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## II. PROJECT DESCRIPTION

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### A. PROJECT APPLICANT

The project applicant is Clarett Hollywood LLC, 1901 Avenue of the Stars, 2<sup>nd</sup> Floor, Los Angeles, CA 90067.

### B. PROJECT LOCATION

The project site is located in the Hollywood community of the City of Los Angeles and consists of multiple parcels roughly bounded by Carlos Avenue on the north, Argyle Avenue on the west, Selma Avenue on the south, and El Centro Avenue on the east (see Figure II-1). The project site is split roughly in half on an east/west axis by Hollywood Boulevard. A segment of Vista Del Mar Avenue between Hollywood Boulevard and Carlos Street bisects the northern portion of the project site. The project site totals approximately 7.3 acres (including the Vista Del Mar segment and the alley located between Argyle Avenue and El Centro Avenue south of and parallel to Hollywood Boulevard). The project site encompasses the following addresses:

- 1614, 1616, 1618, 1630, 1634, 1640, 1648, 1660, 1710, 1726, and 1736 Argyle Avenue;
- 6139, 6141, 6145, 6150, 6153, 6154, 6156, 6160, 6161, 6162, 6164, 6166, 6168, 6200, 6200 ½, 6201, 6207, 6211, 6215, 6219, and 6240 Hollywood Boulevard;
- 6140, 6142, 6144, 6146, 6148, 6152, and 6158 West Carlos Avenue;
- 1631, 1635, 1643, and 1649 North El Centro Avenue; and
- 1615, 1617, 1627, and 1631 Vista Del Mar Avenue.

The project applicant owns, leases or otherwise has access to all parcels that comprise the project site. No acquisition of property through eminent domain will be required to implement the Proposed Project.

The entire project site is located within the Hollywood Community Plan and the Hollywood Redevelopment Project Area. Additionally, portions of the project site are located within the Hollywood Signage Supplemental Use District. Most of the project site is designated for “regional center commercial” use in the Hollywood Community Plan and is zoned C4-2D, C4-2D-SN and [Q]C4-2D-SN. A single parcel at the northeast corner of the project site is zoned [Q]R3-1XL and is designated for “medium density residential” use in the Community Plan.

Regional access to the project site is provided by the Hollywood Freeway (US-101). Major north-south streets serving the area containing the project site include Vine Street and Gower Street. Primary east-west access to the project area is provided by Hollywood Boulevard.

**Figure II-1 Project Location**

## C. PROJECT CHARACTERISTICS

### Project Concept

The Proposed Project would replace underutilized buildings and surface parking lots with a notable mixed-use development that would improve the urban design character of the segment of Hollywood Boulevard that bisects the project site, contribute to the ongoing development of the Hollywood and Vine area as an activity center, compliment and support important historic resources, including the Pantages Theater and Hollywood Walk of Fame, enhance the area surrounding the Hollywood and Vine Metro Rail Station, improve the pedestrian environment and serve as the eastern gateway to Hollywood (Figures II-2 and II-3). The Proposed Project would provide much needed rental housing, live/work units and neighborhood serving retail and restaurants to the residents of Hollywood. Adequate parking will be provided for the residential and retail components of the project. The Proposed Project would provide an important Hollywood entertainment destination, the Pantages Theater, with ample parking for theater patrons, as well as restaurants, public plazas and stimulating art and architecture that will entice visitors to spend more time in Hollywood.

Significant development features include pedestrian oriented plazas and street friendly retail. The Proposed Project is transit-adjacent and transit-oriented allowing residents to take advantage of the expanding regional rail transit system.

The Proposed Project has been designed to be sensitive to the adjacent residential neighborhood on the northern edge of the project site, as well as significant historic resources in the area, including the Pantages Theater, Hollywood Walk of Fame and Little Country Church of Hollywood.

### Project Parameters

#### *Existing Uses*

The Proposed Project consists of the removal/demolition of all existing uses on the project site and the construction and operation of a mixed-use development containing residential and commercial/retail uses and associated parking facilities on the project site. The project site presently contains asphalt surface parking lots containing approximately 600 parking spaces, along with five small buildings that would be demolished as part of the Proposed Project. The characteristics of these buildings, including address, type and size, are shown in Table II-1. Locations of the buildings that would be removed are shown in Figure II-4.

