II. PROJECT DESCRIPTION

A. PROJECT APPLICANT

The project applicant is 6104 Hollywood, LLC, 5847 San Felipe, Suite 3600, Houston, TX 77057.

B. PROJECT LOCATION

The project site is an approximately 1-acre parcel (44,169 square feet), located in the Hollywood community of the City of Los Angeles at 6100, 6104 and 6116 Hollywood Boulevard, and 1633, 1645, 1647 and 1649 N. Gower Street (see Figure II-1, Regional and Project Vicinity Map). After anticipated dedications and a proposed 5-foot merger along Gower Street on the northerly half of the site, the project site is reduced to approximately 43,890 square feet (approximately 1 acre). The project site is located within the Hollywood Community Plan, Los Angeles State Enterprise Zone Area, the Hollywood Redevelopment Project Area, and the Hollywood Signage Supplemental Use District (SUD) of the CRA Area. The project site is designated for “Regional Center Commercial” use in the Hollywood Community Plan and is zoned C4-2D-SN on the northerly half of the site and C4-2D on the southerly half of the site.

The project site is located at the eastern gateway to Hollywood’s commercial core. Several theaters and entertainment-oriented destinations are located within the project area, and the section of Hollywood Boulevard that borders the project site to the north contains the easternmost section of the Hollywood Walk of Fame.

The project site is bounded by Hollywood Boulevard on the north, Gower Street on the east, The Music Box at Fonda (Henry Fonda Theater) on the west and a two-story commercial building on the south.

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 Franklin Avenue, Sunset Boulevard, and Hollywood Boulevard.

C. PROJECT CHARACTERISTICS

Project Concept

The proposed project would replace an underutilized and underdeveloped lot, which is currently improved with a surface parking lot, with a mixed-use development that would improve the urban design character of the project site, contribute to the ongoing development of the nearby Hollywood and Vine area as an activity center, complement and support important neighboring historic resources, including the Capitol Records Tower, the Pantages Theater, and the Hollywood Walk of Fame, and improve the pedestrian environment. The proposed project would provide needed housing and retail space to the residents of Hollywood. Adequate parking will be provided for both the residential and commercial components of the project.
Legend

Project Site


Figure II-1
Regional and Project Vicinity Map
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 uses and associated parking facilities on the project site. The project site presently contains an asphalt surface parking lot.

Proposed Project Characteristics

The proposed project involves demolition of the existing parking lot and construction of an approximately 197,503 square foot mixed-use development that would rise to 20 stories, and would contain one subterranean parking level. The proposed building would extend approximately 270 feet in height. The proposed project would potentially include a 2-foot street dedication along Hollywood Boulevard and a 5-foot dedication along the southern half of Gower Street. A 5-foot merger is being requested along the northern half of Gower Street. As previously stated, the project site is currently zoned C4-2D-SN and C4-2D. The existing “D” limitation restricts total Floor Area Ratio (FAR) on the project site to 2:1 (per Ordinance No. 165,662, effective May 7, 1990). In order to allow for the proposed project, the Applicant proposes to rezone the project site such that the current “D” limitation of 2:1 maximum FAR would be removed and replaced with a “D” limitation allowing a maximum FAR of 4.5:1. This would permit approximately 197,503 square feet of total floor area (after dedications).

