, changes in their existing parking and bicycle space provisions are not required. The number of parking spaces required for the existing Palladium uses is established in the buildings Certificate of Occupancy dated December 30, 2010. Therefore, no changes with regard to the Palladium's parking supply are proposed. The project would provide parking as required by the LAMC, in a subterranean structure as well as above-grade structured parking along the northern edge of the project site, which would include the replacement existing parking lot on the project site.

With the inclusion of replaced Palladium parking and a reduction associated with provision of bicycle spaces within 1,500 of a transit station, the required parking, developed as a condominium project would be 1,967 spaces. If developed as an apartment project the requirement would be for 1,233 spaces. The project's 1,993 spaces would exceed the required amount by 26 spaces and 760 spaces, respectively. The project would also provide the number of bicycle parking spaces required, and the net parking spaces would exceed LAMC requirements.

The 62 related projects would create demand for and provide spaces for vehicle and bicycle parking. Many of those projects, particularly those in the vicinity of the project site, would not be subject to the identification of significant parking impacts due to the provisions of SB 743 (Section 21099(d)(1)). Like the project, they would be residential, mixed-use residential, or employment center projects on an infill site within a transit priority area. Further, the related projects would be subject to the parking requirement of the LAMC for both vehicle and bicycle parking. Further, the project's impacts on the demand for vehicle and bicycle parking would be met on-site and would be less than significant. Therefore, the project would not add a cumulatively considerable impact on the availability of vehicle and bicycle parking in the project vicinity. For all the above stated reasons, impacts to vehicle and bicycle parking would be less than significant.

vi. Traffic and Circulation (Neighborhood Street Segments – Operations and Cumulative)

Four neighborhood streets having the greatest potential likelihood of neighborhood cut-through traffic from the project were analyzed for daily traffic volumes calculated by aggregating the

Project plus existing conditions. Project traffic is not expected to significantly impact any of the four street segments analyzed. Project impacts on neighborhood street segments were also analyzed against the future 2018 baseline conditions. The analysis of future traffic conditions using this 2018 baseline is inherently cumulative because it accounts for the cumulative impacts of future growth contributed by the Project and all 62 related projects. No significant impacts are anticipated.

**M. Utilities and Service Systems**

**i. Water Supply – Construction, Operations, Cumulative**

Water consumption would be required to accommodate project construction activities, such as soil watering (i.e., for fugitive dust control), clean up, masonry, painting, and other related activities, but the activities requiring water would not create substantial water demand. Overall, construction activities would require minimal water consumption and would not be expected to have adverse impact on available water supplies or the existing water distribution system. Because project construction would require only intermittent use of water resources over a limited duration, impacts associated with construction activities would be less than significant.

The project includes a large number of water conservation features that would reduce the demand for water resources: efficient showerheads; high efficiency clothes washers; individual metering or submetering; water-saving pool filter; leak detection system for swimming pool and jacuzzi; cooling tower conductivity controllers; weather based irrigation controller; drought tolerant plants; native plant landscaping; drip irrigation; hydro-zoning; zoned irrigation; separate metering or submetering for exterior landscaping water use; building commissioning to ensure systems are operating as designed; rainwater harvesting; and landscaping contouring to minimize runoff.

The respective increase in water demand from the two Options, 165 afy and 191 afy, reflects approximately 0.2 percent of the City's total increase in water demand through 2035. This additional demand has been taken into account during preparation of the City's UWMP, and is within the capacity of the LADWP to serve the project as well as existing and planned future water demands of its service area.

As discussed in the water reliability section of the UWMP, LADWP expects to have a reliable supply of up to 710,800 acre feet of water in 2035. This is in contrast to the estimated demand of 641,622 afy, or a difference of 69,178 afy. As further discussed in the UWMP, LADWP expects to maintain a reliable water supply, in part by increasing the City sources of water and reducing purchases from the MWD. During times of severe water shortages, when MWD allocates its imported water, LADWP customers have adapted and reduced consumption as per restrictions in the Emergency Water Conservation Plan Ordinance. For example, current implementation of Shortage Year Rates and appropriate phase related conservation measures of the Ordinance has resulted in reducing the total customer water usage, on average, by approximately 17.3 percent for the months of June 2009 through June 2013. As regards the MWD's ability to sell water to LADWP, the MWD's 2010 Regional UWMP shows that with its investments in storage, water transfers and improving the reliability of the Delta, water shortages are not expected to occur within the next 25 years. According to its most recent Annual Report, from 2014, MWD's prudent actions and investments in reliable water supplies allowed MWD to maintain its deliveries to agencies like LADWP within its service area despite drought conditions throughout Fiscal Year 2013. LADWP is currently preparing the 2015 UWMP Update, which is expected to be completed by mid-2016. The 2015 UWMP Update will revise the 2010 UWMP estimates based on the effects of the current draught and estimates of likely future draught conditions given the most recent information in climate trends. It is highly likely that water use efficiency requirements will be revised to be more stringent. While a WSA was prepared for the project and is summarized in the Draft EIR, should the ordinance be revised and become more stringent prior to the project obtaining a building permit, the new requirements will apply.

Pursuant to the California Urban Water Management Planning Act, water suppliers must develop an UWMP every five years to identify short-term and long-term water resources management measures to meet growing water demands during normal, single-dry, and multiple-dry years. This enables the LADWP to continue monitoring changes in the supply of and demand for water resources, and prepare responses for meeting needs through 25-year time horizons; i.e. well in advance of changes that might require further development of water resources.

The applicant also recognizes that, on May 5, 2015, the California State Water Resources Control Board adopted a resolution implementing an emergency drought regulation designed to reduce urban potable water consumption statewide. The primary feature of the emergency regulation is an order to all urban water suppliers, including LADWP, to reduce total potable water production by a defined percentage. Based upon its historic per capita water usage relative to other urban water suppliers, LADWP is required to achieve a 16% reduction in potable water use. LADWP may be able to meet the use reduction merely through continuing implementation of its existing water conservation measures, and any impact of the emergency regulation would likely be addressed in LADWP's upcoming 2015 UWMP Update.

LADWP specifically requested that the Los Angeles City Planning Department require the implementation of listed water conservation commitments into the approval process for the project, and the City Planning Department approved and ensured the incorporation of LADWP's requested water conservation measures. The project would meet its obligation to support Agency attempts to reduce water consumption, by providing Project Design Features that meet and exceed state and local requirements for water conservation. The design features include such provisions as the use of water efficient fixtures and appliances, landscaping and irrigation systems that reduce water consumption, reclamation of rain-water for on-site irrigation, and use of water efficient on-site water infrastructure. As such, the project would be consistent with City ordinances, as would be confirmed during site-plan review for enforcement, and would contribute to conservation goals established in the adopted UWMPs and in the City's Securing L.A.'s Water Supply program.

Given that LADWP has determined that it would be able to meet the water demand of the project, as well as the existing and planned future water demands of its service area, impacts associated with long-term operation of the project would be less than significant.

The Applicant would be responsible for providing the necessary water infrastructure on the project site and any extensions to connect the project site to existing water lines in the area. A calculation of the project's domestic demand for water use is included in Appendix L-1 of the Draft EIR. The calculation indicates the project would require a water flow rate of 1,347 gpm. Water flow and pressures tests were performed on hydrants in the Project vicinity to determine their water flow. Those measurements indicate that the flow rates exceed the required amounts with pressures that are generally above 70 pounds/sq.inch; which is sufficient to meet Project needs. The project would connect to available 30 inch and/or 8 inch water lines located in the roadway rights-of-way lying adjacent to the project site. The project would provide on-site infrastructure including pumps as needed, and pipe sizing to maintain appropriate water flows and pressure levels. Therefore, the existing lines have sufficient volume and pressure to serve the project site. As sufficient main line service is available, the project would have a less than significant impact on existing water infrastructure.

The respective increase in cumulative water demand reflects approximately 3.4 percent of the City's total 88,962 afy increase in water demand through 2035. It represents approximately 4.3 percent of the 69,178 afy excess capacity.

LADWP, as a public water service provider, is required to prepare and periodically update an UWMP to plan and provide for water supplies to serve existing and projected demands. The UWMP prepared by LADWP accounts for existing development within the City, as well as projected growth anticipated to occur through redevelopment of existing uses and development

of new uses. Additionally, under the provisions of SB 610, LADWP is required to prepare a comprehensive WSA for every new development "project" (as defined by Section 10912 of the CWC) within its service area. The types of projects subject to the requirements of SB 610 tend to be larger projects (i.e., residential projects with at least 500 dwelling units, shopping centers or business establishments employing more than 1,000 persons or having more than 500,000 square feet of floor space, commercial office buildings employing more than 1,000 persons or having more than 250,000 square feet of floor space, etc.) that may or may not have been included within the growth projections of the UWMP. The WSA for such projects, in conformance with the UWMP, evaluates the quality and reliability of existing and projected water supplies, as well as alternative sources of water supply and measures to secure alternative sources if needed. In addition, as described above, SB 221 requires that for residential subdivisions with 500 units or more that are in non-urban areas, written verification from the service provider (i.e., LADWP) be submitted indicating sufficient water supply is available to serve the proposed subdivision, or the local agency shall make a specified finding that sufficient water supplies are or will be available prior to completion of the project.

LADWP expects to accommodate future demand in part by shifting the proportion of water supply being purchased from the DWP. Further, during times of severe water shortages, when MWD allocates its imported water, LADWP customers have adapted and reduced consumption as per restrictions in the Emergency Water Conservation Plan Ordinance. As regards to MWD's ability to sell water to the LADWP, the LADWP's analysis relies on the MWD's 2010 Regional UWMP which shows that with its investments in storage, water transfers and improving the reliability of the Delta, urban water shortages that would impact the project are not expected to occur.

The project's WSA prepared by LADWP provides a more detailed accounting of the measures discussed above to assure a reliable water supply in the future. In addition, the WSA identifies long-term strategies that go beyond the items mentioned here. These include rebates and incentives to reduce outdoor water use, enhancements to City water conservation ordinances, improved water recycling programs, increased stormwater capture and expanding groundwater storage by accelerating clean-up of the San Fernando Basin to increase its contribution to the water supply.

Therefore, the City has strategies in place for addressing future water needs, with analyses of future supply of and demand for water resources. The City's estimate of future demand likely already accounts for the demand for water resources from the cumulative development identified here. In any case, the above discussion indicates that the cumulative demand for water of approximately 3,000 afy as an added increment represents approximately 4.3 percent of a 69,178 afy excess capacity, well within the available capacity. Significant cumulative impacts related to water demand in connection with this project would not occur.

Development of the proposed project in conjunction with the related projects would cumulatively increase water demand on the existing water infrastructure system. However, each related project would be subject to City review to assure that the existing public utility facilities would be adequate to meet the domestic and fire water demands of each project. Furthermore, LADWP as well as the City of Los Angeles Department of Public Works conducts ongoing evaluations to ensure facilities are adequate, and require infrastructure system improvements. Therefore, cumulative impacts on the water infrastructure system in connection with this project would be less than significant and the City and LADWP continue their planning efforts as referenced above.

There are complex physical, chemical, and atmospheric mechanisms involved in global climate change that make it difficult to predict what the effects of global climate change will be, particularly at a State or local level. Due to this unpredictability, the secondary effects that global climate change may have on water supplies for a given region is even more difficult to predict. The science on global climate change is still evolving and has not reached a point where it can

be quantified and incorporated into delivery projections of the SWP. Furthermore, policy recommendations on how to incorporate potential changes to water supply due to climate change into water resource planning and management are still being developed. Therefore, consistent with studies prepared by DWR, it is considered premature and speculative to make an assessment of impacts under CEQA of how climate change will affect water availability for the project.

ii. Wastewater – Construction, Operations and Cumulative

During construction of the project, a negligible amount of wastewater would be generated by construction staff. Portable toilets would be provided by a private company and no new connections to the public sewer system would be required to accommodate site workers. The limited potential impact on sewer facilities would not cause an increase in flows beyond the available capacity of the existing conveyance and treatment systems. Therefore, construction impacts to the local wastewater conveyance and treatment system would be less than significant.

Moreover, there is sufficient conveyance and treatment capacity available to accommodate wastewater produced at the project site during operation. Project wastewater would be conveyed via the 10-inch sewer line located within the Sunset Boulevard right-of-way, and as described in the Draft EIR Appendix L-2, LADPW has reviewed the project description and the project's estimated wastewater generation and determined that there is sufficient capacity to serve the project. The treatment capacity of the Hyperion Treatment Plant meets project needs. Furthermore, the City has mechanisms for monitoring increases in flow levels, and planning for future needs, including provision of fees from individual developments, requirements for provisions of individual development sewerage improvements and monitoring of system flows and upgrading infrastructure as needed. Therefore, impacts of project operations on the public sewer conveyance and treatment system would be less than significant.

Estimated cumulative wastewater generation from the cumulative development identified in the Draft EIR would be approximately 2,362,516 GPD. The related projects would be subject to the provisions of the Municipal Code requiring provision of on-site infrastructure, improvements to address local capacity issues, payment of fees for future sewerage replacement and/or relief improvements, and determination by LADPW that there is allotted sewer capacity available for each project. The City would continue to monitor for needed improvements and review new development projects to ensure that sewer capacity is available prior to the on-set of construction. Cumulative wastewater generation under both Options also compares favorably to 2006 IRP projections and estimates of future flow rates. Therefore, the cumulative impacts of the project and related projects would be less than significant.

iii. Solid Waste – Construction, Operations and Cumulative

The project would generate construction debris due to removal of parking lot paving, excavation and construction of new buildings. Construction of the proposed project is estimated to generate 253,960 tons of soil and asphalt and 2,863 tons of construction debris for a combined total of 256,823 tons of C&D waste. Disposal of waste materials would achieve a minimum recycling rate of 70 percent, and there is a substantial excess of fill capacity at the County's C&D disposal sites. Therefore, because the County's inert fill landfills would have adequate capacity to accommodate project-generated solid waste, construction impacts would be less than significant.

The project would generate solid waste as the result of operation of the residential, retail, event, and potential hotel uses that would occur on the project site. It is estimated that the total waste generation would be 1,845 tons per year. The project's annual solid waste generation, not accounting for diversion, would be a negligible increment to the County's annual waste generation of 8.8 million tons per year. Waste disposal would include design features and compliance with City and County waste disposal procedures for recycling and diversion of waste

from County landfills. As project-generated waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity, impacts on waste disposal facilities would be less than significant.

The project would be implemented in compliance with the applicable State and local regulatory requirements, including the California Integrated Waste Management Act of 1979 and the City's Space Allocation Ordinance, Green Building Code and Waste Hauler Permit Program. The project would further State and City laws, policies and objectives regarding diversion of landfill materials and efficient use of County landfill facilities. Thus, impacts to consistency with regulations affecting solid waste would be less than significant.

The County has sufficient landfill capacity to accommodate residual waste generation. The project along with development from related projects would generate solid waste due to the various activities associated with the new development. Waste disposal activities would occur pursuant to standard practices and compliance with City and County waste disposal procedures for recycling and diversion of waste from County landfills. Therefore, impacts on the disposal of solid waste would be less than cumulatively considerable.

#### iv. Electricity Service – Construction, Operations and Cumulative

Construction of the project would require the operation of electrical equipment including power tools, temporary lighting, lifts, and other tools. Use of such equipment would vary over the various phases of construction and within the activities being performed on any given day, but the amount of power usage would be negligible as compared to power usage under project operations. There would be ample electricity to meet the needs of project operations. Further, electrical use for construction would be a short-term, temporary activity and would not affect regional energy consumption in years beyond the construction period. Therefore, construction impacts regarding the consumption of electricity resources would be less than significant due to the light consumption required for construction activity.

The project would require the consumption of electricity for the operations of new Site activities, and the project's estimated energy consumption is shown in the Draft EIR Table 4.M.4-1, Electricity. LADWP has reviewed the project description, and confirmed that LADWP can accommodate the project's demand for electricity services. Furthermore, the project would include numerous design features that would reduce the need for energy consumption: Efficiency exceeding Title 24 (2013) Building Envelope Energy Efficiency Standards by 10 percent; Glass/window areas for ventilation and daylight accessibility; Landscaping of roof decks; Energy-efficient roof top areas; Trees and other landscaping; Energy-efficient appliances; Double-paned heat-efficient windows; Lighting controls with occupancy sensors; Occupancy-sensor controlled lighting in the parking structure; and Elevator TV monitors with programming that would provide residents real-time updates on energy usage in the building and tips on how they can conserve energy. Therefore, operational impacts regarding the consumption of electricity resources would be less than significant.

