

## 2.0 PROJECT DESCRIPTION

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### A. INTRODUCTION

CH Palladium, LLC (Applicant) 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. The Site is 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 Project Site. The Project may be constructed at one time, or in two phases with consecutive construction of the two buildings. The location and appearance of the buildings are illustrated in Section F below, most notably on Figures 2-5, *Conceptual Site Plan*; and 2-7, *Conceptual Building Design*.

The Project includes two development options to provide flexibility for changing market conditions. Under Option 1, Residential, the Project would contain up to 731 residential units. Under Option 2, Residential/Hotel, the Project would provide up to 598 residential units and a 250 room hotel with related hotel facilities such as banquet and meeting area. Under both Options, the Project's two new buildings would be up to 28 stories and approximately 350 feet in height, as defined by the Los Angeles Municipal Code, and would be constructed with the same structural configurations, including the same massing of above-ground and below-ground structures. Variations between the residential and hotel Options would be accommodated through changes in the internal layout of space within the buildings. The Project buildings would be organized around three publicly accessible, landscaped courtyards with pathways linking the courtyards and the Project activities to the surrounding pedestrian milieu within the core of the Hollywood community.

Both Options would also include approximately 24,000 square feet of street level retail and restaurant uses, including activation of currently vacant retail space in the Palladium building along Sunset Boulevard. The Project would include recreation/spa facilities for residents, approximately 1,900 on-site 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. Under both Options, 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.

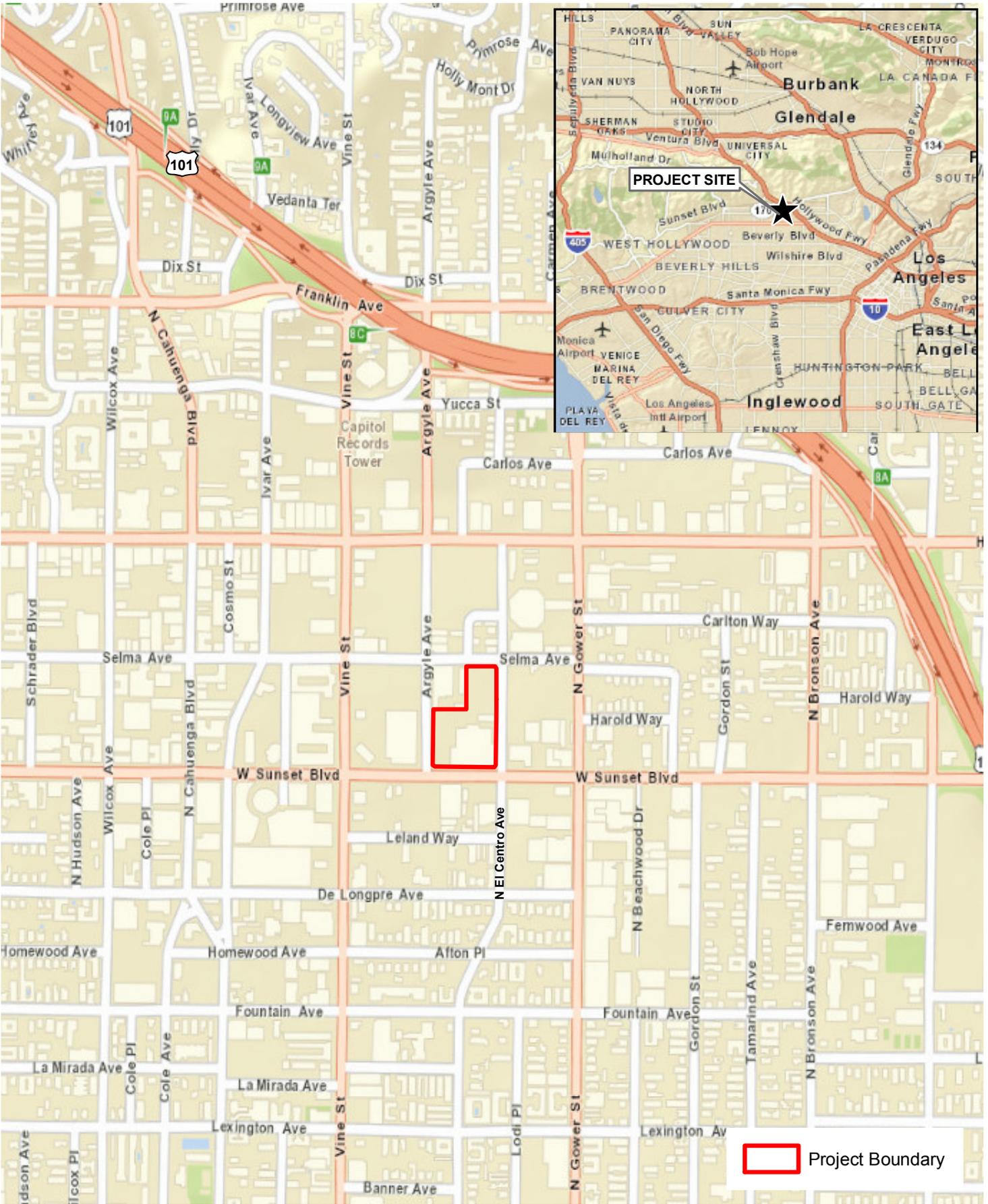
The Project Applicant also proposes, as a voluntary condition of approval, to nominate the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance in connection with issuance of building permits for the new development. This would preserve and protect the Palladium into the future. An enhancement program is also proposed to be developed in conjunction with the Palladium's operator 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 enhancement program would include interpretive displays 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. Additional enhancements to the Palladium could include rehabilitation of the ballroom ceiling and ballroom floor and main lobby improvements that would be more compatible with the Palladium's historic features.

## **B. PROJECT LOCATION AND SURROUNDING USES**

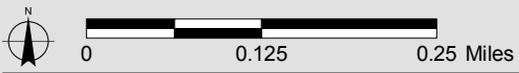
The Project Site is located at 6201 West Sunset Boulevard and 6210 West Selma Avenue in the Hollywood community of the City of Los Angeles, as shown on **Figure 2-1, Regional and Vicinity Location Map**. The Site is located within a network of regional transportation facilities providing connectivity to the larger region. A Metro Red Line rail station operated by the Los Angeles County Metropolitan Transportation Authority (Metro) is located approximately 0.2 miles north of the Project Site and three LADOT DASH lines and eight Metro bus lines are located in close proximity to the Project Site. The Hollywood Freeway (US 101) is located approximately 0.5 miles north and east of the Site and other key regional roadways adjacent to and surrounding the Site include Sunset Boulevard, Hollywood Boulevard, and Santa Monica Boulevard.