Figures II-2 through II-19 are found at the end of this section. As shown in Figure II-2, Proposed Site Plan, the single structure would be irregular in shape and would be sited with the tallest portions of the building towards the northeastern corner of the project site. The subterranean level would contain residential parking (See Figure II-3). The ground floor would include approximately 7,200 square feet of retail space located along Hollywood Boulevard and Gower Street, which would create a commercially-oriented street level presence, a residential lobby located on the corner of Hollywood Boulevard and Gower Street, and portions of the parking structure (See Figure II-4). Levels two through four would consist of the podium style parking garage which, in combination with the parking on the subterranean level and ground floor, would provide a total of 345 parking spaces (See Figure II-5 through Figure II-8). Access to the parking structure, for both residential tenants and retail customers, would be located on the ground level along Gower Street. Level five would contain various resident-only, indoor and outdoor amenities (see Figure II-9). These amenities would include outdoor recreational features such as a pool and spa, and a BBQ area, and indoor residential amenities would include a fitness center, a club room complete with bar and kitchen, and a screening room. Levels six through 19 form the residential tower and would contain 176 residential units (See Figure II-10 through Figure II-12). The 176 residential units would comprise 25 studio units, 107 one-bedroom units, 42 two-bedroom units, and two three-bedroom units. These units would vary in size from 575 square feet to 3,250 square feet. Level 20 would include approximately 5,300 square feet of usable space for additional residential amenities with the remaining area serving as the roof top for Level 20 with mechanical equipment (See Figure II-13). Level 20 residential amenities would include an approximately 2,310
foot “Sky Lounge,” which would be a private lounge-type space and a 3,000 square foot covered roof terrace with bar area. Total open space provided by the proposed project would be approximately 19,275 square feet, which meets the Los Angeles Municipal Code (LAMC) requirements. Located above the covered roof terrace would be a helipad (See Figure II-14). Sections of the proposed project are shown in Figure II-15 and Figure II-16.

Design Concept

As shown in Figure II-17, Project Rendering, the proposed project would be approximately 270 feet tall featuring a stepped design to minimize the massing of the structure. The building is modern in style. The retail component of the proposed project would include a canopy over the pedestrian entry on Hollywood Boulevard, measuring six feet from the face of the building. Several trees would be planted along the sidewalk on both Hollywood Boulevard and Gower Street to enhance the streetscape. New light poles, designed to match the existing lights along Hollywood Boulevard, would also be added along Gower Street to improve the walkability of this location, and enhance the pedestrian environment. The proposed project would be constructed to maximize building efficiency with LEED characteristics.

The following statements broadly describe several aspects of the proposed project which can contribute to a LEED Silver certification from the U.S. Green Building Council:

• The site is located within 1/2 mile of the Hollywood & Vine Metro Station which offers a convenient alternative transportation option.

• A stormwater pollution prevention plan will be implemented during construction.

• The building will provide secure bicycle storage for occupants and visitors.

• Preferred parking incentives for low-emitting and fuel efficient vehicles will be offered.

• Stormwater management and filtration systems will help minimize downstream pollution from roof and site water runoff.

• Landscaping will be designed to minimize or eliminate potable water usage.

• Low-flow plumbing fixtures will be specified throughout the building to reduce water waste.

• The building's energy consuming systems (lighting, air conditioning, etc) and envelope (windows, roof, and walls) will be designed with the aid of energy modeling software to meet the 2008 Title 24 standards, which are 14 percent more stringent than the former Title 24 standards.

• The building's mechanical systems will be analyzed by a third party commissioning agent during installation and start-up to confirm they will function as originally designed.

• Building occupants will have access to recycling services.
• The demolition and construction processes will be managed to ensure at least 75 percent of debris is recycled rather than sent to a landfill.

• Building materials and interior finishes with high levels of recycled content and materials that can be found regionally will be specified where appropriate.

• The building’s fresh air ventilation system will be optimized for energy efficiency and occupant health and comfort.

• Smoking will be prohibited in the building and within 25 feet of any exterior opening, including windows and balcony doors.

• Low-emitting materials complying with recognized third-party standards (South Coast Air Quality Management District Rules, Green Seal Standards, Carpet & Rug Institute Green Label Plus Program) will be installed to help ensure occupant and installer comfort and well-being.

**Signage**

The project site is located in the Hollywood Signage SUD. There are two proposed super-graphic signs and one or more wall signs included as part of the project offsite signage program (see Figures II-17 through II-19).

The two super-graphic signs included in the project are located at opposite ends of the building and are not visible simultaneously. The larger super-graphic measuring 4,028 square feet is inset into the western elevation, in a blank wall area. The second smaller super-graphic located on Gower street at the corner of Hollywood Boulevard totals 2,100 square feet. Both proposed super-graphic signs are integrated with adjacent architectural features and the scale of their respective elevations.