Numerous state and local initiatives have undertaken to encourage increased energy efficiency, including Title 24/CALGreen Code, the City's Green LA action plan and related Green Building Code, and policies in the Hollywood Community Plan that further encourage energy efficiency and reduced consumption. The LEED® program provides guidance in appropriate design of buildings to reduce energy consumption. As discussed above, the project includes a number of Project Design Features that enhance energy efficiency and reduce the project's consumption of energy resources. With implementation of the Project Design Features, the project would meet and/or exceed all applicable energy conservation policies and regulations. Therefore, impacts regarding consistency with energy conservation policies and regulations would be less than significant.



There is sufficient availability of electricity resources to serve cumulative development. The increase in cumulative consumption of electricity would equal 174,921 MWh. The cumulative energy consumption at 174,921 MWh (174.921 GWh) per year would be approximately 0.77 percent of the estimated 2018-2019 demand of 22,807 GWh per year, and 6.0 percent of the expected 2,927 GWh of excess capacity. The cumulative demand for electricity service would be a component of a larger regional demand that is provided through planning by LADWP and other State and regional service providers. Each of the related projects would be reviewed by LADWP and would incorporate energy saving features into their designs pursuant to the City's Green Building Code. Therefore, cumulative impacts would be less than significant.

v. Natural Gas – Construction, Operations and Cumulative

Construction of the new project components would require the operation of equipment powered by electricity and/or gasoline driven sources. Construction activities are not anticipated to consume natural gas. Therefore, there would be no impacts to natural gas supply or infrastructure during construction.

The project's estimated use of natural gas is shown in Draft EIR Table 4.M.5-1, Estimated Natural Gas Use, Natural Gas, and would be negligible and within the anticipated service capabilities of SoCal Gas. Moreover, the project would include numerous green design features discussed previously that would reduce the need for natural gas consumption. Therefore, operations impacts regarding the consumption of natural gas resources would be less than significant.

The project would be implemented pursuant to consultation and plan review with the LADWP prior to project construction, which will ensure that the project is consistent with LADWP requirements, and guidelines regarding energy efficient building design. The project would comply with the Title 24/CALGreen Code, the City's Green Building Code, and Project Design Features that provide specific measures to exceed regulatory requirements. Some of the project's key design features that would contribute to the efficient use of natural gas include: the use of high-albedo/reflective roofs and landscaping on roof decks; installation of energy-efficient appliances; use of double-paned windows; and elevator TV monitors whose programming would provide residents real-time updates on energy usage in the building and tips on how they can conserve energy. With implementation of the project's design features, the project would meet or exceed all applicable energy conservation policies and regulations. Impacts regarding consistency with energy conservation policies and regulations would be less than significant.

Implementation of the project in combination with the 62 related projects is estimated to generate a cumulative demand of approximately 237,638 kcf, further increasing the demand for natural gas in the SoCal Gas service area. Related Projects would be required to incorporate energy saving features in their design and the proposed project would exceed energy saving standards, and the natural gas consumption associated with the related projects is likely already considered within the SoCal Gas demand projections. As SoCal Gas has sufficient natural gas supplies to accommodate future growth in the service area, cumulative impacts on the provision of natural gas would be less than significant.

**VII. IMPACTS FOUND less than SIGNIFICANT PRIOR TO MITIGATION, WHERE MITIGATION NONETHELESS PROVIDED TO FURTHER REDUCE IMPACTS**

**A. Geology – Construction**

i. Description of Environmental Effects

Construction activities would consist of excavation for the project's maximum four subterranean parking levels, and the provision of appropriate foundations for the project buildings. A maximum of 235,000 cubic yards of soil would be excavated and exported. The new residential, retail, and potential hotel and related uses would include approximately 927,354 square feet of developed area within two 350 foot tall residential buildings, with lower elements for



restaurant/retail uses at the southwest edge of the project site and a podium structure for parking and retail uses along the northern and northeastern edges of the project site. All development would be undertaken pursuant to applicable codes and regulations, including the City's Building Code as well as applicable regulations established by LADBS and the Bureau of Engineering requiring geotechnical reporting.

ii. Ground Shaking/Seismicity

The project site is located within the seismically active Southern California region and is not exposed to a greater than normal seismic risk than other properties in the City. The level of ground shaking that would be experienced at the project site from active or potentially active faults or blind thrust faults in the region would be a function of several factors including earthquake magnitude, type of faulting, rupture propagation path, distance from the epicenter, earthquake depth, duration of shaking, site topography, and site geology. The closest known active faults to the site are the Malibu Coast-Santa Monica-Hollywood Faults.

Moderate to strong ground motion (acceleration) could be caused by an earthquake on any of the local or regional faults. As with any new project development in the State of California, building design and construction are required to conform to the current seismic design provisions of the City's Building Code, which incorporates relevant provision of the California Building Code. The City's Building Code incorporates the latest seismic design standards for structural loads and materials.

The Geology and Soils Report prepared for the project indicated the level of ground shaking that would be expected to occur at the project site. It further states that design of the project buildings in accordance with applicable California Building Code requirements, which incorporates the latest International Building Code requirements, would mitigate the potential effects of strong ground shaking to less than significant levels. Prior to issuance of a grading permit, a final geotechnical report with final design recommendations based on final construction plans for the project would be prepared and reviewed by the Department of Building and Safety. This report would identify seismic considerations to be addressed in Site design and include recommendations for foundations, retaining walls/shoring and excavation to comply with Building Code requirements. Implementation of the recommendations in this report, required prior to issuance of a building permit, would ensure that impacts are less than significant.

iii. Mitigation Measures

**MM-GS-1:** Prior to issuance of a grading permit, a qualified geotechnical engineer shall prepare and submit to the Department of Building and Safety a final geotechnical report that provides recommendations for seismic safety and design requirements for foundations, retaining walls/shoring and excavation to meet applicable State and City regulatory requirements. A qualified geotechnical engineer shall be retained by the Applicant to be present on the project site during excavation, grading, and general site preparation activities to monitor the implementation of the recommendations specified in the Geology and Soils Report, final geotechnical report, and any other subsequent Geology and Soils Reports prepared for the Project, subject to City review and approval. When and if needed, the geotechnical engineer shall provide structure-specific geologic and geotechnical recommendations which shall be documented in a report to be approved by the City and appended to the project's previous Geology and Soils Reports.

iv. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the potentially significant effects of the project on geology and soils, as identified in the Draft EIR, to less than significant levels.

v. Rationale for Findings

The project site is located in a seismically active region and development of the project could increase the number of people exposed to seismic events. The project would not cause or accelerate geologic hazards which would result in damage to structures or exposure of people to substantial risk of injury as a result of fault rupture, seismic ground shaking, liquefaction, expansive and compressible soils, or land-sliding. With implementation of the above mitigation measure calling for site-specific geotechnical studies to ensure compliance with applicable regulatory requirements, impacts associated with geologic and soils hazards would be less than significant.

vi. Reference

For a complete discussion of impacts on soils and geologic hazards, please see Section IV.D of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(4).

**B. Public Services—Fire Protection (Construction, Operations and Cumulative)**

i. Description of Environmental Effects

a. Construction Impacts

Construction activities may temporarily increase the existing demand on fire protection and emergency medical services, by increasing the potential for construction worker injury. Construction activities may also cause the occasional exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources including machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response. Fire suppression equipment specific to construction would be maintained on-site and LAFD access to the Site would remain clear and unobstructed. Additionally, project construction would comply with applicable existing codes and ordinances related to the maintenance of mechanical equipment, handling and storage of flammable materials, and cleanup of spills of flammable materials. Therefore, construction impacts on fire protection services would be less than significant.

The majority of the construction staging would occur within the project site, limiting potential conflicts with traffic on local streets. Potential effects on adjacent accessibility such as lane closures would be reduced with flagging and traffic control personnel. Generally, construction workers start and end their work days in advance of peak traffic hours thus reducing their potential effect on traffic and emergency responses. Furthermore, mitigation measure TRAF-6 requires a construction traffic management plan subject to review and approval by the Los Angeles Department of Transportation (LADOT) that would include provisions for controls such as scheduling of deliveries and pick-ups of construction materials during non-peak travel periods, unobstructed access adjacent and to the project site, coordination of haul truck and other vehicles to minimize queuing on adjacent streets, and as noted above use of traffic control personnel when needed. Therefore, construction impacts on fire protection services would be less than significant.

Fire Station 27, which includes a Truck Company and an Engine Company as well as two ambulance units, is located approximately 0.5 miles from the project site, with easy accessibility. Back-up response, if needed, can be provided from Fire Station 82, a regional facility, 0.8 miles from the project site. Response distance and response times from fire stations serving the project site are considered adequate. For all the above reasons, potential impacts due to construction activity on fire protection and emergency medical services would be less than significant.

b. Operations Impacts

(1) Fire Protection Facilities, Services, and Response Times

The project's new development would introduce additional residents, workers, and visitors to the project site that would increase demand for fire protection services. The adequacy of fire protection and emergency medical service for a given area is based on response time and distance from existing fire stations, required fire-flow, and the LAFD's assessment of station capacity to respond to incidents in the area.

Fire Station 27 is located closest to the project site and would be the first due station to respond to an emergency. Additional back up response is provided by Fire Stations 82 and 52. Fire Station 27 is located 0.5 miles from the project site, and Station 82, a new regional fire station, is located 0.8 miles from the project site. The distance to Fire Station 27 is substantially less than the LAFD response distance criteria of 1.5 miles for a truck company and Fire Stations 27 and 82 are less than the LAFD response distance criteria of 1 mile for an engine company.

Fire Stations 82 and 52 have average response times of less than 5 minutes, while Fire Station 27 has an average response time of about 5 minutes (5:04 minutes). The average response times reflect service over large service areas with locations that are relatively distant as compared to the proposed project. The Fire Station 27 district extends from the fire station to approximately 1.5 miles to the north (into hillside areas north of the Hollywood Freeway) and 1.5 miles to the south. Likewise, the Fire Station 82 district extends to hillside residential areas up to approximately 2 miles from the fire station. As Station 27 is located 0.5 miles from the project site, it is expected that emergency calls to the site could be responded to in less than the average response time. Likewise, Station 82 located 0.8 miles from the project site could be expected to respond in a less than average time. The LAFD has determined that based on the response distance from existing fire stations adequate fire service is provided.

The project would comply with all regulatory measures cited above, including key measures as follows. The project would incorporate applicable provisions of Division 118 of the Fire Code, including a fire control station containing a public address system and telephones for Fire Department use, the provision of at least one emergency and fire control elevator in each bank of elevators, a fire alarm throughout the building, an emergency smoke control system, a standby and emergency power system, automatic sprinkler systems, and an emergency helicopter landing facility on each building. New construction would also be subject to other requirements of the Fire Code, Building Code, and LAFD that address structural design, building materials, alarms, and smoke detectors.

Furthermore, in accordance with Division 33 of the Fire Code, the project would implement an Emergency Plan. The Emergency Plan would establish dedicated personnel and emergency procedures to assist the Fire Department during an emergency incident, and would also establish a drill procedure to prepare for emergency incidents. The Emergency Plan would be resubmitted to LAFD annually, and revised when necessary. The project would also provide, per the request of the LAFD, on-site emergency equipment and emergency training for personnel to reduce impacts on the increased need for emergency medical services.

In addition to the required compliance measures, the project Applicant has volunteered to provide a number of additional project design features that would reduce the need for services provided by the LAFD. These include provision of defibrillators on-site with training of on-site personnel in fire and emergency safety provisions, which would allow on-site personnel to provide a first response to calls.

With incorporation of applicable regulatory requirements, and emergency medical service provisions requested by the LAFD, the incremental increase in demand resulting from the project would not be substantial enough to require a new fire station, or the expansion, consolidation, or relocation of an existing facility to maintain existing service levels.

The project-related increase in traffic on surrounding roadways could potentially affect emergency response times in the area. A number of factors would serve to facilitate responses to emergency calls. Emergency response is routinely facilitated, particularly for high priority

calls, through use of sirens to clear a path of travel, driving in the lanes of opposing traffic, use of alternate routes, and multiple station response. The project vicinity is well served by two nearby fire stations within close proximity to one-another and the project site, and which are consistent with response time standards. Also, these fire stations have access to multiple routes to attend emergency calls.

There are a number of additional factors that influence emergency response times in addition to traffic, including alarm transfer time, alarm answering and processing time, mobilization time, risk appraisal, signals, and roadway characteristics. The LAFD has recently been taking a number of steps to improve their related systems, processes and practices. Upgrades underway or pending include: installation of automated vehicle locating systems on all LAFD apparatus by March 2015; replacement of fire station alerting systems that control fire station dispatch audio, signal lights, and other fire station alerting hardware and software; development of a new computer aided dispatch system to manage fire and emergency medical service incidents from initial report to conclusion of an incident; and, use of traffic pre-emption systems. A traffic pre-emption system allows the normal operation of traffic lights to be preempted by an emergency vehicle to improve response times by stopping conflicting traffic in advance, providing the emergency vehicle the right-of-way. Based on the ability of the LAFD to respond to emergency situations, the number, proximity and accessibility of fire stations in the project vicinity and the multiple steps being taken by the LAFD to improve response times, project impacts on fire protection facilities, services, and response times are considered less than significant.

#### (2) Emergency Access

Emergency access to the project site would be provided off of Argyle Avenue to the west, Selma Avenue to the north, and El Centro Avenue to the east. The Applicant coordinated with LAFD during the development of the project design plans to ensure that emergency vehicles and equipment have adequate access to the project and the LAFD has approved preliminary plans showing emergency access to the project site. Accordingly, project impacts with respect to emergency access would be less than significant.

#### (3) Fire-Flow

The LAFD has indicated that a fire flow of 9,000 gpm at 20 psi to the project site from four to six fire hydrants flowing simultaneously will be required to adequately serve the site. The project site is surrounded by six fire hydrants capable of serving the project development. LAFD has confirmed that all locations within the project site would be within 300 feet of a fire hydrant. LADWP has indicated that existing fire flow to the project site is able to produce a flow of 9,000 gpm from the six hydrants while maintaining a minimum water pressure of 43 psi. Therefore, requested LAFD fire flow requirements can be met through the existing fire hydrants. No new hydrants are required as part of project implementation. In light of project fire flow availability, fire-fighting accessibility and Fire Code compliance requirements, subject to review and approval by the LAFD, project impacts with respect to fire flow requirements would be less than significant.

#### c. Cumulative Impacts

Section 3.0 of the Draft EIR, General Description, identified 62 related projects of which approximately 37 are located solely within the service area of Fire Station 27. These related projects would cumulatively generate, in conjunction with the project, the need for additional fire protection and emergency medical services. Demand for LAFD fire protection services would increase due to the related projects, but related project impacts on fire protection and emergency medical services would be reduced through regulatory compliance, similar to the project. All related projects would be subject to review by the LAFD for compliance with the Fire Code and Building Code regulations related to fire safety, access, and fire flow.

Traffic from related projects would also add traffic to the project area, potentially affecting emergency response times. Related projects, as well as the Project, would also generate

revenue to the City's general fund in the form of net new taxes, which could be used to fund LAFD expenditures as necessary to offset any cumulative impacts to LAFD. It is also not expected that additional fire-fighting facilities would be required in light of the numerous fire stations in Hollywood, recent Fire Station improvements within the project vicinity, and the expected compliance of related projects with current regulatory measures.

It is not expected that additional fire-fighting facilities would be required in light of: the numerous fire stations in Hollywood providing adequate accessibility to the related projects; recent Fire Station improvements within the project vicinity (i.e. expansion and upgrading of Station 82, a regional fire station); and the expected compliance of related projects with current regulatory measures. The LAFD has indicated that the Fire Department has not identified a current need for additional fire protection facilities (including expansion of present facilities) or a relocation of present fire protection facilities." Further, the LAPD has indicated that with incorporation of the Project Design Features "...development of the Project and other projects would not have a significant cumulative impact." Therefore, cumulative impacts would be less than significant.