**Figure II-2 Rendering Central Plaza**

**Figure II-3 Rendering Hollywood El Centro**

**Table II-1  
Existing Buildings Within the Project Site Proposed for Demolition**

Address	Type	Size
1614 Argyle Avenue	1 & 2 story stucco building	1,800 square feet retail/office
1710/1726 Argyle Avenue 6211 Hollywood Boulevard	2 story brick building	5,920 square feet night club 5,920 square feet office
6153/6161 Hollywood Boulevard	1 story building	20,480 square feet auto body shop
6139/6141 Hollywood Boulevard	1 story brick building & 1 story metal annex	4,920 square feet auto body shop

### ***Proposed Project Characteristics***

The Proposed Project involves the construction of an approximately 1.13 million square foot mixed-use development. Approximately one-half of the development would be constructed on the portion of the project site located north of Hollywood Boulevard (the north block) and one-half would be constructed south of Hollywood Boulevard (the south block). Figure II-5 shows the ground level site plan for the Proposed Project.

#### ***North Block***

Development on the north block would include approximately 77,000 square feet of retail uses, 530 apartment units and 16 live-work units. The segment of Vista Del Mar between Hollywood Boulevard and Carlos Avenue would be vacated. Ground floor retail uses would be provided on Hollywood Boulevard and Argyle Avenue. Along Hollywood Boulevard, a central plaza would be provided containing at least 2,200 square feet (Figure II-5). A parking level (P3) for commercial patrons would be provided at ground level. Escalator access would also be provided to subterranean commercial parking areas from this level. Owing to the grade differential across the north block (i.e., the site slopes approximately 22 feet between the northern boundary and Hollywood Boulevard), one entrance to the commercial parking would be located on Argyle Avenue at the P2 level (Figure II-6), with a ramp provided to access the commercial parking on the P3 level. Access to the loading dock would also be provided from Argyle Avenue at the P2 level. The loading dock would be large enough to accommodate delivery vehicle access and all delivery vehicle turning movements within the building. A second entrance to commercial parking would be provided on Hollywood Boulevard, which would provide access to the subterranean commercial parking levels. Sidewalks and landscaping would be maintained along Hollywood Boulevard and Argyle Avenue to provide a pleasant pedestrian experience between the buildings and parking located on the north block and the Pantages Theater. The sidewalk along Hollywood Boulevard already provides a set back of approximately 15 to 20 feet in order to accommodate the Hollywood Walk of Fame. The edge of the building at the intersection of Hollywood Boulevard and Argyle Avenue would be sufficiently set back from Argyle Avenue in order to provide a wide public walkway along that street. The segment of the Hollywood Walk of Fame that is presently

**Figure II-4 Existing Buildings to be Removed**

**Figure II-5 Ground Level Site Plan**



**Figure II-6 Level P2 Site Plan**

located in the sidewalk along Hollywood Boulevard would be protected during construction and would remain in its current location after construction is complete.

A new access road would be constructed between Argyle Avenue and the current westerly termination point of Carlos Avenue at the north end of the segment of Vista Del Mar located between Carlos Avenue and Hollywood Boulevard. When coupled with the proposed vacation of the segment of Carlos Avenue between its westerly termination point and western edge of the segment of Vista Del Mar located north of Carlos Avenue, a new private access road for the Proposed Project would be created between Vista Del Mar and Argyle Avenue. This roadway would be accessible only from Argyle Avenue and would be blocked at its eastern end, except for emergency access. A sidewalk would be included on the southern side of this roadway to provide pedestrian access between the neighborhood to the east and northeast of the project site and Argyle Avenue. The access road would include an entrance to a residential motor court (Figure II-6) that would provide access to residential parking areas via a ramp up to the P1 level (Figure II-7) and a ramp down to subterranean residential parking levels, along with a prospective tenant parking area on the P2 level. A leasing office is proposed to be included at the east side of the residential motor court entrance.

Two sets of live-work bungalows would be constructed along the northern edge of the north block (see Figure II-6). One set of live-work bungalows would be located on the ground level between Argyle Avenue and the motor court entrance. The live work bungalows would generally be one story in height, with three to four levels of apartment units above. These buildings would range in height from approximately 45 feet above ground (four stories) to approximately 62 feet above ground (five stories), with the exception of one elevator tower that would extend up to 84 feet above ground. The other set of live work units would be located at the ground level along the remainder of the access road, along Carlos Avenue at Vista Del Mar and along the eastern edge of the project site south of Carlos Avenue. These live-work bungalows would generally be one story in height, with three to four levels of apartment units above. These buildings have been designed to provide a buffer and a transitional step-down in height between the residential community located north and northeast of the project site and the taller buildings on the interior of the project site. At the northeastern corner of the project site, the proposed one-story live-work unit would have three apartment levels above (i.e., four stories total) that would extend to a height of approximately 44 feet above ground. Units to the west and south of this corner would have four levels of apartment units above (i.e., five stories total) that would extend to a height of approximately 57 to 59 feet above ground, with the exception of one elevator tower extending to 76 feet above ground along Carlos Avenue.