The Project Site occupies part of the city block bounded by Selma Avenue on the north, Sunset Boulevard on the south, El Centro Avenue on the east, and Argyle Avenue on the west, as shown in the aerial photograph in **Figure 2-2, Project Site and Surrounding Land Uses**. The Project Site includes the existing Palladium building in the southeast quadrant of the Site and parking lots in the southwest and northeast quadrants. The northwest quadrant of the block is outside of the Project Site and is occupied by a large electronics store(audio/visual store) and small commercial buildings with parking.

The Project vicinity is highly urbanized and generally built out, as also shown Figure 2-2. The Project Site, with frontage on Sunset Boulevard, lies in an active area that serves as both a commercial center for Hollywood and the surrounding communities and an entertainment center of regional importance; as is reflected in the Site's Regional Center designation in the City's General Plan Framework Element and designation of the Hollywood Center in the Hollywood Community Plan. The area is characterized by a mixed-use blend of commercial, restaurant, bar, studio/production, office, entertainment, and residential uses. 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 to the west. Hollywood Boulevard tourist-oriented and entertainment uses such as the Pantages Theatre are located north and northwest of the Project Site. Interspersed amongst these uses are a variety of commercial, office, studio, higher density residential and visitor/entertainment uses. Lower-density residential neighborhoods that include a mix of single-family, bungalow, duplex, and lower scale apartment uses lie in an outer ring to the southwest, south, and east of the Project Site.



 Project Boundary

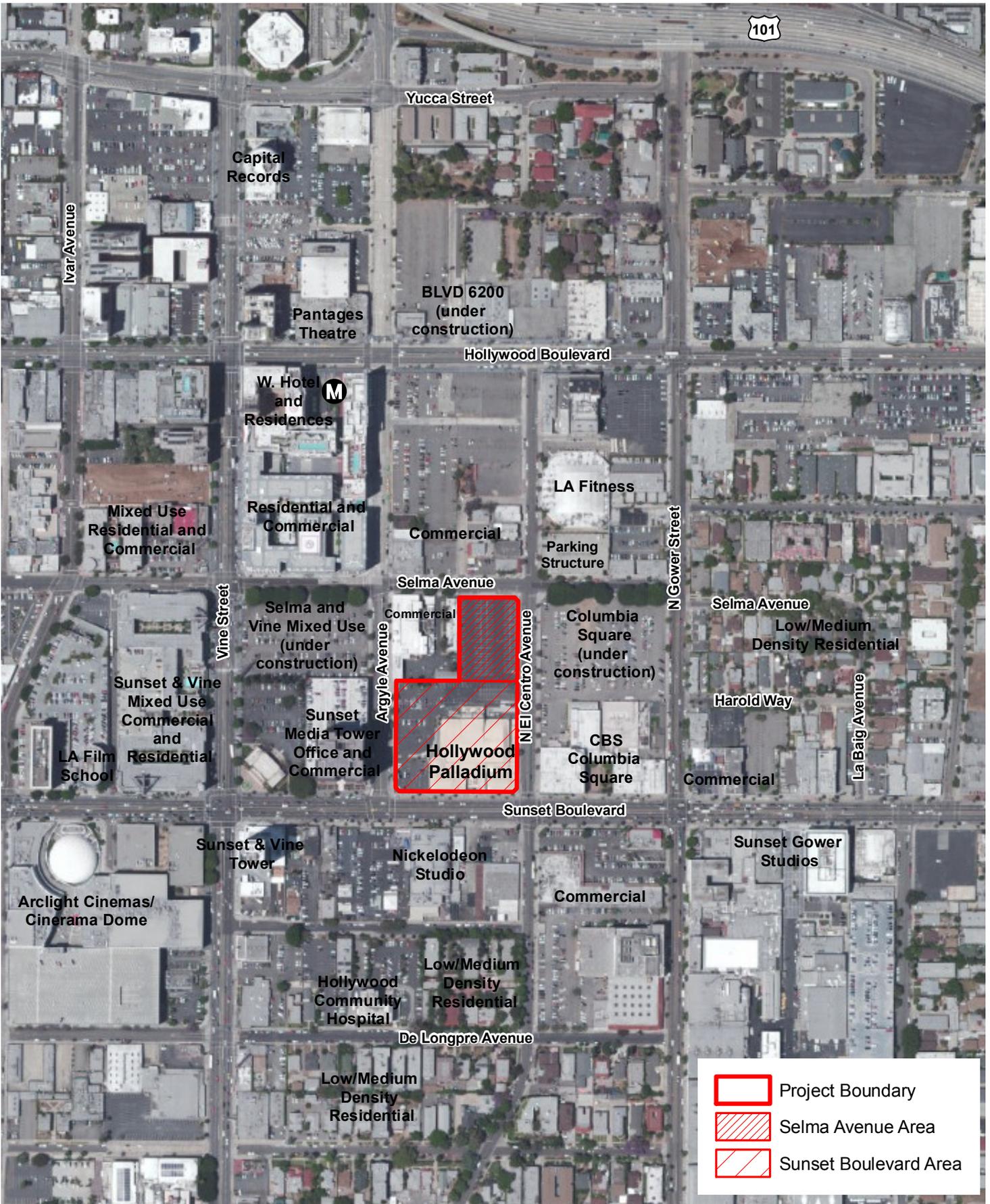


**Regional and Vicinity Location Map**

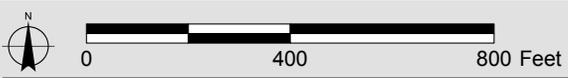
FIGURE

**2-1**

Palladium Residences  
Source: ESRI Street Map, 2009; PCR Services Corporation, 2014.



-  Project Boundary
-  Selma Avenue Area
-  Sunset Boulevard Area



**Project Site and Surrounding Land Uses**

Palladium Residences  
 Source: ESRI, 2010; PCR Services Corporation, 2014.

FIGURE  
**2-2**

## **C. SITE BACKGROUND AND EXISTING CONDITIONS**

### **1. Site Conditions**

The Project Site's approximately 3.6 acres (154,648 square feet) is currently occupied by the Palladium and associated surface parking, as shown in Figure 2-2. The Site is generally flat, with a gentle slope to the south. Landscaping is limited to a small number of ornamental trees around the Project Site perimeter.

### **2. Palladium Background**

The Palladium opened in 1940 with a concert by Frank Sinatra and the Tommy Dorsey Orchestra and has continually served as an entertainment, event, and broadcast venue since that time. The Palladium has considerable historical significance as a Hollywood entertainment venue, and the building itself, which is noted for its Streamline Moderne style and distinguishing marquee, has retained a high level of architectural integrity in its location, design setting, materials, workmanship, feeling and association.

As part of the Project, the Applicant proposes to add a new condition to the Project Site's zoning that would require nomination of the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance in connection with issuance of building permits for the Project. The building may be eligible for designation as a Historic-Cultural Monument due to its association with the development of popular and social culture in Hollywood, as an example of Streamline Moderne architecture in Los Angeles, and as a design of master architect Gordon B. Kaufman. The Palladium is listed in the California Historic Resources Inventory maintained by the State Office of Historic Preservation with a status code 3S, indicating that it is also eligible for listing in the National Register of Historic Places.