The wall sign measuring 300 square feet would be placed facing Hollywood Boulevard (north elevation) and situated on the wall close to the Music Box Theater. This wall sign is proposed to serve as a potential marquee gesture for the Theater.

Project signage would be complementary to and compatible with the building architecture, and responsive to the building’s location at the Eastern gateway to the Hollywood Entertainment District, as well as the Hollywood Signage SUD.

**Parking**

The proposed project would provide 345 parking spaces on one level of subterranean parking and four above-grade levels, including 331 spaces for the residential development and 14 spaces for the commercial development. The four levels of above-grade parking would be an enclosed concrete parking garage that would be hidden behind an architectural façade to complement the building and its surroundings. The access driveway would be located on Gower Street.
The residential portion of the project, which would be available to prospective tenants as apartments, would be subject to the parking requirements of the Los Angeles Municipal Code [LAMC Section 12.21A4(a)]. As a result of the proposed tract map for condominium purposes, the proposed project is subject to the City of Los Angeles Advisory Agency Parking Policy AA 2000-1, which requires 2.0 spaces per unit, plus 0.5 guest spaces per unit for congested areas. Although the proposed project exceeds the number of Municipal Code required parking spaces for apartments by 38 parking spaces, the project would not meet the requirements of Advisory Agency Parking Policy AA 2000-1. Accordingly, Applicant is requesting a deviation from the Advisory Agency’s Residential Parking Policy (See Table II-1). The project is in a location with employment and urban amenities accessible by walking or by public transit.

The project is located within the Hollywood Redevelopment Project Area and a Los Angeles State Enterprise Zone (EZ) which offer a provision for utilizing a lower parking ratio for certain commercial uses. As per LAMC Section 12.21A4(x)(3), projects within these areas are allowed 2.0 parking spaces for every 1,000 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. The proposed project meets the parking requirements of the LAMC with a total of 14 parking spaces for the commercial components.

Table II-1

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Public Transportation Opportunities

As previously stated the proposed project has a location with employment and urban amenities accessible by walking or by public transit. There are multiple public transportation opportunities in the subject site’s immediate area. The Metro Red Line Hollywood/Vine Station is located approximately 1,000 feet away from the Project. The Metro Red Line is the 17-mile subway that runs from Union Station in downtown Los Angeles to Highland Avenue and then on to North Hollywood in the San Fernando Valley. The Metro Red Line also connects to the Blue Line at the 7th/Metro Center Station and the Gold Line at Union Station. These Metro Lines further connect to points throughout the City and the greater Los Angeles area.
Additionally, the Los Angeles Metropolitan Authority (MTA) routes a number of bus lines with stops conveniently located near the project site. Bus Line 217 and 163 have stops on the northeast and southwest corners of Hollywood Boulevard and Gower Street. MTA also routes Bus Line 302, which provides limited stop services that run east/west on Sunset Boulevard (connecting to Union Station). The Metro Bus Line 180 has a stop located on the project site block with eastbound service to Sierra Madre Villa Station and Bus Line 181 to North Lake - Altadena. Also, the Metro Rapid Bus Line 780 has a stop on the southwest corner of Hollywood Boulevard and Argyle Avenue, providing service to Pasadena City College and running along Santa Monica Boulevard. The project site is also located approximately 1,000 feet from the stops for the three to the Hollywood DASH routes and Metro routes 212 and 2, which are located on Hollywood Boulevard and Argyle Avenue.

**Lighting**

The project site would be illuminated with lighting from within the 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. The lights on the address signage would also be shielded and focused to avoid unnecessary light spillover.

**Grading**

Site grading is required to prepare the proposed project building pad. Based upon the project building site, approximately 45,000 cubic yards (with a 15% contingency) of cut material would be exported.

**Construction Schedule**

Construction of the proposed project is anticipated to begin in May 2011 with a duration of approximately 24 months, ending May 2013. However, actual completion of the proposed project is dependent upon local economic conditions.