Even if there would be significant cumulative impacts, which there would not be, the project's contribution to those impacts would be less than cumulatively considerable. The project is a predominantly residential project with nearby proximity to two existing fire stations with adequate availability to serve the project and all related projects within the fire stations' service areas. Further, the project will implement, at the request of LAFD, voluntary Project Design Features that would provide on-site service capabilities above and beyond what is generally provided in residential projects of this type. As described in the LAFD correspondence, "...even if there were a significant cumulative impact, the project's contribution would not be cumulatively considerable given the project's added features." Therefore, even if there were a significant cumulative impact, which there would not be, the project's contribution would not be cumulatively considerable given the project's added features and the small number of residences introduced into the service areas of the surrounding fire stations as compared to the 37 related projects within the first due-in fire station area and compared to the 62 related projects within the service areas of the additional surrounding fire stations.

d. Mitigation Measures

**MM-FIRE-1:** Prior to the issuance of a building permit, the Applicant shall have additional consultation with the LAFD and shall incorporate all fire prevention and suppression features deemed appropriate by LAFD to the final design of the Project.

**MM-FIRE-2:** Prior to the issuance of building permits, Project building plans including a plot plan and floor plan of the buildings shall be submitted for approval by the LAFD for review of all regulatory measures. The plot plan shall include the following minimum design features: location and grade of access roads and fire lanes, roadway widths, distance of buildings from an edge of a roadway of an improved street, access road, or designated fire lane, turning areas, and fire hydrants.

**MM-TRAF-6:** A Construction Management Plan shall be developed by the contractor and approved by the City of Los Angeles. In addition to the measures identified above, a Construction Management Plan shall include the following:

Identify the locations of the off-site truck staging and detail measures to ensure that trucks use the specified haul route, and do not travel through nearby residential neighborhoods.

Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets.

Establish requirements for loading/unloading and storage of materials on the Project site.

Establish requirements for the temporary removal of parking spaces, time limits for the reduction of travel lanes and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses.

Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project site and neighboring businesses.

During construction activities when construction worker parking cannot be accommodated on the Project site, a Construction Worker Parking Plan shall be prepared which identifies alternate parking location(s) for construction workers and the method of transportation to and from the Project site (if beyond walking distance) for approval by the City. The Construction Worker Parking Plan shall prohibit construction worker parking on residential streets and prohibit on-street parking, except as approved by the City.

e. Findings

Although the project would not result in significant impacts to Fire Protection prior to the implementation of mitigation measures, mitigation measures have nonetheless been incorporated into the project which further reduce these less than significant environmental effects of the Project upon Fire Protection, as identified in the Draft EIR.

f. Rationale for Findings

Construction and implementation of the Project in compliance with regulatory requirements would involve less than significant impacts associated with capability of fire protection services and emergency medical services, response distances, fire flows, firefighting access and safety hazards. Implementation of the above mitigation measures would ensure that the Project design meets its regulatory obligations to the satisfaction of LAFD and would further reduce already less than significant impacts.

g. Reference

For a complete discussion of Project impacts on fire protection services, please see Section IV.K.1 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(11)(i).

**C. Public Services—Police Protection (Construction, Operations and Cumulative)**

i. Description of Environmental Effects

a. Construction Impacts

During project construction, there would be a potential for theft of construction materials and equipment and/or incidents requiring police response. However, these potential impacts would be addressed through a number of security measures to protect the public safety and limit access to the active construction areas, including controlled access, private security, construction fencing, locked entry, and security lighting. Private security personnel would monitor vehicle and pedestrian access to the construction areas and patrol the project site. Construction fencing with gated and locked entry would be installed around the perimeter of the construction site. Construction activities would be managed pursuant to a construction management plan that would address construction-related traffic entry at the site. Therefore, construction impacts on emergency access and police protection services during construction would be less than significant.

b. Operations Impacts

The project would add Site population and activities that could require police responses. The project site is served by the Hollywood Community Police Station, which has approximately 362 sworn officers. This station currently serves a residential population with an officer to population ratio of approximately one to 355 and an annual crime rate of 0.070 crimes per capita. The

service area containing the project site has a lower (more favorable) ratio of officers to residents than the Citywide average of one officer per 382 residents. The total number of new officers needed to serve the project without affecting the existing service ratios, when conservatively combining the residential and non-residential populations would be 4.2 officers (4.0 officers based on the residential population and 0.20 officers based on the non-residential population). The potential need for police services would be reduced by project design features including provision of 24 hour video surveillance, 24-hour security personnel, controlled building and parking access, and security lighting of all public areas to prevent loitering or unauthorized access to the project site. The on-site security personnel would serve as a deterrent and on-site first responder for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries.

The project design includes a number of design characteristics that would deter crime. The large entry on Argyle Avenue as well as the El Centro and Sunset Courts would open the project site to clear sight lines though the project site along the well-lit pedestrian ways. Further, the new lobby spaces would have visual access to the Site activity and bring presence to site security personnel. These features are consistent with the LAPD Design Out Crime Program and would be reviewed for further suggestions by the LAPD. The Applicant would also advise the LAPD on Site access and on-site security features.

Additional private security services are also provided in the project area by the Hollywood Property Owners Alliance, including the SVBID, which provides security patrols, and makes private persons' arrests in the project area. These services, which would be supported in part by an assessment to the Project, would provide additional safety in the Project area and reduce the demand for police services by the LAPD.

Therefore, due to the security personnel and security features incorporated into the Project, the extra security patrols by the SVBID in the project area, and the minimal increase in the ratios of officers and crimes per capita within the Hollywood Community Police Station service area due to the project, the project would not result in demand for additional police protection services that would exceed the capability of the LAPD to serve the project site. Further, the project's security features would be implemented pursuant to the LAPD specified Project Design Features. LAPD concluded that the project would have a limited impact on the police services in the Hollywood area. Therefore, operations impacts on police protection services would be less than significant.

#### c. Cumulative Impacts

Of the 62 related projects identified in Section 3.0, Environmental Setting, of the Draft EIR, 60 are located within the Hollywood Community Police Station service area. The related projects include various residential, commercial/retail, office, hotel, and industrial uses. It is expected that the related projects (particularly those of a larger nature) would be subject to discretionary review by LAPD on a case-by-case basis to ensure that sufficient security measures are implemented to reduce potential impacts to police protection services. Many of the related projects would also be expected to provide on-site security features and personnel for their residents and patrons per standard development practices for the given uses. Additionally, similar to the project, related projects would contribute revenue to their respective BIDs for additional community security and generate revenue for the City's general fund that could be used to fund LAPD expenditures as necessary to offset the cumulative incremental impact on police services.

Related projects would contribute to the demand for police services, but would reduce their impacts through contributions to private security and revenues to the City that could be applied to support for police services. The project would incrementally add to the need for police services, but would include Project Design Features that would substantially reduce or facilitate the need for police services. Therefore, while it is conservatively estimated that the cumulative demand for police services, including levels of policing and the possible need for expansion of

supporting facilities, represents a cumulatively significant impact on police services in the Hollywood Community, the project's incremental contribution to cumulative demand on police services would not be cumulatively considerable.

d. Mitigation Measures

**MM-POL-1:** Prior to the occupancy of the Project, the Applicant shall provide the Hollywood Area Commanding Officer with a diagram of each portion of the property, including access routes, and additional information to facilitate potential LAPD responses.

**MM-TRAF-6:** A Construction Management Plan shall be developed by the contractor and approved by the City of Los Angeles. In addition to the measures identified above, a Construction Management Plan shall include the following:

Identify the locations of the off-site truck staging and detail measures to ensure that trucks use the specified haul route, and do not travel through nearby residential neighborhoods.

Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets.

Establish requirements for loading/unloading and storage of materials on the Project site.

Establish requirements for the temporary removal of parking spaces, time limits for the reduction of travel lanes and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses.

Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project site and neighboring businesses.

During construction activities when construction worker parking cannot be accommodated on the Project site, a Construction Worker Parking Plan shall be prepared which identifies alternate parking location(s) for construction workers and the method of transportation to and from the Project site (if beyond walking distance) for approval by the City. The Construction Worker Parking Plan shall prohibit construction worker parking on residential streets and prohibit on-street parking, except as approved by the City.

e. Findings

Although project impacts to police services would be less than significant and the project's contribution to cumulative impacts would not be cumulatively considerable, a mitigation measure has nonetheless been incorporated into the project which further reduces these less than significant environmental effects of the project upon Police Protection, as identified in the Draft EIR.

f. Rationale for Findings

The project would have no significant impact on police protection services because it does not generate a demand for police facilities or services that could not be accommodated by the expected level of service available during construction or at buildout, taking into consideration the project's security and design features. Implementation of the mitigation measure discussed above would further reduce to less than significant project and cumulative impacts associated with police protection services.

g. Reference

For a complete discussion of Project impacts on Police Protection, please see Section IV.K.2 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(11)(ii).

**D. Public Services—Schools (Operations and Cumulative)**



i. Description of Environmental Effects

The project would generate a need for new student space at the elementary, middle and high school serving the project site. The project is estimated to generate 121 elementary school students, 33 middle school students, and 69 high school students for a total of 223 students. All of the schools serving the project site are expected to have available capacity in 2018 that is adequate to accommodate project residents. Although Grant Elementary School has an existing residential enrollment shortage, LAUSD predicts both increased capacity (based on implementation of its operational goals) and reduced enrollment at this school in the future. With the addition of the Project-generated number of elementary students, Grant Elementary School would still have an excess of seats, as would Le Conte Middle School and Hollywood High School. Accordingly, the added project-created demand on schools would be accommodated by the available capacity within the existing schools. Therefore, impacts would be less than significant.

The project would be required to comply with SB 50, which requires payment of fees to mitigate the project's impacts on LAUSD. Payment of the SB 50 fees would ensure consistency of the Project with applicable regulations, and with such payment, impacts would be less than significant.

Of the 62 related projects identified in Section 3.0, Environmental Setting, of the Draft EIR, 49 are located within the attendance boundaries of one or more of the schools serving the project Site and are included in the estimate of students generated by the related projects. Related projects could potentially generate 469 students at Grant Elementary School, 222 students at Le Conte Middle School, and 554 students at Hollywood High School. The project, in conjunction with related projects, could therefore generate 590 students at Grant Elementary School, 255 students at Le Conte Middle School, and 623 students at Hollywood High School. Cumulative development has the potential to generate more students than the elementary school in District 4 is projected to be able to accommodate. However, the project and all related projects would pay developer fees that, under the law, mitigate cumulative impacts on school facilities to less than significant levels.

ii. Mitigation Measures

**MM-SCH-1:** The Project shall pay required school mitigation fees pursuant to Government Code Section 65995 and in compliance with SB 50 (payment of developer fees).

iii. Findings

Although the project would not result in significant impacts to Schools prior to the implementation of mitigation measures, mitigation measures have nonetheless been incorporated into the project which further reduce these less than significant environmental effects by ensuring payment of appropriate developer fees under SB50, as identified in the Draft EIR.

iv. Rationale for Findings

Although the project would have a less than significant impact on school facilities, the project and other related projects would be required to pay school developer mitigation fees. Pursuant to Government Code Section 65995, the payment of the developer fees under the provisions of SB 50 constitute mitigation for cumulative impacts to school facilities and, therefore, the project does not have a cumulatively considerable impact on school facilities.

v. Reference

For a complete discussion of Project impacts on Schools, please see Section IV.K.3 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(11)(iii).

**E. Public Services—Parks and Recreation (Operation and Cumulative)**

i. Description of Environmental Effects

The Los Angeles Department of Recreation and Parks measures park and recreation service on the basis of service ratios in which the amount of park and recreation land is divided by the population, and converted to an acre/1,000 population ratio. The total amount of park space divided by the population for the City of Los Angeles and the Hollywood Community Plan areas are 0.7 acres of neighborhood and community parkland per 1,000 residents, and 0.41 acres of neighborhood and community parkland per 1,000 residents, respectively. The average household size used to evaluate parks impacts is based on the 2010 census estimate of 2.03 persons per household. Therefore, the project's 731 dwelling units is estimated to generate approximately 1,484 new residents. The amount of recreation and open space provided at the Project, per the LAMC definitions, is 93,300 square feet (i.e. without credit for some of the ground-level pedestrian amenities). This is equivalent to a service ratio of 62,870 sq.ft or 1.44 acres per 1,000 residents. When adding the amount of ground level open space that is available for public use, but not included in the above calculation, the ratio is 1.85 acres of park area per population of 1,000. This amount of recreation and open space area substantially exceeds existing levels, so the project would provide an improvement over existing service levels. Project operations would have a less than significant effect on Parks and Recreation service levels.

The project would also be consistent with LAMC open space requirements. Although project amenities do not meet the requirements of the 1980 PRP and the 2009 Community-Wide Needs Assessment for neighborhood and community parks, the impacts at any single park location would be small and the project contribution to park use would not cause substantial degradation of existing facilities or require a new public park. This is because given the proximity of the project's recreation facilities and the tailoring of those facilities to meet the needs of the particular site population, it is expected that the majority of recreation use would take place within the project site. Moreover, the project would meet and exceed these LAMC open space requirements implementing the City's parkland dedication ordinance, as set forth in LAMC Section 12.21: (1) over fifty (50) percent of the project's open space would be common open space accessible to all project residents; (2) more than 25 percent of the open space would be planted with ground cover, shrubs, or trees; and (3) indoor recreation area does not exceed 25 percent of the total area and may be counted for open space credit.

It is also anticipated that the project would comply with LAMC Section 17.12, however the finalized project site design would be reviewed by the Department of City Planning to determine whether proposed facilities meet the applicable criteria for consideration or additional park land dedication or fees must be paid. With fulfillment of the required provisions of the LAMC or required dedication of land or payment of in-lieu fees, for all the above reasons, impacts would be less than significant.

The project, considered together with related projects, would add new residential population to the project area that would increase the demand for park services. Of the 62 related projects identified in Section 3.0 of the Draft EIR, Environmental Setting, 28 are residential projects analyzed for cumulative impact to Parks and Recreation Facilities in Draft EIR Table 4.K.5-4. In conjunction with the Project, these related projects would cumulatively generate the need for additional parks and recreational facilities. However, the related projects represent a large number of large-scale projects that typically include adequate recreation amenities to meet market demand among condominium purchasers and renters. The related projects would also be required to provide recreation and open space area pursuant to LAMC requirements to offset potential impacts on park and recreation service. Therefore, cumulative impacts would be less than significant.

ii. Mitigation Measures

MM-PRK-1: In the event that the project's amenities do not provide sufficient credit against the Project's land dedication and/or in lieu fee requirement, the project Applicant shall do one or more of the following: (1) dedicate additional parkland to meet the requirements of LAMC

Section 17.12; (2) pay in-lieu fees for any land dedication requirement shortfall; or (3) provide on-site improvements equivalent in value to said in-lieu fees.

iii. Findings

Although the project would not result in significant impacts to Parks and Recreation prior to the implementation of mitigation measures, mitigation measures have nonetheless been incorporated into the project to ensure compliance with the appropriate LAMC parkland dedication requirements, as identified in the Draft EIR.

iv. Rationale for Findings

The project would have less than significant impacts on recreation and open space because the project would not require new or physically altered park facilities and the project would not increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would be accelerated. Like the project, all related projects would be required to similarly mitigate their respective impacts on parks and open space pursuant to LAMC regulations. Therefore, project impacts would be less than significant.

v. Reference

For a complete discussion of operational and cumulative impacts on Parks and Recreation, please see Section IV.K.4 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(11)(v).

**VIII. ENVIRONMENTAL IMPACTS FOUND TO BE LESS THAN SIGNIFICANT AFTER MITIGATION**

**A. Cultural Resources—Archaeological Resources (Construction and Cumulative)**

i. Description of Environmental Effects

Prehistoric archaeological resources in the vicinity of the Project Site are most likely to represent past occupation by the Gabrielino (or Gabrieleño, Tongva, or Kizh). A map of Gabrielino villages based on documents from the Portola expedition in 1769 and other ethnographic records, indicates that the closest Gabrielino site to the project site is the village and sacred site of Kawegna, located approximately 3.0 miles northwest of the project site in the general area of Toluca Lake and Universal City. The next closest village to the project site is the village of Maungna, once situated at the current location of Rancho Los Feliz, about 3.5 miles northeast of the project site.

Results of cultural resources records searches indicate that two previous cultural resource studies (LA-2451 and LA-11797) included the project site. Neither identified archaeological resources within the project site. LA-2451 was a surface reconnaissance survey that covered a 10-acre area within which no archaeological resources were identified since all native ground surfaces had been paved over. LA-11797 was a large-scale Historic Resources Survey for the Hollywood Redevelopment project that encompassed the project site and the majority of the one-half mile search radius covered in the records search. This investigation did not reveal any archaeological resources within the project site, but did locate numerous historic (i.e., built environment) resources in the vicinity, which are discussed further in Section 4.C.2, Historic Resources, of this Draft EIR.