The building fell into disrepair over the years, with intermittent renovations. A major renovation was completed in 2008 that included rehabilitation of the building façade, replication of historic signage and the marquee, improvements to the interior production facilities, concession areas, and restrooms, and removal of some barriers to accessibility. All work on the property in 2008 was reviewed for conformance with historic preservation criteria (the Secretary of the Interior's Standards for Rehabilitation) by the Community Redevelopment Agency of the City of Los Angeles and the Office of Historic Resources of the City of Los Angeles Planning Department. A consultant meeting the Secretary of the Interior's Professional Qualifications Standards monitored the work during the construction phase for conformance with the approved project scope of work. Because the recent work meets the Secretary of the Interior's Standards for Rehabilitation, it is presumed that the property retains its eligibility. The building reopened in October 2008 and continues to operate as a concert and event venue. Additional enhancements to the Palladium, which could include rehabilitation of the ballroom ceiling and ballroom floor and main lobby improvements that would be more compatible with the Palladium's historic features, and the installation of interpretative displays, are also analyzed as part of the Project.

## **D. EXISTING PLANNING AND ZONING**

The Project Site is located within the boundaries of the Hollywood Community Plan. The Hollywood Community Plan was adopted in 1988.

The Project Site contains two different zones and General Plan designations, based on the lot configurations of the Project Site that existed when the Hollywood Community Plan became effective in 1988. The two zoning areas are shown on Figure 2-2, above, and the Site's General Plan land use designations are shown in **Figure 2-3, General Plan Land Use Designations**. One area fronts Sunset Boulevard (the "Sunset Boulevard Area") and one area fronts Selma Avenue (the "Selma Avenue Area"). In May 2013, the City approved a lot line adjustment for the Project Site (AA-2012-3533-PMEX) resulting in one rectangular lot around the Palladium building with the remaining Project Site located within a second lot. The lot line adjustment did not alter the boundaries of the Project Site's zoning and General Plan designations.

Under the General Plan, the Selma Avenue Area is designated Commercial Manufacturing. The Sunset Boulevard Area is designated as Regional Center Commercial.

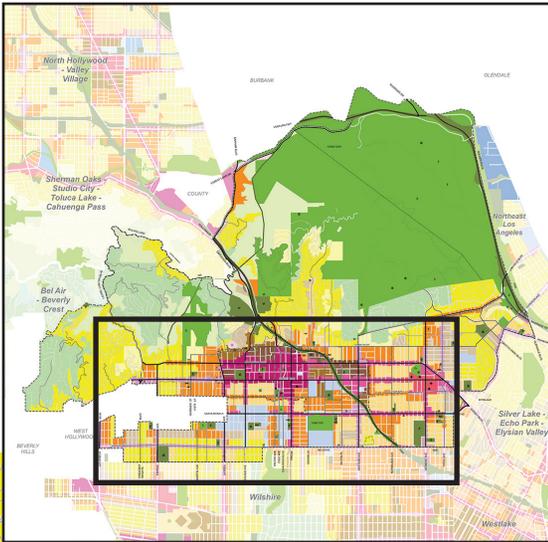
The Project's zoning and the generalized zoning in the Project vicinity are shown on **Figure 2-4, Zoning**. The Site is located within an area predominated by commercial zoning classifications. The Selma Avenue Area is zoned [Q]C4-1VL. The C4 zone permits commercial uses and the Commercial Manufacturing designation permits R4 residential densities in a mixed use Project. The zoning of the Selma Avenue Area includes a [Q] condition that 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 1VL in the zoning designation is a height district designation that permits maximum building heights of 45 feet and three stories and a maximum FAR of 1.5:1.

The Sunset Boulevard Area is zoned C4-2-D. This zoning permits a variety of mixed-uses including multi-family residential development, retail, hotel, theater, studio, and other similar uses, as described in the Los Angeles Municipal Code Section 12.16. The C4 in the zoning designation indicates that the Site is designated for commercial uses, which permits an R5 residential density when the site is designated as a Regional Center, pursuant to Section 12.22.A.18 of the code. The "2" component of the designation indicates height district "2," unlimited building height with a maximum floor area ratio (FAR) of 6.0:1. The zoning for the Sunset Boulevard Area also includes a "D" Development Limitation that provides a Project may only exceed 3.0:1 FAR with: approval of the Project as consistent with the provisions of the Hollywood Redevelopment Plan (including any Transportation Program or Designs for Development adopted per that Plan); execution of a Disposition and Development Agreement or Owner Participation Agreement executed by the CRA Board; and approval by the Planning Commission, or City Council on Appeal.<sup>1</sup>