The live-work bungalows (and apartment units above) would provide approximately 25 to 30 feet in depth between the project edge and the interior buildings, which would extend to a total of approximately 75 feet above ground (see Figure II-8). In addition, including the private drive and sidewalks, the buildings along this edge would be set back approximately 55 feet from the residential properties on the north side of Carlos Avenue. Thus, the proposed project would provide a minimum of approximately 80

**Figure II-7 Level P1 Site Plan**

**Figure II-8 Cross Section**

feet of separation between the tallest buildings on the project site and the residential neighborhood to the north of the project site. With respect to the residential building immediately east of the project site on the south side of Carlos, the project buildings would be set back approximately 15 feet from the property line at the upper floors. Coupled with the approximately 10 foot set back between the property line and the residential building to the east, and allowing for 25 feet of depth in the live-work bungalows, there would be approximately 50 feet of separation between the tallest project buildings and the residential building to the east.

The apartment units on the north block would be located in four clusters of buildings located above the retail and parking uses (Figure II-9). Pool, common open space and landscaped areas would be provided within and among the residential clusters. Access from the parking areas would be provided by elevators and stairs between the subterranean parking garage and the residential levels. Private open space would be included in some individual units through the provision of balconies.

Remaining parking would be located in four subterranean levels. Commercial and Pantages replacement parking spaces would be provided on the first two subterranean levels (Figure II-10), with residential parking provided on the lower two subterranean levels (Figure II-11). Escalators would be provided on the commercial parking levels to connect to the plazas. A total of up to 1,630 parking spaces would be provided on all levels of the north block development.

### *South Block*

Development on the south block would include approximately 98,000 square feet of retail uses, 488 apartment units and 8 live-work units. The alley that bisects the south block south of and parallel to Hollywood Boulevard would be vacated. Retail uses would be located along Hollywood Boulevard and Argyle Avenue (Figures II-5 and II-6). An entrance to residential parking would be provided from El Centro Avenue via a residential motor court that provides access to a potential tenant parking area as well as a ramp down to the residential parking area. A leasing office would be provided on the north side of the residential motor court entrance. Eight live work bungalows would be constructed at ground level along El Centro Avenue and Vista Del Mar (Figure II-5). An entrance to the loading dock would be provided from El Centro Avenue, with an exit on Vista Del Mar. The live work units would be generally one to stories in height, with three or four levels of apartments above (five stories total, up to 60 feet above ground). An entrance to the retail parking area would be provided from Argyle Avenue. This entrance would be located so as to avoid conflicts with entrances to the Hollywood/Vine development that would be located on the west side of Argyle Avenue. Escalators to the retail parking area would be provided from a central plaza area that would be at least 1,900 square feet in size. The sidewalk along Hollywood Boulevard already provides a set back of approximately 15 to 20 feet in order to accommodate the Hollywood Walk of Fame. The corner of the building at the intersection of Hollywood Boulevard and Argyle Avenue would be sufficiently set back from Argyle Avenue in order to provide for efficient pedestrian flows across Argyle Avenue and Hollywood Boulevard. Landscaping would be provided along the street in order to promote a pleasant experience for pedestrian movements between the

**Figure II-9 Podium Plan**

**Figure II-10 Typical Commercial Parking Level Plan**

**Figure II-11 Typical Residential Parking Level Plan**



south block, the Metro Rail station and the Pantages Theater. The segment of the Hollywood Walk of Fame that is presently located in the sidewalk along Hollywood Boulevard would be protected during construction and would remain in its current location after construction is complete.

The apartment units on the south block would be located in four clusters of buildings located above the retail and parking uses (Figure II-9). Pool, common open space and landscaped areas would be provided within and among the residential clusters. Access from the parking areas would be provided by elevators and stairs between the subterranean parking garage and the residential levels. Private open space would be included in some individual units through the provision of balconies.

Remaining parking would be located in four subterranean levels. Commercial and Pantages replacement parking spaces would be provided on the first two subterranean levels (Figure II-10), with residential parking provided on the lower two subterranean levels (Figure II-11). Escalators would be provided on the commercial parking levels to connect to the plaza area. A total of up to 1,158 parking spaces would be provided on all levels of the south block development.