A total of 27 studies have been conducted within a half-mile radius of the project site. No prehistoric or historic archaeological resources have been recorded within the project site. One historic archaeological resource (P-19-003535) has been recorded approximately 500 feet west of the project site on Vine Street. This resource, known as the TAV Celebrity Theater Complex, produced buried historic refuse scatters, wall segments, a cellar, and three septic tanks during archaeological construction monitoring services of a redevelopment project in 2002. The artifact

constituents were likely deposited between circa 1900 and 1940 and associated with former dwellings and other uses at that location

Results of a Sacred Land Files search through the Native American Heritage Commission (NAHC) did not indicate any known Native American cultural resources from the NAHC archives on the project site. Pursuant to NAHC suggested procedure, follow-up letters were sent via certified mail and email on August 19, 2013 to the nine Native American individuals and organizations (that included Gabrielino contacts) identified by the NAHC as being affiliated with the vicinity of the project site to request any additional information or concerns they may have about Native American cultural resources that may be affected by the proposed project. No responses were received in response to this request.

Project construction would involve excavation to depths of up to 70 feet below the existing paved surfaces on the project site. The potential exists for such excavation to encounter archaeological resources. Human remains are not expected to be encountered within the deeper soils below the paved areas on the project site. There are no known burial sites within the Project boundaries or in the vicinity. Nonetheless, although remote, the potential exists to encounter human remains during excavation activities. Any such encounters, if not handled in accordance with applicable regulations contained within the State Health and Safety Code and in acknowledgment of potential cultural concerns, would result in a potentially significant impact. With implementation of mitigation measures, impacts would be reduced to less than significant impacts.

In the event that unexpected resources are uncovered, each related project located within the developed urban area incorporating the project site would be required to comply with State regulations that prescribe procedures for identifying, evaluating, and recovering archaeological resources. Such common standard practices over a range of sites would reduce potentially significant incremental effects for each related project and the cumulative effects from related projects would be less than significant.

#### ii. Mitigation Measures

**MM-ARCH-1:** The Applicant shall retain a qualified archaeological monitor who meets the Secretary of the Interior's Professional Qualifications Standards for an archaeologist who shall be present during construction excavations such as grading, trenching, grubbing, or any other construction excavation activity associated with the Project. The frequency of monitoring shall be determined by the archaeological monitor based on the rate of excavation and grading activities, proximity to known archaeological resources, the materials being excavated (native versus fill soils), and the depth of excavation, and if found, the abundance and type of archaeological resources encountered. Prior to the onset of construction activities an Archaeological Resource Mitigation Plan (ARMP) shall be prepared. The ARMP shall include protocols for implementation of the Archaeological Mitigation Measures; and shall also require implementation of a pre-construction testing program with a sampling of soil testing at representative test trenches.

**MM-ARCH-2:** In the event that archaeological resources are unearthed during ground-disturbing activities, the archaeological monitor shall be empowered to halt or redirect ground-disturbing activities away from the vicinity of the find so that the find can be evaluated. Work shall be allowed to continue outside of the vicinity of the find. All archaeological resources unearthed by Project construction activities shall be evaluated by the archaeologist. The Applicant shall coordinate with the archaeologist and the City to develop an appropriate treatment plan for the resources if they are determined to be potentially eligible for the California Register or potentially qualify as unique archaeological resources pursuant to CEQA. Treatment may include implementation of archaeological data recovery excavations to remove the resource or preservation in place.

**MM-ARCH-3:** The archaeological monitor shall prepare a final report at the conclusion of archaeological monitoring. The report shall be submitted by the Applicant to the City, the South Central Coastal Information Center, and representatives of other appropriate or concerned agencies to signify the satisfactory completion of the Project and required mitigation measures. The report shall include a description of resources unearthed, if any, treatment of the resources, and evaluation of the resources with respect to the California Register. The Applicant, in consultation with the archaeologist and the City shall designate repositories meeting State standards in the event that archaeological material is recovered. Project material shall be curated in accordance with the State Historical Resources Commission's Guidelines for Curation of Archaeological Collections.

**MM-ARCH-4:** If human remains are encountered unexpectedly during implementation of the Project, State Health and Safety Code Section 7050.5 requires that no further disturbance shall occur until the County Coroner has made the necessary findings as to origin and disposition pursuant to PRC Section 5097.98. If the remains are determined to be of Native American descent, the coroner has 24 hours to notify the Native American Heritage Commission (NAHC). The NAHC shall then identify the person(s) thought to be the Most Likely Descendent (MLD). The MLD may, with the permission of the Applicant, inspect the site of the discovery of the Native American remains and may recommend means for treating or disposing, with appropriate dignity, the human remains and any associated grave goods. The MLD shall complete their inspection and make their recommendation within 48 hours of being granted access by the Applicant to inspect the discovery. The recommendation may include the scientific removal and nondestructive analysis of human remains and items associated with Native American burials. Upon the discovery of the Native American remains, the Applicant shall ensure that the immediate vicinity, according to generally accepted cultural or archaeological standards or practices, where the Native American human remains are located, is not damaged or disturbed by further development activity until the Applicant has discussed and conferred, as prescribed in this mitigation measure, with the MLD regarding their recommendations, if applicable, taking into account the possibility of multiple human remains. The Applicant shall discuss all reasonable options with the descendants regarding the descendants' preferences for treatment.

Whenever the NAHC is unable to identify a MLD, or the MLD identified fails to make a recommendation, or the Applicant or his or her authorized representative rejects the recommendation of the descendants and the mediation provided for in Subdivision (k) of PRC Section 5097.94, if invoked, fails to provide measures acceptable to the Applicant, the Applicant or his or her authorized representative shall inter the human remains and items associated with Native American human remains with appropriate dignity on the property in a location not subject to further and future subsurface disturbance.

### iii. Findings

Changes or alterations have been required in, or incorporated into, the Project which avoid or substantially lessen the potentially significant effects of construction and excavation of the Project Site on archaeological resources, as identified in the Draft EIR, to less than significant levels.

### iv. Rationale for Findings

The mitigation measures above would avoid potentially significant impacts to buried archaeological resources involved with deep excavation into soils prior to construction of asphalt-paved parking lots on the project site. Mitigation Measures ARCH-1 through ARCH-3 would reduce the disturbance, damage, or degradation of buried potentially important archaeological resources to less than significant levels. Mitigation Measure ARCH-4 would ensure that excavation of previously undisturbed soils would not disturb human remains out of accordance with applicable Health and Safety Code regulations. The project would also comply with applicable regulations requiring excavation monitoring, treatment and curation of discoveries.

v. Reference

For a complete discussion of impacts on archaeological resources, please see Section IV.C.1 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(3)(i).

**B. Cultural Resources – Paleontological Resources (Construction and Cumulative)**

i. Description of Environmental Effects

The project would require excavation to potential depths of 70 feet below the existing paved surfaces on the project site. Findings of paleontological resources records reveal that potentially fossiliferous older Quaternary Alluvial fan and fluvial deposits underlie surficial deposits within the project site. Numerous fossil specimens have been encountered in these deposits relatively near the project site from depths between five and 12 feet below the surface. Additional fossil specimens were encountered between 47 and 80 feet below the surface relatively near the project site. Therefore, project grading and excavation in older Quaternary Alluvium deposits has a high potential to encounter vertebrate fossils. As a result, impacts on paleontological resources are considered potentially significant and require mitigation.

Related projects involving excavation in the project vicinity would be expected to implement standard mitigation measures including monitoring, treatment and curation to avoid adverse effects on paleontological resources. Further, the project's mitigation measures would ensure that the project's incremental impacts are less than significant and not cumulatively considerable. Implementation of these measures together would reduce the potential for adverse effects on fossil resources individually and cumulatively and in some cases may contribute to the body of scientific discovery.

ii. Mitigation Measures

**MM-PALEO-1:** A qualified Paleontologist shall attend a pre-grade meeting and develop a paleontological monitoring program for excavations into older Quaternary Alluvium deposits. A qualified paleontologist is defined as a paleontologist meeting the criteria established by the Society for Vertebrate Paleontology. The qualified Paleontologist shall supervise a paleontological monitor who shall be present during construction excavations into older Quaternary Alluvium deposits. Monitoring shall consist of visually inspecting fresh exposures of rock for larger fossil remains and, where appropriate, collecting wet or dry screened sediment samples of promising horizons for smaller fossil remains. The frequency of monitoring inspections shall be determined by the Paleontologist and shall be based on the rate of excavation and grading activities, the materials being excavated, and the depth of excavation, and if found, the abundance and type of fossils encountered.

**MM-PALEO-2:** If a potential fossil is found, the Paleontological Monitor shall be allowed to temporarily divert or redirect grading and excavation activities in the area of the exposed fossil to facilitate evaluation and, if necessary, salvage. At the Paleontologist's discretion and to reduce any construction delay, the grading and excavation contractor shall assist in removing rock samples for initial processing.

**MM-PALEO-3:** Any fossils encountered and recovered shall be prepared to the point of identification and catalogued before they are donated to their final repository. Any fossils collected shall be donated to a public, non-profit institution with a research interest in the materials, such as the Natural History Museum of Los Angeles County. Accompanying notes, maps, and photographs shall also be filed at the repository.

**MM-PALEO-4:** Following the completion of the above measures, the Paleontologist shall prepare a report summarizing the results of the monitoring and salvaging efforts, the methodology used in these efforts, as well as a description of the fossils collected and their significance. The report shall be submitted by the Project Applicant to the lead agency, the Natural History Museum of Los Angeles County, and representatives of other appropriate or

concerned agencies to signify the satisfactory completion of the Project and required mitigation measures.

iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the potentially significant effects of construction excavation on paleontological resources, as identified in the Draft EIR, to less than significant levels.

iv. *Rationale for Findings*

The project would not result in the permanent loss or, or loss of access to, unique paleontological resources, sites of regional or Statewide significance, or unique geologic features. While project grading and excavation in older Quaternary Alluvium deposits has a high potential to encounter vertebrate fossils, the resulting potentially significant impacts are reduced to less than significant levels with implementation of the above mitigation measures.

v. *Reference*

For a complete discussion of construction and cumulative impacts on paleontological resources, please see Section IV.C.1 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(3)(ii).

**C. Cultural Resources – Historic Resources (Construction)**

i. Description of Environmental Effects

The Historic Palladium building would be subject to vibration impacts during the construction of the new buildings on the project site. The construction of the new buildings would include excavation and grading and the use of vibratory equipment. Draft EIR Section 4.I, Noise and Vibration, analyzed the potential impacts of construction vibration on the Palladium building and found that impacts would be less than significant. The potential effects of construction activity on the Palladium building are addressed throughout these findings and the Draft EIR, most notably, Draft EIR Section IV.D, Geology, which addresses potential excavation impacts on nearby buildings and includes a mitigation measure that requires a final geotechnical report based on final construction plans for the Project and recommends retaining walls/shoring and excavation to meet applicable State and City regulatory requirements. A qualified geotechnical engineer would be retained by the Applicant to be present on the project site during excavation, grading, and general site preparation activities to monitor the implementation of the recommendations specified in the final geotechnical report. With implementation of recommended mitigation, construction impacts to historic resources would be reduced to less than significant levels.

ii. Mitigation Measures

**MM-GS-1:** Prior to issuance of a grading permit, a qualified geotechnical engineer shall prepare and submit to the Department of Building and Safety a final geotechnical report that provides recommendations for seismic safety and design requirements for foundations, retaining walls/shoring and excavation to meet applicable State and City regulatory requirements. A qualified geotechnical engineer shall be retained by the Applicant to be present on the project Site during excavation, grading, and general site preparation activities to monitor the implementation of the recommendations specified in the Geology and Soils Report, final geotechnical report, and any other subsequent Geology and Soils Reports prepared for the Project, subject to City review and approval. When and if needed, the geotechnical engineer shall provide structure-specific geologic and geotechnical recommendations which shall be documented in a report to be approved by the City and appended to the project's previous Geology and Soils Reports.

iii. Findings

Changes or alterations have been required in, or incorporated into, the Project which avoid or substantially lessen the potentially significant effects of construction on historical resources, as identified in the Draft EIR, to less than significant levels.

iv. Rationale for Findings

The Historic Palladium building would be subject to construction impacts from vibration and excavation. Section IV.I of the Draft EIR analyzed the potential impacts from construction vibration and found that such impacts would be less than significant. However, Section IV.D of the Draft EIR addressed the potential construction excavation impacts for the Project and included a mitigation measure that would require a final geotechnical report based on final construction plans for the Project and recommends retaining walls/shoring and excavation to meet applicable State and City regulatory requirements. With implementation of the above mitigation measure to protect the structural integrity of the Palladium, construction impacts on the integrity of the Palladium would be avoided.

v. Reference

For a complete discussion of construction impacts on historical resources, please see Section IV.C.2 of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(3)(iii).

**D. Hazards and Hazardous Materials – Underground Storage Tanks and Hazardous Materials**

i. Description of Environmental Effects

Preparation of the project site for excavation would involve abandonment of three water monitoring wells located on the project property. A gas station was formerly located on the southwestern portion of the project site, for which one 2,000-gallon and two 1,000-gallon gasoline underground storage tanks (USTs) and one 120-gallon waste oil UST were installed at the property circa 1939, which were abandoned in place two decades later. A subsurface investigation of the service station area conducted by Beacon Environmental (Beacon) in 2000 did not detect significant indications of soil impacts. It is not known whether the USTs remain on-site or whether the fill pipe for the waste oil UST was capped and locked. Given the current presence of the monitoring wells, the Phase I Environmental Site Assessment of the project site considers the former gas station and associated USTs to represent a recognized environmental condition on the project site. This is considered a potentially significant impact for which a mitigation measure is included below to address proper abandonment of the well.

Three hazardous materials were identified as potentially being present within the existing Palladium building and its adjacent storage areas: ACMs, lead-based paint and PCBs. Under normal operating conditions, such materials are not considered a hazard to human health and would pose no substantial health risk to visitors to that facility. However, if such materials are present on the project site and were to be encountered during maintenance or renovation activities, hazardous materials could be released, posing a threat to human safety. This is a potentially significant impact addressed through appropriate mitigation measures rendering the impact less than significant.

ii. Mitigation Measures

**MM-HAZ-1:** Prior to issuance of a building permit, the Applicant shall investigate the purpose of the on-site groundwater monitoring wells to determine whether they are still necessary. If it is determined that the wells are not associated with any ongoing investigation, they shall be properly abandoned in accordance with applicable regulations and guidelines. In addition, the USTs shall be removed pursuant to the previous LAFD review and closure letter.

**MM-HAZ-2:** Prior to enhancement activities involving any alterations to the Palladium in areas where asbestos could be found, the Applicant shall submit verification to the City of Los Angeles Department of Building and Safety that an asbestos survey for the proposed area of alteration



has been conducted. If asbestos is found, the Applicant shall follow all procedural requirements and regulations of the SCAQMD Rule 1403.

**MM-HAZ-3:** Prior to enhancement activities involving any alterations to the Palladium, the Applicant shall submit verification to the City of Los Angeles Department of Building and Safety that a lead-based paint survey for the proposed area of alteration has been conducted. If lead-based paint is found for the proposed area of alteration, the Applicant shall follow all procedural requirements and regulations for its proper removal and disposal.

**MM-HAZ-4:** Fluorescent light ballast and other product labels for existing building features that might be altered during restoration activities for the Palladium shall be inspected prior to demolition. If the labels do not include the statement "No PCBs", the product(s) shall be properly removed by a licensed PCB removal contractor and disposed of as PCB-containing waste prior to demolition.

### iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the potentially significant effects of excavation, construction and implementation of the project from hazardous materials associated with USTs and hazardous materials within the Hollywood Palladium building, as identified in the Draft EIR, to less than significant levels.

### iv. Rationale for Findings

The mitigation measures noted above would ensure that potentially significant impacts associated with hazardous materials would be reduced to less than significant levels. Mitigation Measure HAZ-1 would ensure proper removal of abandoned USTs underneath the project site and proper abandonment of associated water monitoring wells. Mitigation Measures HAZ-2 through HAZ-4 would reduce the impact of hazardous building materials currently present in the Hollywood Palladium building during construction or maintenance to less than significant levels.

### v. Reference

For a complete discussion of impacts from hazardous materials associated with USTs and hazardous materials at the Hollywood Palladium building, please see Section IV.F of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(6).