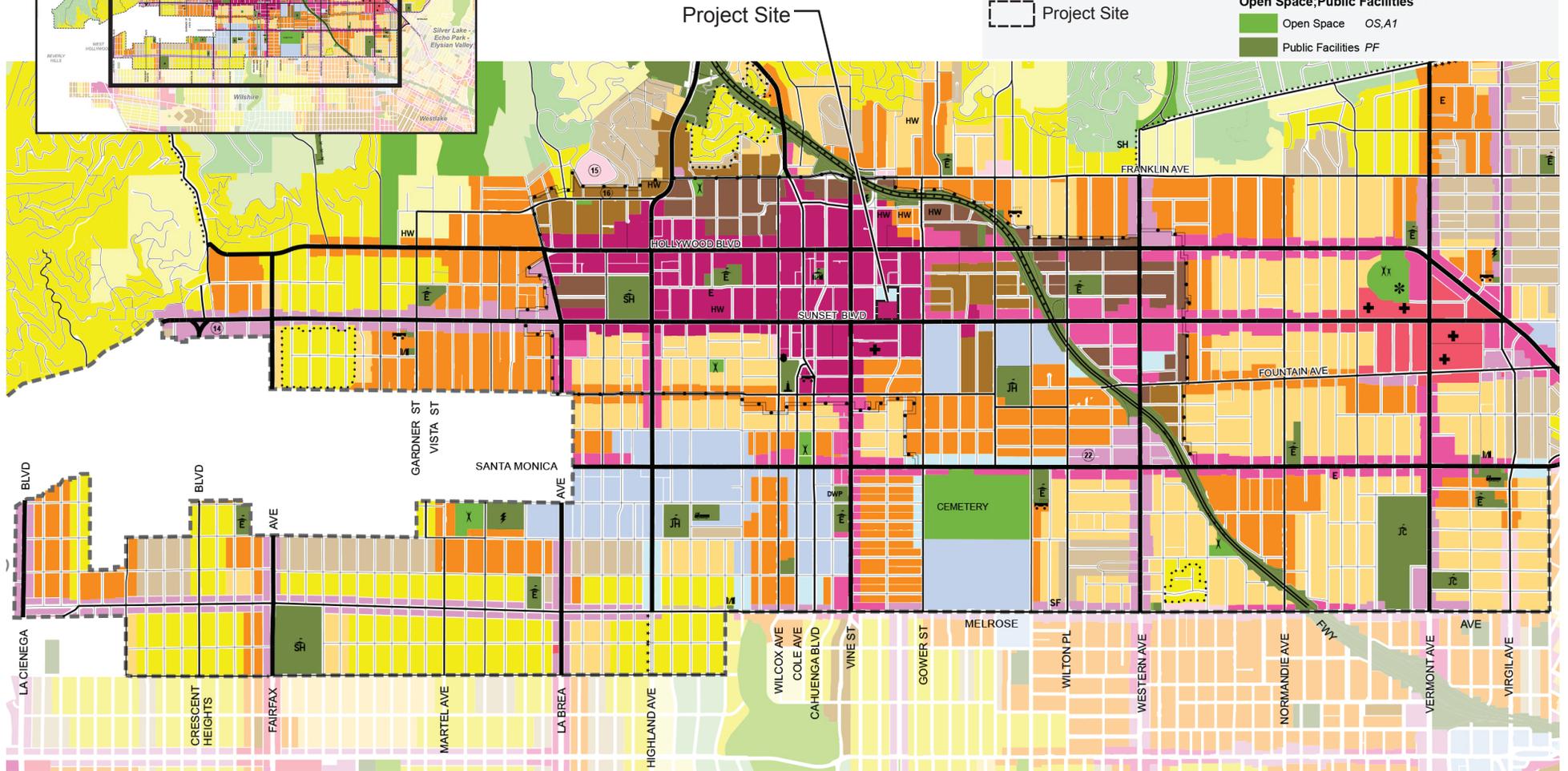
The Project Site is also located within the Hollywood Redevelopment Plan Area, the Hollywood Signage Supplemental Use District, a Los Angeles State Enterprise Zone and an Adaptive Reuse Incentive Area. The Project Site is not located within the boundaries of a Historic Preservation Overlay Zone or any Specific Plan.

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<sup>1</sup> *The Hollywood Redevelopment Project/Plan responsibilities formerly assigned to the Community Redevelopment Agency are being transferred to the City of Los Angeles, Department of City Planning.*



Land Use	Corresponding Zones	Land Use	Corresponding Zones
<b>Low Density</b>			
Minimum	RE40	Limited Commercial	CR,C1,C1.5,P, RAS3,RAS4
Very Low II	RE15,RE11	Highway Oriented Commercial	C1,C2,P, RAS3,RAS4
Low I	RE9	General Commercial	C1,C2,P, RAS3,RAS4
Low II	RS,R1	Neighborhood Office Commercial	C1,C2,C4,P, RAS3,RAS4
<b>Multiple Family</b>			
Low Medium I	R2,RD5,RD4,RD3	Community Commercial	CR,C2,C4,P,PB, RAS3,RAS4
Low Medium II	RD2,RD1.5	Regional Center Commercial	C2,C4,P,PB, RAS3,RAS4
Medium	R3	<b>Industrial</b>	
High Medium	[Q]R4	Commercial Manufacturing	CM,P
High	R4,[Q]R5	Limited Manufacturing	MR1,M1,P,PB
<b>Open Space; Public Facilities</b>			
		Open Space	OS,A1
		Public Facilities	PF



**General Plan Land Use Designations**

Palladium Residences

Source: Los Angeles Department of City Planning - Systems, GIS and Graphics Division, April 2014.