### *Parking*

Parking supply would meet or exceed City Code requirements and would be provided on the ground floor level and in four to six subterranean levels below each half of the development. A total of up to 2,788 parking spaces would be provided within the development to accommodate the patrons of the retail uses, the occupants of the residential units, and patrons of the Pantages Theater that presently utilize the surface parking lots that would be removed as part of the Proposed Project. Within the parking supply provided for the project, up to 700 spaces would be available for use by theater patrons on event days.

### *Signage*

The Proposed Project would also include a signage program. The signage program would include up to seven supergraphic signs on building walls facing Hollywood Boulevard and Argyle Avenue with a combined area of approximately 8,400 square feet. Signage would also be provided at the entrance to the north parking area from Argyle Avenue that would be similar to the Pantages Theater signage across the street, thus providing a visual and aesthetic connection between the Proposed Project and the Pantages Theater. All signs located within the Hollywood Signage Supplemental Use District would conform to the requirements and standards of the District. For example, pursuant to Section 7.M of the Hollywood Signage Supplemental Use District, the proposed supergraphic signs would not cover windows or architectural features of the building; would be at least 1,200 square feet in size; and the written message, including logos, would not exceed 15 percent of the total sign area<sup>1</sup>.

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<sup>1</sup> Consistency of the proposed project signage with the Hollywood Signage Supplemental Use District is discussed in Section IV.H, Land Use of this EIR.

New signage would be offset by the removal of existing pole signs and billboards presently located within the project site. Specifically, the Proposed Project will include the removal of approximately 11 existing pole signs which have a combined area of approximately 1,000 square feet. The Proposed Project will also include the removal of four existing billboards on the site. Three of these existing billboards are large, two-sided signs located along Hollywood Boulevard, with sign faces that are at least 672 square feet each. The fourth sign is a two-sided sign located along Argyle Avenue, with sign faces that are approximately 60 square feet each. The existing signs, when considered as a group, create visual clutter at the edge of the project site and project an overall impression of disrepair and visual blight. Pursuant to Section 9 (Sign Reduction Program) of the Hollywood Signage Supplemental Use District, the removal of these existing billboards and pole signs would permit the installation of over 8,400 square feet of new supergraphic signs on the project site along Hollywood Boulevard.

### *Lighting*

The project site would be illuminated with lighting from within the retail/commercial portions of the Proposed Project, signage lighting and security lighting in the parking levels, in the stairwells, open space areas, and in the hallways of the residential levels. These lights would either be shielded and focused on the project site or located completely indoors.

### *Haul Route*

The Proposed Project also includes a haul route for the export of soil during construction. The proposed haul route would consist of the following:

Inbound Trucks: From the southbound US-101 freeway, trucks would exit at Gower Street and proceed south to Hollywood Boulevard to access the project site.

Outbound Trucks: Trucks would depart the project site via Hollywood Boulevard to Argyle Avenue or directly to Argyle Avenue and proceed north to enter the northbound US-101 freeway via the on-ramp at Argyle Avenue/Franklin Avenue.

## **D. PROJECT OBJECTIVES**

The objectives of the proposed 6200 BLVD project are as follows:

- To reuse and redevelop the currently underutilized project site to provide housing and retail facilities to serve the local community.
- To provide a well-designed development that is compatible and complementary with surrounding land uses and enhances pedestrian circulation in the area.
- To provide adequate parking facilities to serve the proposed development residents, customers, theater patrons and employees.

- To generate employment opportunities for the local area.
- To mitigate, to the extent feasible, the potential environmental impacts of the Proposed Project.
- To provide development that is financially viable.

## **E. DISCRETIONARY ACTIONS**

The Proposed Project would require approval of discretionary actions by the City of Los Angeles, which may include the following:

- Height District Change to modify the “D” development limitations applicable to commercially-zoned portions of the project site;
- Height District Change from “1XL” to “1” on the northeast (R3) parcel;
- Zone Change to remove “Q” conditions applicable to portions of the northeast parcel;
- Vacation of Vista Del Mar Avenue north of Hollywood Boulevard to Carlos Street;
- Vacation of Carlos Street between its current westerly termination point and Vista Del Mar Avenue;
- Vacation of an existing alley located between El Centro Avenue and Argyle Avenue south of Hollywood Boulevard;
- Vesting Tentative Tract Map;
- Project Permit Compliance and CRA approval for Signage;
- Variances for development of R3 parcel;
- Front, side and/or rear yard variances;
- Zone Variance for unified development across boundary between C4 and R3 zones;
- Conditional Use Permit(s) for On-site and/or Off-site Sale of Alcoholic Beverages;
- Approval of a haul route for the export of dirt.