## E. Traffic and Circulation – Construction

### i. Description of Environmental Effects

The project would add construction traffic to the roadway network for a limited duration resulting from the movement of haul trucks, equipment and employees. The project would not require substantial loss of street parking or relocation of bus stops. Project construction could result in the several effects. There may be intermittent periods when large numbers of material deliveries are required, such as when concrete trucks would be needed for the parking garage and the buildings. Some of the materials and equipment could require the use of large trucks (18-wheelers), which could create additional congestion on the adjacent roadways. Delivery vehicles may need to park temporarily on adjacent roadways such as Argyle Avenue, El Centro Avenue or Selma Avenue as they deliver their items. Based on past experience, it is not uncommon for such types of deliveries to result in temporary lane closures. Truck traffic could impact the adjacent roadway network since the major roadways anticipated to be used as a truck route for the project already experience congestion during peak traffic periods. The removal of on-street parking adjacent to the project site to accommodate truck queuing during the excavation period would have a temporary impact on on-street parking. Additional traffic would be added to the local road network.

LADOT generally considers construction-related traffic to cause adverse but not significant impacts because, while sometimes inconvenient, construction-related traffic effects are

temporary. Further, maximum construction traffic activity occurs on a few number of peak days within the overall construction program. LADOT requires implementation of worksite traffic control plans to ensure that any construction-related effects are minimized to the greatest extent possible. While the construction impacts are considered temporary, non-significant impacts, mitigation measures are nonetheless recommended to ensure that construction impacts on traffic are minimized and that LADOT general traffic control procedures are applied to development at the project site.

ii. Mitigation Measures

**MM-TRAF-1:** Off-site truck staging shall be provided in a legal area furnished by the construction truck contractor. Trucks may use access points along Selma Avenue, El Centro Avenue, Argyle Avenue and Sunset Boulevard as needed. Trucks shall not be permitted to travel along local residential streets.

**MM-TRAF-2:** A flagman shall be placed at the truck entry and exit from the Project site onto Selma Avenue to control the flow of exiting trucks.

**MM-TRAF-3:** Deliveries and pick-ups of construction materials shall be scheduled during non-peak travel periods and coordinated to reduce the potential of trucks waiting to load or unload for protracted periods of time.

**MM-TRAF-4:** Access shall remain unobstructed for land uses in proximity to the Project site during Project construction.

**MM-TRAF-5:** Permanent lane or sidewalk closures are not anticipated for the Project's long-term operations. Temporary lane or sidewalk closures, when needed for construction, shall be scheduled to avoid peak commute hours and peak school drop-off and pick-up hours to the extent possible. In the event of full-time lane or sidewalk closures during construction, a worksite traffic control plan, approved by the City of Los Angeles shall be implemented to safely route traffic or pedestrians around any such lane or sidewalk closures.

**MM-TRAF-6:** A Construction Management Plan shall be developed by the contractor and approved by the City of Los Angeles. In addition to the measures identified above, a Construction Management Plan shall include the following:

Identify the locations of the off-site truck staging and detail measures to ensure that trucks use the specified haul route, and do not travel through nearby residential neighborhoods.

Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets.

Establish requirements for loading/unloading and storage of materials on the Project site.

Establish requirements for the temporary removal of parking spaces, time limits for the reduction of travel lanes and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses.

Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project site and neighboring businesses.

During construction activities when construction worker parking cannot be accommodated on the Project site, a Construction Worker Parking Plan shall be prepared which identifies alternate parking location(s) for construction workers and the method of transportation to and from the Project site (if beyond walking distance) for approval by the City. The Construction Worker Parking Plan shall prohibit construction worker parking on residential streets and prohibit on-street parking, except as approved by the City.

iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the potentially significant effects of project construction on traffic and circulation, as identified in the Draft EIR, to less than significant levels.

iv. Rationale for Findings

The project would add construction traffic to the roadway network with the movement of haul trucks, equipment, and employees. However, effects would be limited to the duration of construction, and the Project would not require substantial loss of street parking or relocation of bus stops. While the construction impacts are considered temporary, non-significant impacts, mitigation measures are nonetheless included to ensure that construction impacts on traffic are minimized and that LADOT general traffic control procedures are applied to development at the project site. With implementation of the mitigation measures, construction-related impacts to traffic and circulation would be less than significant.

v. Reference

For a complete discussion of construction-related impacts on traffic and circulation, please see Section IV.L of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(12)(i).

**IX. ENVIRONMENTAL IMPACTS FOUND TO BE SIGNIFICANT AND UNAVOIDABLE**

**A. Air Quality (Regional Emissions – Construction and Cumulative Construction)**

i. Description of Environmental Effects

Construction-related daily maximum regional construction emissions would not exceed the SCAQMD daily significance thresholds for CO, SOX, PM10, PM2.5, and VOC. Primarily due to on-road concrete truck emissions generated during truck travel and idling activities during the approximately two-day continuous concrete pouring phase of construction, maximum regional emissions would potentially exceed the SCAQMD daily significance threshold for NOX. Therefore, regional construction emissions resulting from the project would result in a significant short-term impact.

According to the SCAQMD, individual projects that exceed SCAQMD's recommended daily thresholds for project-specific impacts would cause a cumulatively considerable increase in emissions for those pollutants for which the South Coast Air Basin is in non-attainment. Regional construction emissions associated with the project would not exceed the SCAQMD numeric indicators, with the exception of regional NOX emissions.

The project's contribution to cumulatively significant construction impacts to air quality would be potentially significant for regional NOX during the approximately one or two day continuous concrete pouring construction phase.

ii. Mitigation Measures

**MM-AQ-1:** The Applicant shall implement the following measures to reduce the emissions of air pollutants generated by heavy-duty diesel-powered equipment operating at the Project Site:

The most current grade of ultra-low sulfur diesel (ULSD) fuel approved by CARB and available in the South Coast Air Basin shall be used for all heavy-duty diesel-powered equipment operating and/or refueling at the Project Site

Truck and equipment idling and queuing time shall be limited to five minutes or less, when equipment is not in active use, in accordance with the CARB Airborne Toxic Control Measure;

The use of the electricity infrastructure surrounding the construction sites shall be used wherever available and possible rather than electrical generators powered by internal combustion engines;

Utilize construction equipment having the minimum practical engine size (i.e., lowest appropriate horsepower rating for the intended job);

All construction equipment operating on-site shall be properly maintained (including engine tuning) at all times in accordance with manufacturers' specifications and schedules;

Tampering with construction equipment to increase horsepower or to defeat emission control devices shall be prohibited;

The use of all construction equipment shall be suspended during a second-stage smog alert in the immediate vicinity of the Project Site.

### iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental impact of the project construction on air quality, as identified in the Draft EIR. However, although such measures would reduce project construction emissions, NOX emissions potentially exceeding the SCAQMD regional numeric indicator during the continuous concrete pouring phase would be significant and unavoidable. The project's contribution to cumulatively significant construction impacts to air quality would be potentially significant for regional NOX during the approximately one or two day continuous concrete pouring construction phase under Option 1. Specific economic, legal, social, technological, or other considerations make infeasible additional mitigation measures or project alternatives identified in the Draft EIR.

### iv. Rationale for Findings

Implementation of the mitigation measure described above would reduce construction emissions for all criteria pollutants. However, the project would remain in exceedance of the SCAQMD significance thresholds for NOX during construction, and project and cumulative construction impacts would be significant and unavoidable for regional emissions, although only for the one to two day period of the Project's continuous concrete pour.

### v. Reference

For a complete discussion of all construction-related impacts on regional Air Quality, please see Section IV.B of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(2).

## **B. Noise (Construction)**

### i. Description of Environmental Effects

Project construction is anticipated to be completed by the end of 2018. To provide for the new development, a maximum of 235,000 cubic yards of soil would be excavated, all of which is expected to be exported off-site. Project construction would require the use of mobile heavy equipment with high noise level characteristics. Individual pieces of construction equipment that would be used for Project construction produce maximum noise levels of 75 dBA to 90 dBA at a reference distance of 50 feet from the noise source, as shown in the Draft EIR Table 4.I-6, Construction Equipment Noise Levels. These maximum noise levels would occur when equipment is operating under full power conditions. However, equipment used on construction sites often operate intermittently over the course of a construction day.

Construction noise levels are estimated to reach a maximum of 67 dBA at the closest existing off-site sensitive receptor, location along Selma Avenue. This would not exceed the 68 dBA significance threshold. While the threshold is not expected to be exceeded, the effectiveness of the shielding from noise dampeners is not certain, and the noise levels are close to the

threshold level. It is conservatively concluded that the significance threshold may on occasion be exceeded and mitigation should be implemented.

The project's noise analysis also addresses impacts on potential sensitive receptors that were not constructed at the time of the project's NOP (i.e. not existing) and that could be constructed and occupied prior to the time the proposed project is constructed. The Columbia Square project represented as receptor location (R3) is under construction. The Selma and Vine project, represented by receptor location (R1), the 6250 Sunset project (R2) and the more distant BLVD 6200 project were also considered. The project's construction noise levels at those related project sites were estimated to reach maximum sound levels at the future off-site receptor locations that would exceed the respective dBA significance thresholds. Therefore, the project's construction-period noise impacts at nearby future noise sensitive receptor locations, under worst-case conditions in which the future receptors are constructed and occupied prior to Project construction, would be significant and mitigation measures are proposed.

ii. Mitigation Measures

**MM-NOISE 1:** Temporary construction noise barriers shall be implemented as follows:

The Project shall ensure the provision of a 5 dBA noise barrier between the Project construction and the existing residential development on the northwest corner of Selma Avenue and Argyle Avenue (existing buildings between the residential development and the Project at the time of construction may contribute to the sound attenuation) ; and an 8 dBA, 16 foot high noise barrier between the Project and the Le Bon Hotel (allowing for a gate that may be opened from time to time for Site entry).

If the following related projects adjacent to the Project Site (i.e. at Columbia Square, the Selma and Vine project, or 6250 Sunset project) are occupied by new residents at the time of Project construction, then temporary noise barriers shall be provided between the Project construction and those occupied units. Based on the exceedance of the thresholds noted in the above analysis (given the distance from the Project Site and existing sound levels at the respective locations), the barriers shall provide a sound reduction of 5 dBA between the Project Site and the 6250 Sunset project, and approximately 10 dBA between the Project and the remaining future projects.

**MM-NOISE-2:** Engine idling from construction equipment such as bulldozers and haul trucks shall be limited, to the extent feasible.

iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental impact of on-site construction noise, as identified in the Draft EIR. However, although such measures would reduce and possibly eliminate noise level impacts of on-site construction, the project may be considered to result in a significant and unavoidable impact on the environment under CEQA. Specific economic, legal, social, technological, or other considerations make infeasible additional mitigation measures or project alternatives identified in the Draft EIR.

iv. Rationale for Findings

The temporary sound barriers prescribed in Mitigation Measure MM-NOISE-can achieve a noise reduction of 5 to 10 dBA between project construction and off-site receptor locations. A sound barrier would reduce the noise level between the project and existing development at Argyle Avenue and Selma Avenue by 5 dBA to ensure that the 5 dBA assumed in the project analysis that indicated impacts would be less than significant would be achieved. Should future related projects be occupied, sound barriers would reduce sound levels to less than significant levels at those locations. Sound barriers of 5 dBA would avoid significant impacts at the 6250 Sunset project, and sound barriers 10 dBA would avoid significant impacts at the Columbia Square, Selma and Vine, and BLVD 6200 projects. A sound barrier of 8 dBA would avoid significant

impacts at the Le Bon Hotel. Mitigation Measure MM-NOISE-2 would further reduce the noise level impact associated with construction activities.

However, there is a remote possibility that at times the noise barrier may need to be relocated or temporarily removed to accommodate staging and other construction logistics. At those times, if they occur, construction may intermittently increase the daytime noise levels at the future noise sensitive receptors, should they be built, by more than the 5 dBA significance threshold. As such, noise impacts during construction are conservatively concluded to be significant and unavoidable.

v. Reference

For a complete discussion of all on-site construction impacts on Noise, please see Section IV.I of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(9).

**C. Traffic and Circulation (Cumulative Construction)**

i. Description of Environmental Effects

The project's impacts on traffic due to construction may contribute to a larger traffic impact occurring from a large number of related projects located within the vicinity of the project site and to a lesser extent other, more distant related projects. Although these related projects are in varying stages of development, there would likely be some overlap of construction activities between the projects.

ii. Mitigation Measures

**MM-TRAF-1:** Off-site truck staging shall be provided in a legal area furnished by the construction truck contractor. Trucks may use access points along Selma Avenue, El Centro Avenue, Argyle Avenue and Sunset Boulevard as needed. Trucks shall not be permitted to travel along local residential streets.

**MM-TRAF-2:** A flagman shall be placed at the truck entry and exit from the Project site onto Selma Avenue to control the flow of exiting trucks.

**MM-TRAF-3:** Deliveries and pick-ups of construction materials shall be scheduled during non-peak travel periods and coordinated to reduce the potential of trucks waiting to load or unload for protracted periods of time.

**MM-TRAF-4:** Access shall remain unobstructed for land uses in proximity to the Project site during Project construction.

**MM-TRAF-5:** Permanent lane or sidewalk closures are not anticipated for the Project's long-term operations. Temporary lane or sidewalk closures, when needed for construction, shall be scheduled to avoid peak commute hours and peak school drop-off and pick-up hours to the extent possible. In the event of full-time lane or sidewalk closures during construction, a worksite traffic control plan, approved by the City of Los Angeles shall be implemented to safely route traffic or pedestrians around any such lane or sidewalk closures.

**MM-TRAF-6:** A Construction Management Plan shall be developed by the contractor and approved by the City of Los Angeles. In addition to the measures identified above, a Construction Management Plan shall include the following:

Identify the locations of the off-site truck staging and detail measures to ensure that trucks use the specified haul route, and do not travel through nearby residential neighborhoods.

Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets.

Establish requirements for loading/unloading and storage of materials on the Project site.

Establish requirements for the temporary removal of parking spaces, time limits for the reduction of travel lanes and closing or diversion of pedestrian facilities to ensure the safety of pedestrian and access to local businesses.

Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project site and neighboring businesses.

During construction activities when construction worker parking cannot be accommodated on the Project site, a Construction Worker Parking Plan shall be prepared which identifies alternate parking location(s) for construction workers and the method of transportation to and from the Project site (if beyond walking distance) for approval by the City. The Construction Worker Parking Plan shall prohibit construction worker parking on residential streets and prohibit on-street parking, except as approved by the City.

### iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant cumulative environmental impact of the project construction on traffic and circulation, as identified in the Draft EIR. However, although such measures may reduce and possibly eliminate certain impacts, the proposed project may be considered to result in a significant and unavoidable cumulative construction impacts on the environment under CEQA. Specific economic, legal, social, technological, or other considerations make infeasible additional mitigation measures or project alternatives identified in the Draft EIR.

### iv. Rationale for Findings

The project's traffic analysis of future 2018 baseline conditions identified and accounted for traffic caused by the 62 related projects as well as a growth factor to account for other ambient growth occurring in the region. Although the project would result in less than significant construction-related traffic impacts, cumulative construction impacts are concluded to be significant and unavoidable due to the potential for concurrent construction of the related projects in the vicinity of the project site in conjunction with the project itself

### v. Reference

For a complete discussion of all construction-related cumulative impacts on Transportation and Circulation, please see Section IV.L of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(12).

## **D. Traffic and Circulation (Intersections – Operations and Cumulative)**

### i. Description of Environmental Effects

#### a. Current 2013 Baseline

The project would generate an estimated net external 3,734 daily trips, including 289 trips (70 inbound/219 outbound) during the A.M. peak hour and 327 trips (200 inbound/127 outbound) during the P.M. peak hour. External vehicle trips includes all trips associated with the Project uses, less vehicles otherwise already passing the project site that stop-off on the way to other places. Measured against existing 2013 baseline conditions, the project would exceed the City's significance thresholds at the following study intersections under existing plus project conditions:

- Intersection #10. Vine Street & Sunset Boulevard (P.M. peak)
- Intersection #28. Gower Street & Sunset Boulevard (P.M. peak)
- Intersection #30. Gower Street & Santa Monica Boulevard (P.M. peak)

#### b. Future 2018 Baseline

The Traffic Report also includes an analysis of impacts of the project on the signalized intersections against future buildout (Year 2018) conditions. The forecast of the 2018 baseline includes both regional ambient traffic growth (one percent per year) and traffic generated by the 62 related projects identified in Chapter 3.0, General Description of Environmental Setting of the Draft EIR. The Future Plus Project analysis of future traffic conditions using this 2018 baseline is accordingly inherently cumulative because it accounts for the cumulative impacts of future growth contributed by the project and all 62 related projects. The added traffic generated by the project, under the future 2018 baseline conditions, would result in significant impacts at the following locations:

- Intersection #26. Gower Street & Hollywood Boulevard (P.M. peak)
- Intersection #28. Gower Street & Sunset Boulevard (both A.M. and P.M. peak)
- Intersection #30. Gower Street & Santa Monica Boulevard (both A.M. and P.M. peak)

**c. Added Growth**

The above Future Plus Project analysis is conservative, in that it includes an ambient growth factor of 1 percent in addition to growth from future related projects, even though some of these projects may not be constructed or occupied by Project buildout in 2018, and some may never be built.