FIGURE

**2-3**



 Project Site

 Zoning Boundary Pursuant to Hollywood Community Plan

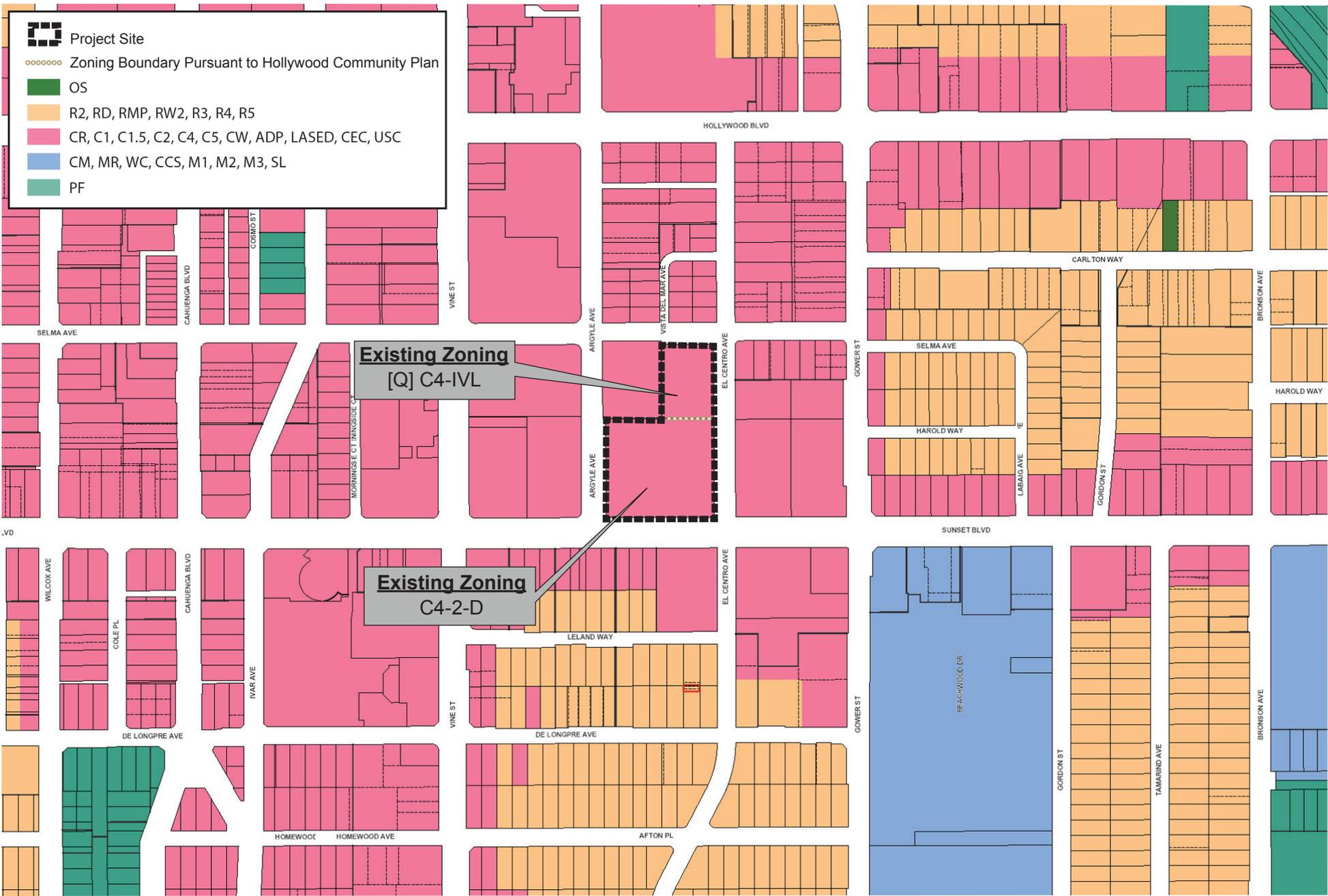
 OS

 R2, RD, RMP, RW2, R3, R4, R5

 CR, C1, C1.5, C2, C4, C5, CW, ADP, LASED, CEC, USC

 CM, MR, WC, CCS, M1, M2, M3, SL

 PF



## Zoning

Palladium Residences  
Source: ZIMAS, January 13, 2014.

FIGURE  
2-4

## E. PROJECT OBJECTIVES

The underlying purpose and primary objective 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 area away from hillside and low density residential areas.” As further required by the *State CEQA Guidelines*, the specific objectives sought by the Applicant for the Project are provided below.

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 pays 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.

## F. DESCRIPTION OF THE PROPOSED PROJECT

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. Proposed uses for the new buildings and the amounts of each are summarized in **Table 2-1, Proposed Project Summary**, and each of the uses is described in more detail below. The maximum developed floor area, as floor area is

Table 2-1

## Proposed Project Summary

Use	OPTION 1 Residential	OPTION 2 Residential/Hotel
<u>Residential/Hotel</u>		
Residential Area (sq.ft.)	819,000 (731 Units)	697,800 (598 Units)
Amenities (Community Room, Banquet, Spa etc.)	22,000	22,000
Lobby	9,000	9,000
Hotel Area	X	121,200 (250 Rooms)
	X	
<b>Subtotal (sq.ft.)</b>	<b>850,000</b>	<b>850,000</b>
<u>Retail/Restaurant (sq.ft.)</u>		
Within New Project Buildings	14,000	14,000
Within Existing Palladium Building	10,000	10,000
<u>Palladium (Existing)</u>		
Event Space	53,354	53,354
<b>Total Floor Area (including Existing Palladium) (sq.ft.)<sup>a</sup></b>	<b>927,354</b>	<b>927,354</b>
<u>Publicly Accessible Outdoor, Ground Level Court Areas and Pathways (sq.ft.)</u>	33,800	33,800
<u>Parking Spaces (#)</u>	Approximately 1,900	Approximately 1,900
<u>Bicycle Spaces (#)</u>	Approximately 820	Approximately 820

<sup>a</sup> As defined in Section 12.03 of the City of Los Angeles Municipal Code.

Source: Stanley Saitowitz/Natoma Architects Inc.

defined by the Los Angeles Municipal Code, would be approximately 927,354 square feet, including the existing 63,354-square-foot Palladium.

As indicated in Table 2-1, two development Options are proposed. Under Option 1, Residential, the Project would include up to 731 residential units. Under Option 2, Residential/Hotel, the Project would provide up to 598 residential units and 250 hotel rooms with hotel related ancillary facilities such as banquet/meeting space. Both options would include lobby space. Both options would include 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 amenities for Project Site 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.

Structured parking would be provided for approximately 1,900 vehicles within four to six subterranean levels located below the new Project buildings and seven above-ground levels at the northern edge of the Project Site. The Project would also include approximately 820 spaces for bicycle parking.

The locations of key Project components are shown on **Figure 2-5, Conceptual Site Plan**, and **Figure 2-6, Conceptual Landscape Plan**. The latter figure also illustrates the conceptual landscape plan for the site. The conceptual appearance of the Project is illustrated in **Figure 2-7, Conceptual Building Design**, **Figure 2-8, Appearance on Sunset Boulevard and Selma Avenue**, and **Figure 2-9, Conceptual Court Views**. Sections of the Project buildings are shown in **Figure 2-10, Building Sections**.

As indicated in the various figures, the majority of the new uses would be located in two 28-story buildings that would contain residential units or, under Option 2, a mix of residential and hotel uses. 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 Project's Selma Avenue frontage would also be setback from the street, and be stepped down in height to approximately seven stories. 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.

## 1. 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. As part of the Project, an enhancement program would be developed in conjunction with the Palladium's operator 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. Key improvements could include additional rehabilitation of 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. The Project will be reviewed and considered by the Office of Historic Resources as part of the Project's approval process, which will have input on the Project prior to approval. 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.

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.

## 2. Residential and Residential/Hotel Buildings

The majority of proposed new uses would be located in two buildings up to 28 stories and approximately 350 feet in height<sup>2</sup> 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. Under Option 1, both buildings would be developed with residential uses and together would contain up to 731 residential units. Under Option 2, the two buildings would be primarily residential; but one building would include a hotel with 250 rooms together with ancillary hotel uses such as banquet/meeting areas. The reduced residential component would include 598 residential units in contrast to the 731 residential units in Option 1. As shown in Figure 2-5, 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), as illustrated in Figure 2-5 and Figure 2-9, above. 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.

The proposed architectural style of the new buildings is reflected in Figures 2-7, through 2-9. As shown therein, the new buildings would be clad with an articulated lattice façade with expanses of windows featuring low-reflectivity glass. The curvilinear building profiles would complement the Streamline Moderne style of the Palladium building and marquees, while the rectilinear lattice face treatment with deep shadow lines, balconies and sky gardens is intended to reflect the street grid of Hollywood.

## 3. 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

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<sup>2</sup> *The height of the Project's buildings is measured according to the Los Angeles Municipal Code's definition within Section 12.03: "Height of Building or Structure. Is the vertical distance above grade measured to the highest point of the roof, structure, or the parapet wall, whichever is highest." This height does not include any rooftop structures that may be located on top of the Project's buildings, such as, but not limited to, wireless masts, solar panels, and elevator shafts.*