While not required by CEQA or LADOT, this study also considers potential future new projects in the study area which are unknown at this time, but which may file applications for development subsequent to the preparation of this traffic study. To account for growth in traffic from potential future new projects that could be proposed within the study area, the traffic analysis assumed and applied an additional 0.100 increment to V/C ratios under both future baseline "without Project" and "with Project" conditions to every study intersection. 0.100 is the amount that raises the operating level of more congested intersections by one class; e.g. LOS C to LOS D; reflecting a more congested condition and requiring a smaller increment of change to cause a significant impact.

Provided below is a list of the additional intersections that would be significantly impacted, prior to mitigation, under the adjusted V/C ratios:

- Intersection #9. Vine Street & Selma Avenue (PM peak)
- Intersection #15. Argyle Avenue & Selma Avenue (PM peak)
- Intersection #29. Gower Street & Fountain Avenue (both AM and PM peak)

These three additional intersections would be impacted only in an even more conservative analysis that not only factored in the ambient growth factor of 1 percent plus growth from future related projects, but also assumed and applied an additional 0.100 increment to V/C ratios under both future baseline "without Project" and "with Project" conditions to every study intersection, even though some of these projects may not be constructed or occupied by Project buildout in 2018, and some may never be built.

**ii. Mitigation Measures**

**MM-TRAF-7:** The Project shall upgrade traffic signal controllers from a Type 170 to a Type 2070 at the following seven intersections within the Project study area:

Yucca Street and Wilcox Avenue.  
Selma Avenue and Wilcox Avenue  
De Longpre Avenue and Wilcox Avenue  
Cole Avenue and Fountain Avenue



Cahuenga Avenue and Fountain Avenue

El Centro Avenue and Fountain Avenue

Fountain Avenue and Gower Street

**MM-TRAF-8:** The Project shall implement a travel demand management (TDM) program, consistent with the recommendations of LADOT. The exact measures to be implemented will be determined when the plan is prepared, prior to issuance of a final certificate of occupancy for the project. The TDM program shall ensure appropriate implementation of the Project's sidewalks/plazas, street trees/landscaping, street and pedestrian amenities, lighting and bicycle provisions to encourage alternative modes of transportation. It shall also include other features as appropriate, such as, for example, unbundled parking, (i.e. separating the cost of purchasing or renting parking spaces from the cost of purchasing or renting a dwelling unit); rideshare programs, (which could include the provision of an on-site transit and rideshare information center that provides assistance to help people form carpools or access transit alternatives, and/or priority parking for carpools); and/or a transit pass discount program, (that typically includes negotiating with transit service providers to purchase transit passes in bulk at a discounted rate with resale to interested residents or employees at discounted prices), identification of an on-site TDM coordinator, making information available to residents and employees regarding alternative transportation options, monitoring and surveying requirements, a guaranteed ride home program, participation in the LADOT Mobility Hubs program (which could include secure bike parking, bike-share kiosks, car-share parking spaces and services, and/or electric scooter-share), contributing a one-time fixed-fee of \$100,000 to be deposited into the City's Bicycle Trust fund to implement bicycle improvements within the area of the Project, and/or participation in the Hollywood Transportation Management Organization (TMO) to be created by other major employers in Hollywood within the next few years. The Project is also providing ample bicycle parking and on-site bicycle repair facilities in compliance with Los Angeles City Municipal Code requirements.

### iii. Findings

Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental impact of project operations on intersections, as identified in the Draft EIR. However, although such measures may reduce and possibly eliminate certain impacts, the proposed project may be considered to result in a significant and unavoidable impact on the environment under CEQA. Specific economic, legal, social, technological, or other considerations make infeasible additional mitigation measures or project alternatives identified in the Draft EIR.

### iv. *Rationale for Findings*

After applying the aforementioned mitigation measures, significant and unavoidable traffic impacts would occur as follows:

#### (i) Under Existing Conditions

- 10. Vine Street & Sunset Boulevard
- 28. Gower Street & Sunset Boulevard
- 30. Gower Street & Santa Monica Boulevard

#### (ii) Under Future 2018 Buildout Conditions

- 26. Gower Street & Hollywood Boulevard
- 28. Gower Street & Sunset Boulevard
- 30. Gower Street & Santa Monica Boulevard

#### (b) Impacts with Added Growth

After the implementation of feasible mitigation measures identified above, significant and unavoidable impacts would, under this very conservative analysis, also result at the following intersections.

- 9. Vine Street & Selma Avenue
- 15. Argyle Avenue & Selma Avenue
- 29. Gower Street & Fountain Avenue

The Traffic Study identified a large number of potential mitigation measures including physical roadway improvements, improvements in signalization control, and implementation of a transportation demand program, all of which are known to contribute to reductions in traffic impacts from new development. However, the quantitative credits are not included in the post-mitigation impacts of the project reported above for the signal control improvements or transportation demand program. Further, the transportation demand program is of necessity prepared during project implementation, with input from LADOT.

The mitigation measures proposed for five of the locations were determined by LADOT to not be feasible. The locations and reasons for the feasibility conclusions are presented in the Traffic Study, Appendix K-1 of the Draft EIR. Five locations were deemed infeasible because of roadway width and potential lane offsets between the approach and departure legs of the intersection (three locations), or secondary impacts on on-street parking supply (two locations). Therefore, the above mitigation measures were recommended.

v. Reference

For a complete discussion of all Project impacts on intersections, please see Section IV.L of the Draft EIR and see Section V. Alternatives, Subsection F.7(b)(12).

## **X. ALTERNATIVES TO THE PROJECT**

In addition to the project, the Draft EIR evaluated a reasonable range of seven alternatives to the project. These alternatives are: (1) No Project/No Build Alternative; (2) Reduced Density Alternative; (3) Reduced Density and Change of Use - Office/Retail; (4) Reduced Density and Change of Use - Residential/Retail; (5) Reduced Density and Change of Use - Retail/Shops Mall; (6) Alternative Site Design – Reduced Height; and (7) Alternative Site Design – Enhanced Setbacks. In accordance with CEQA requirements, the alternatives to the project include “No Project” alternatives and alternatives capable of eliminating the significant adverse impacts of the project. These alternatives and their impacts, which are summarized below, are more fully described in Section V of the Draft EIR.

### **A. Summary of Findings**

Based upon the following analysis, the City finds, pursuant to CEQA Guidelines Section 15096(g)(2), that no alternative (other than Alternative 7 that is now being adopted by the Lead Agency as the Project) or feasible mitigation measure within its powers would substantially lessen or avoid any significant effect the project would have on the environment.

### **B. Project Objectives**

An important consideration in the analysis of alternatives to the project is the degree to which such alternatives would achieve the objectives of the project. Chapter 2.0, Project Description, of the Draft EIR states that the underlying purpose of the project is “to protect the Hollywood Palladium while providing a new mixed-use development in landmark buildings that pay homage to the Palladium, provide needed housing, and locate development in a transit-rich urban area, away from hillside and low density residential areas.” The specific Project Objectives are as follows:

1. Protect the Hollywood Palladium as a cultural resource, and allow enhancements including repairs and restoration compatible with historic features of the Palladium.

2. Develop iconic, landmark buildings that pay homage to the Hollywood Palladium, with building designs that visually frame the Palladium and building heights that are consistent with and add variation to the existing high-rise Hollywood skyline.
3. Design the Project's buildings to maintain the Palladium as the visual focus on Sunset Boulevard through setbacks, and provide a visual buffer and open space between the new Project's new buildings and the Palladium.
4. Protect existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods
5. Maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses.
6. Support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines.
7. Promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment.
8. Improve street-level pedestrian environment and connectivity within the Hollywood Center, with publicly available, landscaped courtyards on the Project frontages and streetscaped paths through the Project Site.
9. Maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community through the provision of high-density residential and mixed uses in the Hollywood Center

**C. Project Alternatives**

i. Alternative 1—No Project/No Build Alternative

a. Description of Alternative

Alternative 1, the No Project/No Build Alternative, assumes that no new development would occur within the project site. The Palladium would continue to operate as an events venue, but a zone change would not be proposed requiring the Applicant to nominate the Palladium as a Historic-Cultural Monument, nor would the Applicant initiate a building enhancement program for the Palladium. The remainder of the project site would remain as a parking lot.

b. Impact Summary of Alternative 1

Implementation of the No Project/No Build Alternative would not result in new environmental impacts, and overall would result in a reduced level of impact when compared to the proposed project. Specifically, impacts with respect to views, light, glare and shading; localized construction emissions, operational emissions, and toxic air contaminants; geology and soils; greenhouse gases; hazardous materials; surface water hydrology and surface and groundwater quality; land use consistency and compatibility; off-site construction noise, operational noise, and ground-borne vibration; population, housing, and employment; fire protection, police protection, schools, libraries, or parks and recreation; regional transportation roadway system, regional public transit system, site access, vehicle and bicycle parking; water supply, wastewater, solid waste, electricity service or natural gas, would result in no impact. Additionally, all of the significant and unavoidable impacts (i.e. regional construction emissions; construction noise; construction traffic, intersections and neighborhood street segments impacts) associated with the proposed Project would be avoided under this Alternative.

c. Finding

With this Alternative, the new environmental impacts projected to occur from development of the Project would be avoided or reduced. Therefore, this Alternative would be an environmentally superior alternative to the project. However, while this Alternative would partially meet Objective 1 to protect the Hollywood Palladium as a cultural resource by allowing enhancements including repairs and restoration compatible with historic features of the Palladium, it would not meet the objective as fully as the project. Moreover, this Alternative does not meet the other objectives of the project. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these Findings (Statement of Overriding Considerations), make infeasible the No Project/No Build Alternative described in the EIR.

d. Rationale for Finding

The No Project/No Build Alternative would retain the Palladium as a cultural resource and the building could be enhanced in the future. However, the project's designation and included enhancements would provide greater protection for the future and ensure the implementation of the enhancements, which may not otherwise occur.

Moreover, this Alternative would not meet Project Objectives. It would only partially meet the objective to protect the Palladium as a cultural resource. This Alternative would not: develop iconic, landmark buildings that pay homage to the Hollywood Palladium, with building designs that visually frame the Palladium and building heights that are consistent with and add variation to the existing high-rise Hollywood skyline; protect existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods; maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses; support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines; promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment; improve street-level pedestrian environment and connectivity within the Hollywood Center, with publicly available, landscaped courtyards on the Project frontages and streetscaped paths through the Project Site; or maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community through the provision of high-density residential and mixed uses in the Hollywood Center. Overall, the No Project/No Build Alternative would be inferior to the project with respect to achieving all of the important project objectives. Therefore, this Alternative is infeasible and less desirable than the proposed project and is rejected for the reasons stated above.

e. Reference

For a complete discussion of impacts associated with Alternative 1, please see Section V of the Draft EIR.

ii. Alternative 2—Reduced Density Alternative

a. Description of Alternative

Alternative 2, the Reduced Density Alternative, would reduce the amount of new development by 25 percent, to that currently permitted under the existing conditions of the Hollywood Community Plan, which permits 6:1 FAR within the Sunset Avenue Area with City approval, and 1.5:1 FAR within the Selma Avenue Area. The requested actions for this Alternative would still include a request to remove the condition prohibiting residential development within the Selma Avenue Area.

The new buildings would be placed within the same building footprints as the proposed project. The Selma Avenue structure would be 28 stories and approximately 350 feet in height, similar to the proposed project's building at this location. The Sunset Boulevard structure would be

reduced from 28 stories to 17 stories or approximately 215 feet in height. The Palladium would continue to operate as an event venue, and the vacant retail space would be activated. Nomination of the Palladium as a Historic-Cultural Monument prior to the issuance of building permits would likely be included as an updated zoning condition along with the other requested approvals.

The amount of new development would be reduced in size from 864,000 to 648,000 square feet, i.e. 25 percent. When combined with the Palladium, the total amount of development would be 711,354 square feet. With a lot size of 154,648 square feet, the FAR would be 4.6:1 across the entire site, which is slightly less than the approximately 4.8:1 FAR permitted pursuant to the existing 1988 Hollywood Community Plan. The current on-site parking for the Palladium would be maintained at 100 percent of the existing 317 spaces. The parking for new development would meet the code requirements for required off-street parking.

With 25 percent reductions in development, the reduced density program under Option 1 would include 548 residential units and 18,000 square feet of retail/restaurant space. Supporting uses such as recreation space would be proportionately reduced by 25 percent. Ground level and roof top open space would be the same as for the proposed project.

b. Impact Summary of Alternative 2

This Alternative would result in lesser impacts to shade and shadows; regional operations emissions, localized emissions, CO hotspots, and toxic air contaminants; greenhouse gases; operational noise; population, housing and employment; fire protection, police protection, schools, libraries and parks and recreation; water supply, wastewater, solid waste, electricity service and natural gas, though impacts to these areas would be less than significant under the project as well. This Alternative would result in greater but still less than significant, impacts to the following categories than would the proposed project: paleontological resources and attainment of growth policies. All other impacts from this Alternative would be the same or similar to those from the proposed project. This Alternative would lessen, but not eliminate, the significant and unavoidable impacts to regional air quality construction emissions; construction noise; construction traffic; and operational traffic intersections and neighborhood street segments impacts.

c. Finding

With this Alternative, the new environmental impacts projected to occur from development of Alternative 2 would be generally similar to those projected to occur from the proposed project, although some of the environmental impacts projected to occur from development of the project would be reduced. However, this Alternative does not meet the objectives of the Project to the same extent as the project. This Alternative would meet Project Objectives 1, 2, 3 and 8 related to Palladium operations, the project's basic design principles and the Project's ground-level relationship to the surrounding community. However, the Alternative would not meet the following objectives to the same extent as the project: Project Objectives 4, 5, 6, 7, or 9. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these Findings (Statement of Overriding Considerations), make infeasible the Reduced Density Alternative described in the EIR.

d. Rationale for Finding

The Reduced Density Alternative would include the same mix of uses as the project, however the amount of development would be reduced by 25 percent. The Alternative would meet Project Objectives related to the Palladium operations, the project's basic design principles and the Project's ground level relationship to the surrounding community.

However, because the Alternative would include uses that are the same type as the project, but of lesser amount, the Alternative would only partially meet the following objectives: protect

existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods; maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses; support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines; promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment; or maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community through the provision of high-density residential and mixed uses in the Hollywood Center. Overall, the Reduced Density Alternative would be inferior to the Project with respect to achieving all of the important Project objectives. Therefore, this Alternative is infeasible and less desirable than the proposed Project and is rejected for the reasons stated above.

e. Reference

For a complete discussion of impacts associated with Alternative 2, please see Section V of the Draft EIR.

iii. Alternative 3—Reduced Density and Change of Use—Office/Retail Alternative

a. Description of Alternative

Alternative 3 is a reduced density and change of use alternative based on the Community Plan designation and zoning for the site, as well as the past and current site uses that have resulted in an irregular area that does not readily lend itself to a single unified development. The Community Plan designates the Selma Avenue Area as "Commercial Manufacturing" and the zoning limits the FAR to 1.5:1 and 45 feet in height, while restricting residential development. The Sunset Boulevard Area is designated for Regional Center Commercial. The Sunset Boulevard Area zoning permits a 3:1 FAR by right, with provisions for increasing the FAR to 6.0:1.

This Alternative would develop the project site based on the existing Community Plan designations and zoning conditions for the Site. As shown in Figure 5-1, Schematic Plan: Alternative 3; Reduced-Density and Change of Use – Office/Retail. This Alternative would include three new buildings functioning independently, of which one would be a parking structure for the Palladium. The Palladium would continue to operate as an event venue, although since no zone change would be required, a zoning condition would not be added requiring the developer to nominate the Palladium as a Historic-Cultural Monument prior to the issuance of building permits; nor would the building receive enhancements. The Palladium's existing parking would continue to be provided, but in a new eight level parking structure that would be located immediately behind the Palladium building, which could include two below ground levels.