Selma Avenue

NOT A PART OF THE PROJECT

PARKING

RETAIL

LOBBY

LOBBY

EL CENTRO COURT

El Centro Avenue

OUTLINE OF TALLER BUILDING ELEMENTS

ARGYLE COURT

PALLADIUM

Argyle Avenue

RETAIL / RESTAURANT

SUNSET COURT

RETAIL

RETAIL

Sunset Boulevard



### Conceptual Site Plan

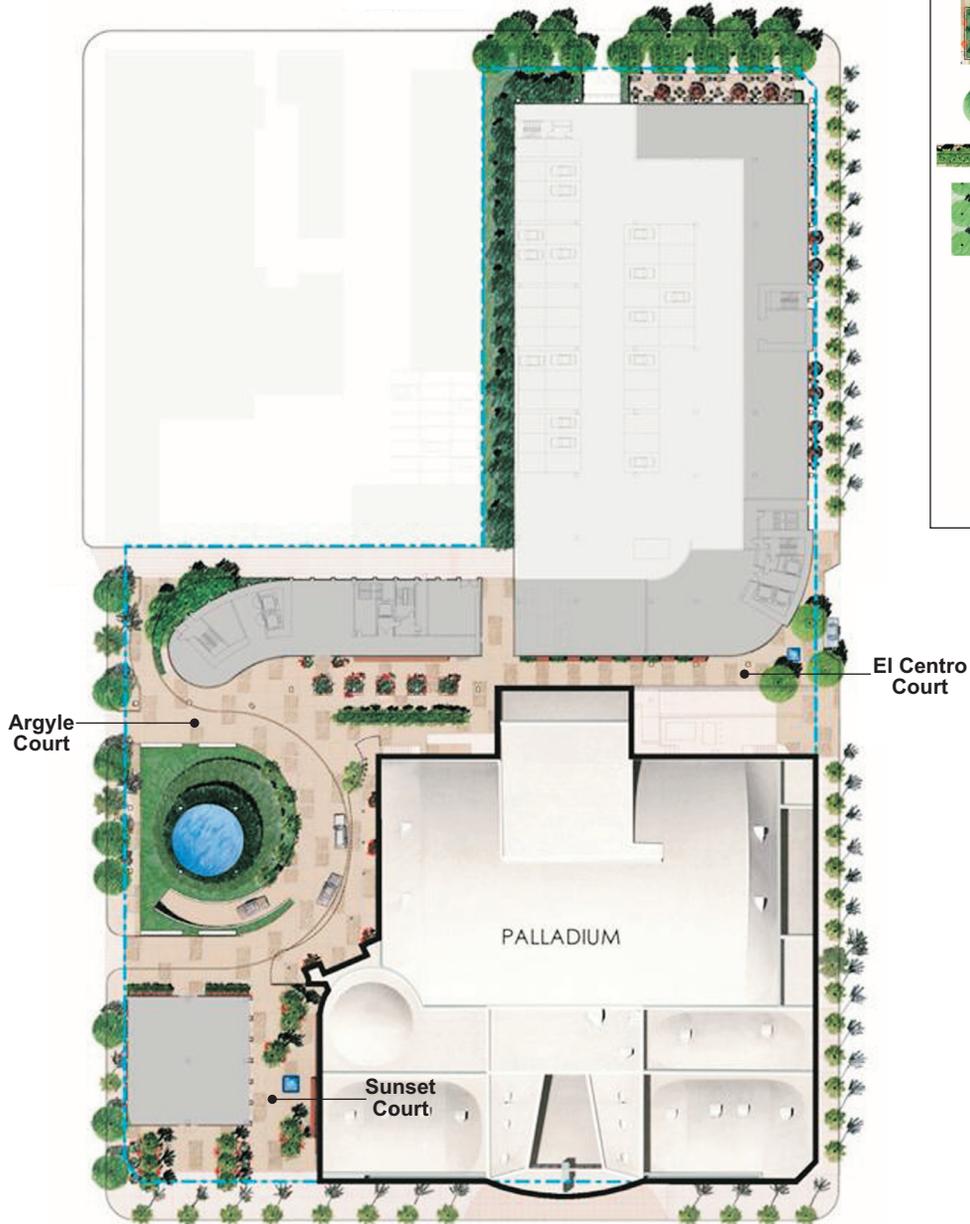
Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc., 2014.

FIGURE

2-5

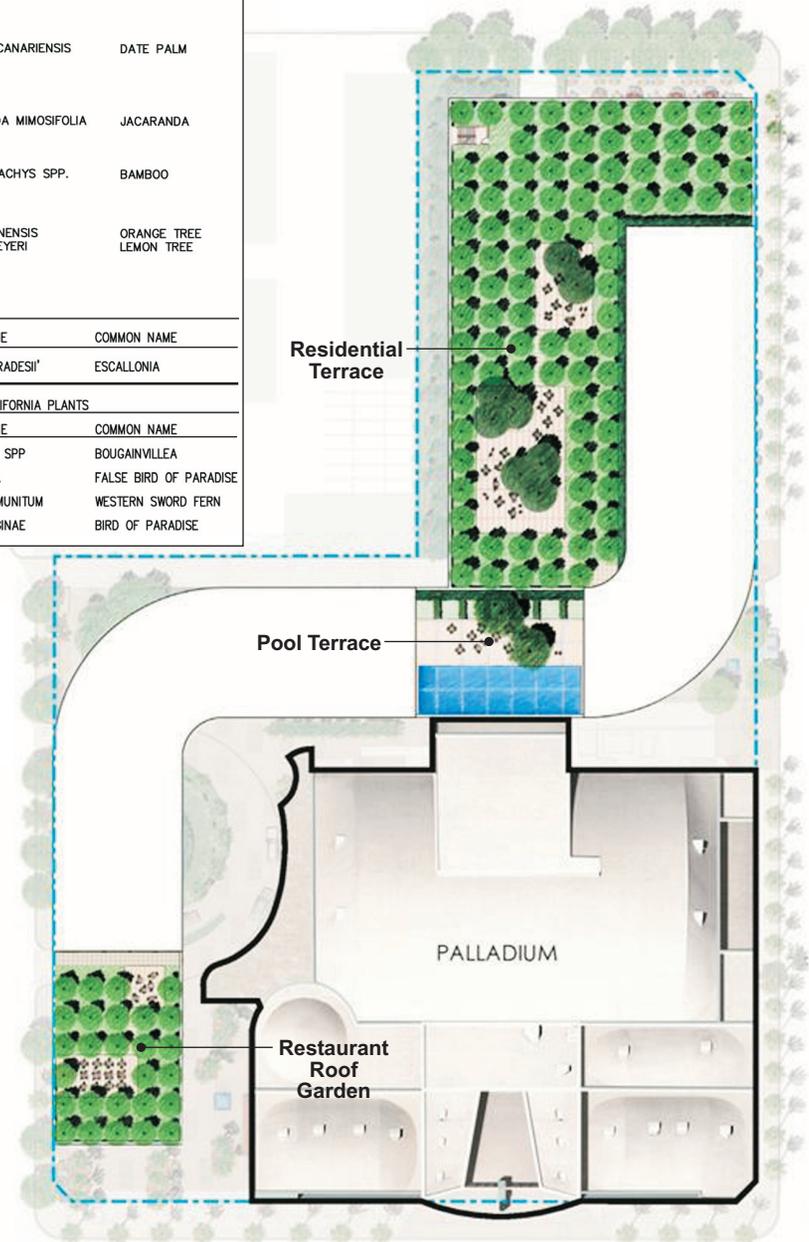
## Street Level



## Legend

	WASHINGTONIA ROBUSTA	MEXICAN FAN PALM
	PHOENIX CANARIENSIS	DATE PALM
	JACARANDA MIMOSIFOLIA	JACARANDA
	PHYLLOSTACHYS SPP.	BAMBOO
	CITRUS SINENSIS	ORANGE TREE
	CITRUS MEYERI	LEMON TREE
<b>HEDGE</b>		
SCIENTIFIC NAME	COMMON NAME	
ESCALLONIA 'FRADESII'	ESCALLONIA	
<b>SOUTHERN CALIFORNIA PLANTS</b>		
SCIENTIFIC NAME	COMMON NAME	
BOUGAINVILLEA SPP	BOUGAINVILLEA	
HELICONIA SPP.	FALSE BIRD OF PARADISE	
POLYSTICHUM MUNITUM	WESTERN SWORD FERN	
STRELITZIA REGINAE	BIRD OF PARADISE	

## Roof Terraces





## Conceptual Building Design

Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc. and SWA, 2013.

FIGURE

2-7



Sunset Boulevard



Selma Avenue



## Appearance on Sunset Boulevard and Selma Avenue

Palladium Residences

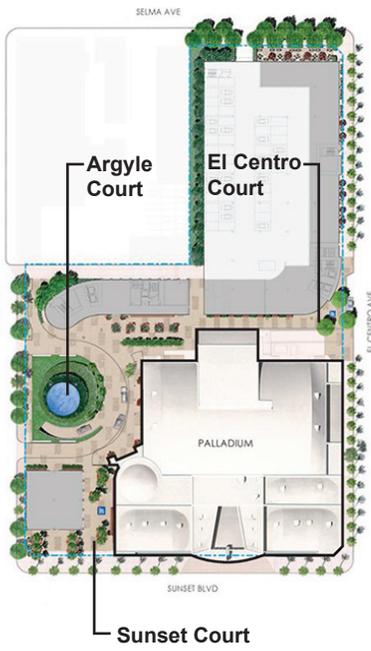
Source: Stanley Saitowitz | Natoma Architects, Inc., 2014.

FIGURE

2-8



**Argyle Court**



**El Centro Court**



**Sunset Court**

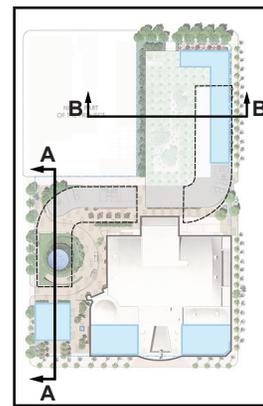
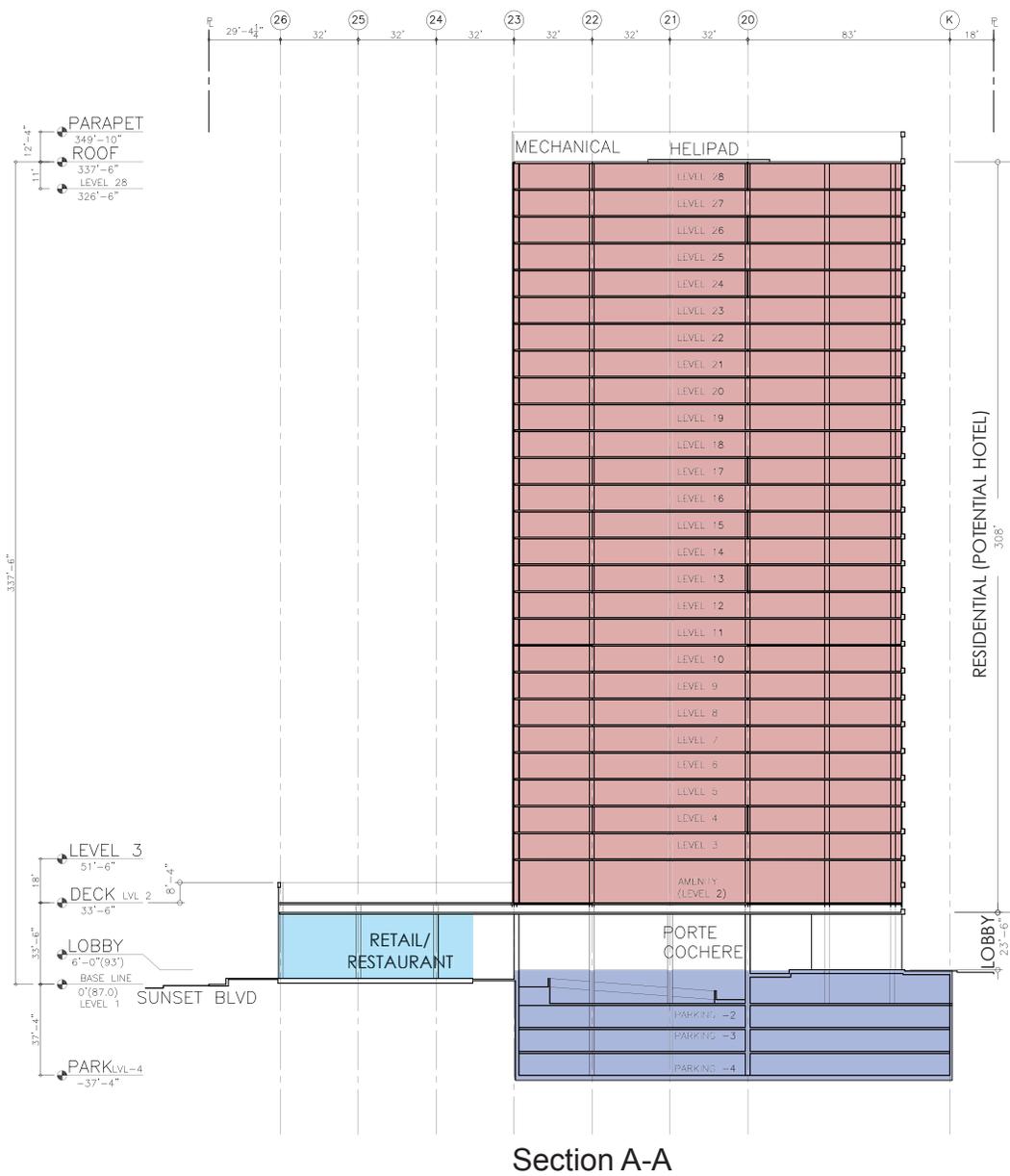