The Selma Avenue Area would be developed with a big box retail store, consistent with the Community Plan's Commercial Manufacturing designation. The building would be one to two stories and a maximum 45 feet in height, with one level of underground parking. The store would be approximately 60,000 square feet resulting in an FAR of 1.5:1 on the Selma Avenue Area (an approximately 40,000 square foot lot times 1.5 results in approximately 60,000 square feet of permitted development), consistent with the lot's 1VL zoning. It would require parking for approximately 100 cars.

The Sunset Boulevard Area would be developed with a new office building that would face Argyle Avenue. The building would contain 277,000 square feet in a 20-story office building (14 office floors + 6 above ground parking floors) with an additional two levels of subterranean parking. The total FAR for the Sunset Boulevard Area, inclusive of the office building and the Palladium would be 3:1.

b. Impact Summary of Alternative 3

This Alternative would result in greater, but still less than significant, impacts to the following categories than would the proposed project: aesthetics and views; operational air quality (as compared to Option 1); paleontological resources; and population, housing and employment. This Alternative would result in lesser impacts to fire protection, police protection, schools, libraries and parks and recreation; water supply, wastewater, solid waste, electricity service and natural gas, though impacts to these areas would be less than significant under the project as well. Other impacts from this Alternative would be the same or similar to those from the proposed project. This Alternative would lessen, but not eliminate, the significant and unavoidable impacts to regional air quality construction emissions; construction noise; construction traffic; and operational intersections impacts. Furthermore, this Alternative would introduce new significant impacts to historical resources.

c. Finding

With this Alternative, a new significant and unavoidable impact would be generated with regard to historical resources. Most of the new environmental impacts projected to occur from development of the Alternative 3 would be generally similar to those projected to occur from the proposed project, although some of the environmental impacts projected to occur from development of the project would be greater and some would be reduced. However, this Alternative does not meet the objectives of the project to the same extent as the project. This Alternative only partially meets the project's economic objective, Project Objective 9. Further, Alternative 3 would not meet project objectives related to design of the project and its relationship to surrounding buildings, including Objectives 1, 2, 3 and 8. This Alternative would also fail to meet Objectives 4, 5, 6, and 7, the development Objectives. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these Findings (Statement of Overriding Considerations), make infeasible the Reduced Density and Change of Use Office/Retail Alternative described in the EIR.

d. Rationale for Finding

The Reduced Density and Change of Use Office/Retail Alternative would contribute to economic investment and contribute to the mixed use character of the area. However, it would not include housing development, and the Alternative would include less construction than the project. Therefore, the Alternative would only partially contribute to the project's economic objective. Moreover, the Alternative would not nominate the Palladium as a Historic-Cultural Monument, propose building enhancements, nor improve the existing pedestrian network, so the Alternative would not support Objectives regarding design of the project and its relationship to the surrounding buildings. The Alternative likewise would not include new housing units nor the type of transit oriented residential development addressed in the Project Objectives; and therefore would not support the project's development objectives. Overall, the Reduced Density and Change of Use Office/Retail Alternative would be inferior to the project with respect to achieving all of the important project objectives. Therefore, this Alternative is infeasible and less desirable than the proposed project and is rejected for the reasons stated above.

e. Reference

For a complete discussion of impacts associated with Alternative 3, please see Section V of the Draft EIR.

iv. Alternative 4—Reduced Density and Change of Use—Residential/Retail Alternative

a. Description of Alternative

Alternative 4 is similar to Alternative 3, developing the project site with a reduced density and partial change of use alternative. The project site would be developed with three new buildings

functioning independently: a Palladium parking structure behind the on-going Palladium event space, a big box retail store on the Selma Avenue Area and a high-rise structure on the Sunset Boulevard Area. Alternative 4 would vary from Alternative 3, by replacing the office space with 250 residential units. Otherwise, the two alternatives would be similar with the following characteristics:

- The Palladium would continue to operate as an event venue, although because no zone change would be needed, no zoning condition would be added requiring the developer to nominate the Palladium as a Historic-Cultural Monument prior to the issuance of building permits; nor would the building receive enhancements. The Palladium parking structure would have eight levels above ground level, or six above ground and two below ground, and would be located behind the Palladium.
- A big box retail store would be provided on the Selma Avenue Area, consistent with the Community Plan's Commercial Manufacturing designation. The building would be varied one to two stories and a maximum 45 feet in height with one level of underground parking. The store would have 60,000 square feet resulting in an FAR of 1.5:1 for the Selma Avenue Area (an approximately 40,000 square foot lot times 1.5 results in approximately 60,000 square feet of permitted development), consistent with the lot's 1VL zoning.
- The Sunset Boulevard Area would be developed with a new residential building that would face Argyle Avenue. The building would contain 277,000 square feet, and 250 residential units in a 20-story building (14 residential floors + 6 parking floors), with 2 below grade parking levels. The total FAR for the Sunset Boulevard Area, inclusive of the residential building and the Palladium would be 3:1.

b. Impact Summary of Alternative 4

This Alternative would result in greater, but still less than significant, impacts to the following categories than would the proposed project: aesthetics; paleontological resources; population, housing and employment. This Alternative would result in lesser impacts to views, light, glare, shade and shadows; regional operational emissions, localized emissions, CO hotspots, and toxic air contaminants; greenhouse gases; operational noise; fire protection, police protection, schools, libraries and parks and recreation; water supply, wastewater, solid waste, electricity service and natural gas, though impacts to these areas would be less than significant under the project as well. Other impacts from this Alternative would be the same or similar to those from the proposed project. Further, this Alternative would lessen, but not eliminate, the significant and unavoidable impacts to regional air quality construction emissions; construction noise; construction traffic; and operational intersections and neighborhood street segments impacts. Furthermore, this Alternative would introduce new significant impacts to historical resources.

c. Finding

With this Alternative, a new significant and unavoidable impact would be generated with regard to historical resources. Most of the new environmental impacts projected to occur from development of the Alternative 4 would be generally similar to those projected to occur from the proposed project, although some of the environmental impacts projected to occur from development of the project would be greater and some would be reduced. However, this Alternative does not meet the objectives of the project to the same extent as the project. This Alternative only partially contributes to the project's economic objective, Project Objective 9. Further, this Alternative would not meet project objectives related to design of the project and its relationship to surrounding buildings, including Objectives 1, 2, 3 and 8. This Alternative would only partially meet Objectives 4, 5, 6, and 7, the development Objectives. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these



Findings (Statement of Overriding Considerations), make infeasible the Reduced Density and Change of Use Residential/Retail Alternative described in the EIR.

d. Rationale for Finding

The Reduced Density and Change of Use Residential/Retail Alternative would contribute to economic investment and contribute to the mixed use character of the area. However, it would include a much smaller housing element than the project, with less building construction and less Site activity than the project, and therefore would only partially contribute economic Objective to maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community.

Furthermore, because this Alternative would add a substantially smaller residential population and less densification in the vicinity of transit facilities, the Alternative would only partially meet the following project development objectives: protect existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods; maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses; support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines; promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment.

Because this Alternative would not require the developer to nominate the Palladium as a Historic-Cultural Monument, include building enhancements, or improve the existing pedestrian network, the Alternative would not support the following project design objectives: protect the Hollywood Palladium as a cultural resource, and allow enhancements including repairs and restoration compatible with historic features of the Palladium; develop iconic, landmark buildings that pay homage to the Hollywood Palladium, with building designs that visually frame the Palladium and building heights that are consistent with and add variation to the existing high-rise Hollywood skyline; design the project's buildings to maintain the Palladium as the visual focus on Sunset Boulevard through setbacks, and provide a visual buffer and open space between the new project's new buildings and the Palladium; improve street-level pedestrian environment and connectivity within the Hollywood Center, with publicly available, landscaped courtyards on the project frontages and streetscaped paths through the project site. Overall, the Reduced Density and Change of Use Residential/Retail Alternative would be inferior to the project with respect to achieving all of the important project objectives. Therefore, this Alternative is infeasible and less desirable than the proposed project and is rejected for the reasons stated above.

d. Reference

For a complete discussion of impacts associated with Alternative 4, please see Section V of the Draft EIR.

v. Alternative 5—Reduced Density and Change of Use—Retail/Shops Mall Alternative

a. Description of Alternative

Alternative 5 is a reduced density and change of use option. This Alternative would include the same building footprints as the proposed project, and maintain the Palladium. However instead of the proposed project buildings, a new irregular/"S" shaped continuous 2-story retail building would be constructed on the existing parking lots which wraps around the Palladium. The general area in which the building would be located is shown on Figure 5-3, Building Envelope: Alternative 5. The retail structure would be an allowable use under the Selma Avenue Area "Commercial Manufacturing" designation and zoning as well as the Regional Center designation

and zoning on the Sunset Boulevard Area. The Palladium would continue to operate as an event venue, although as no zone change would be required, no zoning condition would be added requiring the developer to nominate the Palladium as a Historic-Cultural Monument prior to the issuance of building permits; nor would the building receive enhancements. The vacant retail space in the Palladium would be activated.

The new 2-story building would include a mall-like grouping of visitor and neighborhood serving retail uses. While some larger facilities might locate within the structure, e.g. a market, the variety of uses would be small individual shops. The new building would include 140,000 square feet of retail space, of which 20 percent or 28,000 square feet would be food service. Replacement parking for the Palladium would be combined with parking for the new retail shops in a two to three levels of subterranean parking. The site-wide FAR inclusive of all development would be 1.3:1.

b. Impact Summary of Alternative 5

This Alternative would result in greater, but still less than significant, impacts to the following categories than would the proposed project: aesthetics; operational emissions; paleontological resources; greenhouse gases; land use and planning; population, housing and employment. This Alternative would result in lesser impacts to views, light, glare, shade and shadows; fire protection, police protection, schools, libraries and parks and recreation; water supply, wastewater, solid waste, electricity service and natural gas, though impacts to these areas would be less than significant under the project as well. Other impacts from this Alternative would be the same or similar to those from the proposed project. This Alternative would avoid the significant and unavoidable impacts to regional air quality construction emissions. This Alternative would lessen, but not eliminate, the significant and unavoidable impacts to construction noise; construction traffic; and operational intersections and neighborhood street segments impacts. Furthermore, this Alternative would introduce new significant impacts to historical resources.

c. Finding

With this Alternative, a new significant and unavoidable impact would be generated with regard to historical resources. Most of the new environmental impacts projected to occur from development of the Alternative 5 would be generally similar to those projected to occur from the proposed project, although some of the environmental impacts projected to occur from development of the project would be greater and some would be reduced. However, this Alternative does not meet the objectives of the project to the same extent as the project. This Alternative would only partially contribute to the project's economic objective, Project Objective 9. Further, Alternative 3 would not meet project objectives related to design of the project and its relationship to surrounding buildings, including Objectives 1, 2, 3 and 8. This Alternative would also not meet Objectives 4, 5, 6, and 7, the development Objectives. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these Findings (Statement of Overriding Considerations), make infeasible the Reduced Density and Change of Use Retail/Shops Mall Alternative described in the EIR.

d. Rationale for Finding

The Reduced Density and Change of Use Retail/Shops Mall Alternative would add new retail development and therefore contribute to economic investment and economic activity in the area. However, the Alternative would not include housing development, or development to the same extent as the project, so it would only partially contribute to fulfillment of the project's economic objective. Moreover, the Alternative would not support the project's design objectives nor its Objectives regarding design of the project and its relationship to the surrounding buildings. Overall, the Reduced Density and Change of Use Retail/Shops Mall Alternative would be inferior to the project with respect to achieving all of the important project objectives. Therefore,

this Alternative is infeasible and less desirable than the proposed project and is rejected for the reasons stated above.

e. Reference

For a complete discussion of impacts associated with Alternative 5, please see Section V of the Draft EIR.

vi. Alternative 6—Alternative Site Design—Reduced Height Alternative

a. Description of Alternative

Alternative 6, the Alternative Site Design - Reduced Height Alternative, would include the same development program as the proposed project with a similar Site plan. The Alternative would have, as does the proposed project, an FAR of 6.0:1. However, the new buildings would be redesigned to reduce building heights, and the uses allotted to the upper floors would be relocated within a larger building footprint. The building would include 18 stories at a height of approximately 200 feet. The wider footprint would be achieved by extending the taller structures to the lot lines on Sunset Boulevard and Selma Avenue; eliminating most of the project's ground level courtyards and open-entry way; and eliminating the gap between the two taller structures. Figure 5-4, Alternative 6 - Alternate Massing Study, presents a building massing arrangement that achieves a 6.0:1 FAR while lowering the project's building heights from 28 stories to 18 stories. As indicated the resulting design is a single structure, with one building height that would wrap around the Palladium.

This Alternative could also be developed under both the Residential and Residential/Hotel Options. Under the residential scenario, the Alternative would have the same use mix as the project's Option 1: 731 residential units, and 24,000 square feet of retail and restaurant space.

Implementation of this Alternative would require changes in General Plan and zoning designations to accommodate residential development on the Selma Avenue area and to accommodate the Alternative's proposed density. Nomination of the Palladium as a Historic-Cultural Monument prior to the issuance of building permits would likely be included as an updated zoning condition along with the other requested approvals.

b. Impact Summary of Alternative 6

Implementation of Alternative 6 would result in generally similar overall impacts when compared with the proposed project. Specifically, this Alternative would result in greater, but still less than significant, impacts to the following categories than would the proposed project: aesthetic character; paleontological resources; and land use and planning. This Alternative would result in lesser impacts to shade and shadows, though impacts to these areas would be less than significant under the project as well. All other impacts from this Alternative would be the same or similar to those from the proposed project. This Alternative would not avoid any of the significant and unavoidable impacts to list categories regional construction emissions; construction noise; construction traffic, intersections and neighborhood street segments impacts. Furthermore, this Alternative would introduce new significant impacts to historical resources.

c. Finding

With this Alternative, a new significant and unavoidable impact would be generated with regard to historical resources. Most of the new environmental impacts projected to occur from development of the Alternative 6 would be generally similar to those projected to occur from the proposed project, although some of the environmental impacts projected to occur from development of the project would be greater and some would be reduced. However, this Alternative would not meet the project objectives to the same extent as the project. Specifically, this Alternative would meet Project Objective 1, pertaining to preservation of the Palladium. This Alternative would also meet several of the project objectives pertaining to development and

economic objectives, including project Objectives 4, 5, 6, 7, and 9. However, this Alternative would not meet the project's design objectives: Project Objectives 2, 3, or 8. It is found pursuant to Public Resources Code Section 21081, subsection (a)(3), that specific economic, legal, social, technological, or other considerations, including considerations identified in Section XII of these Findings (Statement of Overriding Considerations), make infeasible the Alternative Site Design Reduced Height Alternative described in the EIR.

d. Rationale for Finding

The Reduced Height Alternative would include the same development program as the proposed project with a similar Site plan, continued operations of the Palladium, and nomination of the Palladium as a Historic-Cultural Monument prior to the issuance of building permits would likely be included as an updated zoning condition along with the other requested approvals. Therefore, this Alternative would meet the Project Objective to protect the Hollywood Palladium as a cultural resource, and allow enhancements including repairs and restoration compatible with historic features of the Palladium. Further, the Alternative would meet important development and economic Objectives: protect existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods; maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses; support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines; promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment; maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community through the provision of high-density residential and mixed uses in the Hollywood Center.

However, by increasing the size of the floorplate to accommodate the reduction in building heights, the Alternative would not meet the project's following design Objectives: to visually frame the Palladium and building heights that are consistent with and add variation to the existing high-rise Hollywood skyline, to maintain the Palladium as the visual focus on Sunset Boulevard through setbacks, to provide a visual buffer and open space between the new project's new buildings and the Palladium, and to improve street-level pedestrian environment and connectivity within the Hollywood Center, with publicly available, landscaped courtyards on the project frontages and streetscaped paths through the project site. Overall, the Reduced Height Alternative would be inferior to the project with respect to achieving certain important project objectives. Therefore, this Alternative is infeasible and less desirable than the proposed project and is rejected for the reasons stated above.

e. Reference

For a complete discussion of impacts associated with Alternative 6, please see Section V of the Draft EIR.

vii. Alternative 7—Alternative Site Design—Enhanced Setbacks

a. Description of Alternative

Alternative 7 is now being adopted by the Lead Agency as the Project, and has been described throughout these CEQA Findings and Statement of Overriding Considerations.

b. Impact Summary of Alternative 7

This Alternative would result in lesser impacts to aesthetics and views; construction emissions; historical resources; construction noise; parks and open space; construction traffic and circulation; and solid waste construction impacts, though impacts to these areas would be less than significant under the project as well. This Alternative would result in greater, but still less than significant, impacts to paleontological resources than would the proposed project. All other

impacts from this Alternative would be the same or similar to those from the proposed project. This Alternative would lessen, but not eliminate, the significant and unavoidable impacts to regional air quality construction emissions; construction noise; construction traffic; and operational intersections and neighborhood street segments impacts.

c. Finding

With this Alternative, the new environmental impacts projected to occur from development of the Alternative 7 would be generally similar to those of the project, although some of the environmental impacts projected to occur from development of the project would be reduced. Alternative 7 would more fully meet Project Objectives 1, 2, 3, and 8 related to design of the project and its relationship to surrounding buildings by improving pedestrian features of the project and the framing of the Palladium as a historic resource. This Alternative would also fully meet Objectives 4, 5, 6, 7, and 9, relating to development and economic objectives.

d. Rationale for Finding

The Alternative Site Design – Enhanced Setbacks Alternative would include the same development program as the proposed project, a similar site plan, taller building components that slightly narrow and reduce floor area, increased setback of the easterly building's taller component from Selma Avenue, and would continue operations of the Palladium and nomination as a Historic-Cultural Monument. Accordingly, this Alternative would meet project Objectives related to the Palladium operations, the project's basic design principles and the project's ground level relationship to the surrounding community. It would meet the following Objectives more fully than the project: protect the Hollywood Palladium as a cultural resource, and allow enhancements including repairs and restoration compatible with historic features of the Palladium; develop iconic, landmark buildings that pay homage to the Hollywood Palladium, with building designs that visually frame the Palladium and building heights that are consistent with and add variation to the existing high-rise Hollywood skyline; design the project's buildings to maintain the Palladium as the visual focus on Sunset Boulevard through setbacks, and provide a visual buffer and open space between the new project's new buildings and the Palladium; improve street-level pedestrian environment and connectivity within the Hollywood Center, with publicly available, landscaped courtyards on the project frontages and streetscaped paths through the project site.

As the Alternative would add the same development uses in the project vicinity, would maintain the same land use relationships, and provide the same contributions to the economy, it would also fully meet the following Objectives: protect existing low density neighborhoods by directing growth into transit areas away from hillside areas and low density neighborhoods; maximize high-density residential uses that contribute to the housing needs of the City, and allow for the flexibility to incorporate hotel uses; support the use of public transit by maximizing residential uses in the vicinity of key public transit facilities including the Metro Red Line, regional Metro Bus lines, and local LADOT Dash lines; promote and support local, regional, and State mobility objectives to reduce vehicle miles traveled and infrastructure costs, by maximizing in-fill, residential and mixed use development within an existing Regional Center near jobs, retail and entertainment; maximize the creation of construction jobs and economic investment in the City of Los Angeles and the Hollywood community through the provision of high-density residential and mixed uses in the Hollywood Center.

e. Reference

For a complete discussion of impacts associated with Alternative 7, please see Section V of the Draft EIR.

viii. Environmentally Superior Alternative

Section 15126.6(e)(2) of the State CEQA Guidelines indicates that an analysis of alternatives to a proposed project shall identify an Environmentally Superior Alternative among the alternatives

evaluated in an EIR. The State CEQA Guidelines also state that if the “no project” alternative is the environmentally superior alternative, the EIR shall identify another environmentally superior alternative among the remaining alternatives.

With respect to identifying an Environmentally Superior Alternative among those analyzed in this Draft EIR, the range of feasible Alternatives includes the No Project/No Build Alternative, Reduced Density Alternative, Reduced Density and Change of Use – Office/Retail, Reduced Density and Change of Use – Residential/Retail, Reduced Density and Change of Use – Retail/Shops Mall, Alternative Site Design–Reduced Height Alternative, and Alternative Site Design – Enhanced Setbacks. Of the alternatives analyzed in the Draft EIR, the No Project/No Build Alternative would have less impact than the Project or other alternatives as it would have no direct impacts on the environment. Further, it would avoid the project’s short term construction impacts on air quality, noise and traffic, and impacts on traffic operations. Therefore, the No Project/No Build Alternative is considered the overall environmentally superior Alternative. However, as indicated above, this Alternative would not meet the project Objectives.

In accordance with the State CEQA Guidelines requirement to identify an environmentally superior Alternative other than the No Project/No Action Alternative, Alternative 7, which meets the Project Objectives, would be considered environmentally superior to the proposed project. Alternative 7 would reduce impacts to aesthetics and views; construction emissions; historical resources; construction noise; parks and open space; construction traffic and circulation; and solid waste construction impacts. This Alternative would also lessen, but not eliminate, the significant and unavoidable impacts to regional air quality construction emissions; construction noise; construction traffic; and operational intersections and neighborhood street segments impacts.

## **XI. OTHER CEQA CONSIDERATIONS**

### **A. Growth Inducing Impacts**

Section 15126.2(d) of the CEQA Guidelines requires that grown-inducing impacts of a project be considered in a Draft EIR. Growth-inducing impacts include the removal of obstacles to population growth (e.g., the expansion of a wastewater treatment plant allowing more development in a service area) and the development and construction of new service facilities that could significantly affect the environment individually or cumulatively. In addition, pursuant to CEQA growth must not be assumed as beneficial, detrimental, or of little significance to the environment.

The project is a contained development within the project site. The use of the Palladium as an entertainment and event use is a continuation of an existing use. New development would be located within the area identified in the 1988 Hollywood Community Plan as the Hollywood Center. It is within an area identified as a Regional Center in the City’s Framework Element within an area designated in the Hollywood Redevelopment Plan for revitalization. The project would include a mix of uses that would be compatible with adjacent uses and representative of the type of development anticipated. The project would include as a project action, a modification to the General Plan and zoning designations on the Selma Avenue Area (northern portion of the project site) that would allow residential development and increase the permitted FAR on that portion of the project site. Due to historic reasons, the project site’s General Plan and zoning designations do not represent current development patterns and land use densities in the project vicinity. The modifications would align the site designations with adjacent development sites and would not introduce a new type of development into the project vicinity. Added population or FAR that might occur as a result of project implementation would represent an extremely small component of population growth in the project vicinity, consistent with the development and FARs anticipated in the 1988 Hollywood Community Plan and Hollywood Redevelopment Plan. The project’s new development is within established SCAG regional forecast, thus the project would not increase or induce residential density growth outside of the

project site. Further, the project's only off-site infrastructure improvements would consist of ties to the existing utility main-lines already serving the project area. Therefore, the project would not spur additional growth other than that already anticipated and would not eliminate impediments to growth. Consequently, the project would not foster growth inducing impacts.

### **B. Significant Irreversible Environmental Changes**

According to Sections 15126(c) and 15126.2(c) of the CEQA Guidelines, an EIR is required to address any significant irreversible environmental changes that would occur should the proposed Project be implemented. As stated in CEQA Guidelines Section 15126.2(c):

"[u]ses of nonrenewable resources during the initial and continued phases of the project may be irreversible since a large commitment of such resources makes removal or nonuse thereafter likely. Primary impacts and, particularly, secondary impacts (such as highway improvement which provides access to a previously inaccessible area) generally commit future generations to similar uses. Also, irreversible damage can result from environmental accidents associated with the project. Irretrievable commitments of resources should be evaluated to assure that such current consumption is justified."

The project would necessarily consume limited, slowly renewable and non-renewable resources during construction and operation. Project development would require a commitment of resources that would include: (1) building materials, (2) fuel and operational materials/resources, and (3) the transportation of goods and people to and from the project site. Specifically, project construction would consume potentially non-renewable resources including: lumber and other forest products; aggregate materials used in concrete and asphalt such as sand, gravel and stone; metals such as steel, copper, and lead; petrochemical construction materials such as plastics; and water. Furthermore, nonrenewable fossil fuels such as gasoline and oil would also be consumed in the use of construction vehicles and equipment, as well as the transportation of goods and people to and from the project site. Project operation would continue to expend nonrenewable resources such as electricity and natural gas, petroleum-based fuels required for vehicle-trips, fossil fuels, and water. Fossil fuels would represent the primary energy source associated with both construction and ongoing operation of the project, and the existing, finite supplies of these natural resources would be incrementally reduced.

Concurrently, the project would contribute to a land use pattern that would reduce reliance on private automobiles and the consumption of non-renewable resources when considered in a larger context. Further, the project would include design features and be subject to building regulations that would reduce the demands for energy resources needed to support project operation. Continued use of non-renewable resources would be on a relatively small scale and consistent with regional and local growth forecasts in the area, as well as state and local goals for reductions in the consumption of such resources. The project would not affect access to existing resources, nor interfere with the production or delivery of such resources. The project Site contains no energy resources that would be precluded from future use through project implementation. The project's irreversible changes to the environment related to the consumption of nonrenewable resources would not be significant.

## **XII. STATEMENT OF OVERRIDING CONSIDERATIONS**

The Final EIR has identified unavoidable significant impacts that would result from implementation of the proposed project. Section 21081 of the California Public Resources Code and Section 15093(b) of the CEQA Guidelines provide that when the decision of the public agency allows the occurrence of significant impacts that are identified in the EIR but are not at least substantially mitigated, the agency must state in writing the reasons to support its action based on the completed EIR and/or other information in the record. State CEQA Guidelines require, pursuant to CEQA Guidelines Section 15093(b), that the decision maker adopt a Statement of Overriding Considerations at the time of approval of a project if it finds that significant adverse environmental effects have been identified in the EIR which cannot be

substantially mitigated to an insignificant level or be eliminated. These findings and the Statement of Overriding Considerations are based on substantial evidence in the record, including but not limited to the EIR, the reference library to the EIR, and documents and materials that constitute the record of proceedings.

The following impacts are not mitigated to a less than significant level for the proposed project, as identified in the EIR: Air Quality (Regional NOX Emissions); Noise (Construction Impacts); and Transportation and Circulation (Construction, Operational and Cumulative Impacts on Traffic, Intersections, and Neighborhood Street Segments). It is not feasible to mitigate such impacts to a less than significant level.

Accordingly, the City adopts the following Statement of Overriding Considerations. The City recognizes that significant and unavoidable impacts would result from implementation of the project. Having (i) adopted all feasible mitigation measures, (ii) rejected alternatives to the project discussed above, (iii) recognized all significant, unavoidable impacts, and (iv) balanced the benefits of the project against the project's significant and unavoidable impacts, the City hereby finds that the benefits outweigh and override the significant unavoidable impacts for the reasons stated below.

The below stated reasons summarize the benefits, goals and objectives of the proposed project, and provide, in addition to the above findings, the detailed rationale for the benefits of the project. These overriding considerations of economic, social, aesthetic, and environmental benefits for the project justify adoption of the project and certification of the completed Final EIR. Many of these overriding considerations individually would be sufficient to outweigh the adverse environmental impacts of the project and justify adoption of the project and certification of the completed EIR. In particular, achieving the underlying purpose for the project would be sufficient to override the significant environmental impacts of the project.

1. The Project will protect and preserve the Palladium, an historic and cultural resource of Hollywood and Los Angeles, including through a commitment to nominate the Palladium as a Local Historic-Cultural Monument prior to issuance of building permits for the Project.
2. The Project proposes a Palladium Preservation and Enhancement Plan to improve the Palladium as an entertainment venue, support its continued operations, and retain the character-defining features of the building that contribute to its distinctive appearance and place in the Hollywood community. The Preservation and Enhancement Plan will be developed in conjunction with the Palladium's long-term operator and the Office of Historic Resources and comply with the Secretary of the Interior's Standards for Rehabilitation.
3. The Project will include an historic interpretive exhibit within the Project, which is intended to increase general public and patron awareness and appreciation of the history and significance of Hollywood, the Palladium, and the performers who have appeared at the Palladium over the past seven decades. The exhibit will be designed and implemented pursuant to input from Hollywood stakeholders.
4. The Project has been thoughtfully designed around the Palladium to preserve the historic integrity of the building, including by providing substantial open space buffer areas between the Palladium and the new Project buildings and setting back the Project buildings from Sunset Boulevard to preserve views of the Palladium. The Project's landmark buildings also include significant investments in architecture and façade treatment to incorporate design elements compatible with the historic Palladium.
5. The Project will add needed housing supply to Hollywood and the City of Los Angeles while protecting nearby low-density residential neighborhoods. The Project will replace existing surface parking lots that are currently surrounded by commercial uses, and separated/buffered from lower density residential development by intervening office,



commercial, studio and retail uses. By locating the Project's residential uses within Hollywood's dense mixed-use core, the Project would provide additional housing without encroachment into surrounding low density neighborhoods.

6. The Project will introduce high-density residential and potential hotel uses, as well as retail uses, within a designated Regional Center in walking distance of jobs, transit, restaurants, retail services, residential, and entertainment venues. The location of the Project within a developed urban core will increase pedestrian activity and enhance the pedestrian orientation of the Regional Center.
7. The Project will provide new mixed-use development in an area served by a Metro Red Line rail station, multiple regional Metro bus routes, and linkages to the larger Hollywood community via three LADOT Dash Lines, thereby supporting the use of public transit and facilitating a reduction of vehicle trips (and associated greenhouse gas emissions).
8. The Project will provide an innovative Mobility Hub on-site, including on-site Bike-Share and Bicycle Amenities programs, as well as a Car-Share program, designed to reduce single-driver car trips. A Transportation Demand Management (TDM) Plan will also be implemented for the Project, and the Project will join the to-be-created Hollywood TMO.
9. The Project will transform an underutilized site covered with surface parking into a welcoming pedestrian and community gathering space. The Project will develop approximately 33,800 square feet of ground level open space that includes landscaped areas and pedestrian amenities that are open to the public. The Site will include three courtyards with benches, water features, and vegetation, and link the Site to surrounding pedestrian facilities. These improvements would improve the pedestrian experience around the Project Site from existing conditions.
10. The Project will introduce new community-serving retail and dining options into the area, in walking distance of existing offices and residences. The Project will also re-activate currently vacant retail spaces within the Palladium, creating an enlivened streetscape experience for pedestrians on Sunset Boulevard.
11. Development and construction of the Project will generate more than 4,000 jobs, approximately \$550 million in economic output, and approximately \$25 million in tax revenues.
12. Operation of the Project will generate 450 permanent jobs, approximately \$65 million in annual economic output, approximately \$10 million in annual tax revenues, and approximately \$19 million in local spending by residents.
13. The Project will be designed to achieve, at a minimum, the standards of the Silver Rating under the USGBC's Leadership in Energy Efficiency and Design ("LEED") green building program, or equivalent green building standards. New buildings will be designed to promote water and energy conservation.

## PUBLIC HEARING AND COMMUNICATIONS

### Summary of Public Hearing Testimony and Communications Received

The Public Hearing on this matter was held at Los Angeles City Hall in Downtown Los Angeles, Room 1020, 10<sup>th</sup> Floor, on April 15, 2015 at 9:30 A.M.

1. Present: Approximately 30 people were in attendance, including the applicant, applicant's architect, representative, and team members, residents and neighbors, representatives from labor, Hollywood Arts Council, Hollywood Heritage, and Councilman Mitch O'Farrell's Council Office District 13.
2. Public Speakers: 31 public speakers. 26 in support; and 5 opposed.
3. The Applicant and the Applicant's Representative made the following statements:
  - A summary of the requested entitlements, including those necessary to facilitate the development, including floor area averaging and residential density transfer, findings of consistency with the Hollywood Redevelopment Plan. The representative also summarized the findings of the EIR and CEQ process.
  - The project has an extensive history in music and seeks to protect the Palladium by committing to nominating the building through the conditions of approval. The proposed groves with citrus trees are intended to recreate the orange groves of the past.
  - Extensive outreach was conducted with the local community, the developer has a history of managing their own developments and is supportive of the local construction trades.
4. Speakers at the April 15 hearing consisted of area residents, property and business owners, as well as local community organizations and neighborhood groups. A summary of their statements is as follows:
  - Statements in support of the project:
    - Preservation of the Palladium
    - Introduction of new businesses to the area, and introducing new residents to support existing local businesses
    - Development of this project will bring much needed construction jobs following the recession
    - Provide new housing
    - The project represents smart development
  - Statements in opposition of the project:
    - Traffic has increased commute times, affecting local businesses and services
    - Removal of surface parking would over-burden the lack of parking in the area
    - Impacts to community services were not addressed in the EIR, and did not consider all mitigations
    - Project description is too ambiguous
    - Project is located close to the Hollywood Fault
    - Project does not consider water restrictions