**Conceptual Court Views**

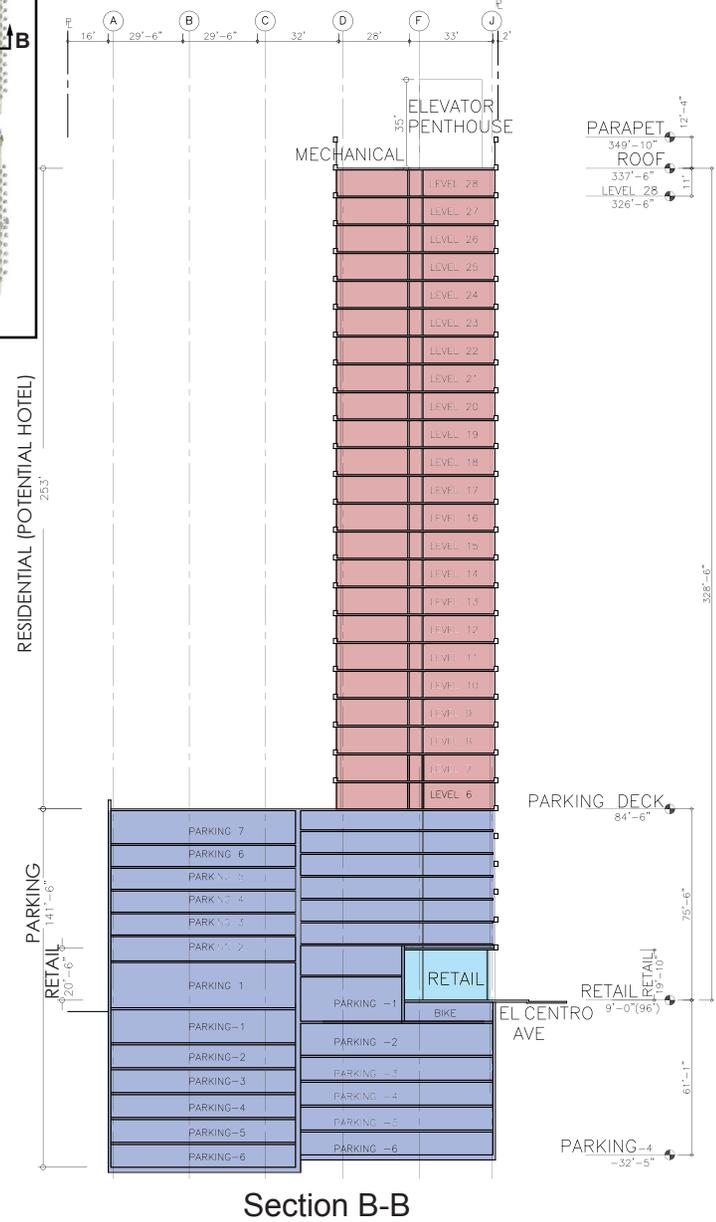
Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc. and SWA, 2014.

FIGURE  
**2-9**



- PARKING
- RETAIL/RESTAURANT
- RESIDENTIAL (POTENTIAL HOTEL)



Section A-A

Section B-B



**Building Sections**

Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc., 2014.

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.

#### **4. 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. The Project would include 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. Three courtyards (Argyle Court, El Centro Court and Sunset Court) are proposed at the Site entry locations as shown on Figure 2-9.

Indoor amenity space (12,000 square feet under Option 1 and 6,000 square feet under Option 2) would be provided for residents (and, under Option 2, hotel guests). The amenity space would include such features as active recreational facilities (e.g. gym and spa) and community rooms. Pool and roof-top terraces, totaling 10,000 square feet and 26,800 square feet for the two Options, respectively, 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 seven-level 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 totaling up to 36,500 square feet under Option 1 and approximately 30,000 square feet under Option 2. The total amount of recreation and open space area provided would be pursuant to and in excess of City open space requirements in both Option 1 and Option 2.

#### **5. 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. A conceptual landscape plan for the Project is illustrated in Figure 2-6, above. 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 and potentially a linear water feature. El Centro Court, on the east side of the Project Site, would be a linear space beneath a canopy of trees, potentially 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 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 passersbys on nearby roadways/sidewalks, and from higher elevations.

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

As shown in Figure 2-5, 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, Project 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. Trucks would also be able to use the existing Palladium loading dock at the back of the Palladium, which would continue to be accessed from El Centro Avenue for Palladium loading only. 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 the Project 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 Site employees and in the case of the Hotel option, shower provisions to serve employees. Subject to final design, the Project would include approximately 1,900 parking spaces, which would be provided within four to six subterranean levels below the new Project buildings and the seven-level 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.

## **7. 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.

## **8. 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. Events are also staffed by medics for every event and, as appropriate depending on the type of event/genre, on-site ambulances. LAFD sends at least one person to every show to monitor fire safety. Further, event plans are prepared for each type of event and provided to LAPD and LAFD. 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.

## 9. 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 (approximately 53,600 square feet or 35 percent of the Site area) for shading and capture of carbon dioxide emissions; roof-top terraces with approximately 37,300 square feet of landscaped area, and remaining roof-top areas that 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 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.

## 10. 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, approximately 235,000 cubic yards of soil would be excavated, all of which is expected to be exported off-site.

## G. NECESSARY APPROVALS

It is anticipated that approvals required for the proposed Project would include, but may not be limited to, the following:

- General Plan Amendment to designate the Selma Avenue Area as Regional Center Commercial consistent with the Sunset Boulevard Area designation and the designation of surrounding properties;
- Zone Change and Height District Change to designate the entire site [Q]C4-2D-SN, removing the restrictions on residential uses on the Selma Avenue Area, updating references to the Community Redevelopment Agency on the Sunset Boulevard Area, potentially including options for rooftop dining, and adding a Q condition to require the Applicant to nominate the Palladium as a Historic-Cultural Monument in accordance with the City's Cultural Heritage Ordinance in connection with the issuance of a building permit for the Project;
- Conditional Use Permit to allow the sale of a full line of alcoholic beverages for on-site consumption at the Project's proposed restaurant/dining and hotel uses, including in-room hotel mini-bars, hotel restaurant/bar, and hotel meeting rooms, as well as at the Project's residential and/or hotel indoor and rooftop lounges (recognizing that the existing Hollywood Palladium already has a deemed-approved Conditional Use Permit for alcohol), and for off-site consumption within the Project's ground floor retail at a potential gourmet food or boutique wine store;
- Conditional Use Permit to allow a hotel in the C4 zone within 500 feet of an R zone;
- Conditional Use Permit to allow Floor Area Averaging and Residential Density Transfer between the Project Site's two parcels;
- Zoning Administrator Interpretation to specify the front, rear, and side yards of the Project;
- Zoning Administrator Interpretation to permit automated parking;
- Potential Zoning Administrator Adjustment to allow balconies to project approximately three feet into side yard;
- Vesting Tentative Tract Map to create ground and air lots, and haul route approval;
- Site Plan Review;
- Potential Development Agreement with the City of Los Angeles
- Demolition permits;
- Grading, excavation, foundation, and associated building permits; and
- Other permits and approvals as deemed necessary, including possible legislative approvals as required by the City to implement the Project.

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