**Haul Route**

The proposed haul route is described as follows:

- From 6100 Hollywood Boulevard, Los Angeles to Puente Hills Landfill at 13130 Crossroads Parkway.

- Loaded Trucks: Trucks exit site and head east on Hollywood Boulevard toward Gower Street and turn right onto Hollywood Freeway (US-101) heading south to CA-60 Highway East toward Pomona to Exit 13, Crossroads Parkway South to the Puente Hills Landfill.

- Empty Trucks: Leave Puente Hills Landfill toward the site, taking CA-60 Highway West toward Los Angeles to US-101 North and exit Gower Street, entering the site.
- Maximum Gross Volume and Weight: 14 cubic yards on bottom dumps. Weight not to exceed 40 tons.

- Number and Type of Vehicles: Semi trailer bottom dumps (10-wheel) and standard dump trucks (6-wheel and/or 10-wheel).

- Hours: 7 AM to 7 PM Monday through Saturday; no hauling on Sunday.

- Total Trips per day: approximately 100 trips per day.

- Duration of the project: 15 days of hauling (non-consecutive) over a 60 day period.

D. PROJECT OBJECTIVES

The objectives of the proposed Hollywood Gower mixed use project are as follows:

- Reuse and redevelop the currently underutilized project site to provide housing and retail space to serve the local community.

- Replace a parking lot with a mixed-use tower that will help define the gateway of Hollywood.

- Maximize the amount of housing provided on the project site to address housing needs in the community.

- Provide ground floor retail consistent with the City’s walkability policies and urban design priorities.

- Provide a development that is compatible and complementary with surrounding land uses.

- Provide manifest signage consistent with the Hollywood Signage Supplemental Use District that contributes to the eastern gateway to Hollywood and fulfills the identity and commerce objectives of Regional Center development.

- Provide a mixed use project in close proximity to numerous public transportation options for the purpose of reducing vehicular trips.

- Mitigate, to the extent feasible, the potential environmental impacts of the proposed project.

E. DISCRETIONARY ACTIONS

The Applicant, 6104 Hollywood, LLC, is seeking the following discretionary approvals:

1. VESTING TENTATIVE TRACT MAP (VTT NO. 70119), PURSUANT TO L.A.M.C. SECTION 17.15, for a merger and re-subdivision of the subject property into 6 lots for condominium purposes, as follows:
a. One master lot ("Lot 1"), which includes everything but the specified airspace lots,
b. One airspace lot with a maximum of 176 residential units ("Airspace Lot 2"),
c. One airspace lot with approximately 4,200 square feet of commercial space ("Airspace Lot 3"),
d. One airspace lot with approximately 1,500 square feet of commercial space ("Airspace Lot 4"),
e. One airspace lot with approximately 1,500 square feet of commercial space ("Airspace Lot 5"),
f. One airspace lot with approximately 145,000 square feet of commercial and residential parking space ("Airspace Lot 6"),
g. A deviation from the Advisory Agency’s Residential Parking Policy No. AA 2000-1 to allow a residential parking ratio of 1.88 residential parking spaces per unit (at a rate of 1.63 parking spaces + 0.25 guest parking spaces per unit), in lieu of the 2.5 spaces per unit as required by the Advisory Agency’s Parking Policy for projects in a parking congested area,
h. That Hollywood Boulevard be considered the front yard, the southerly property line that is most distant from and parallel to Hollywood Boulevard be considered the rear yard, and Gower Street and all other property lines be considered the side yards.
i. Approval of the proposed haul route, and

2. ZONE CHANGE AND HEIGHT DISTRICT CHANGE FROM C4-2D-SN AND C4-2D TO C4-2D-SN AND C4-2D WITH NEW “D” LIMITATIONS, PURSUANT TO L.A.M.C. SECTION 12.32 F, to permit the construction of a 20-story mixed-use development with a maximum building height of 270 feet and comprised of a total of 176 residential units (166,583 square feet of residential floor area), approximately 7,200 square feet of retail uses, and a total 345 parking spaces (331 spaces for the residential and 14 spaces for the retail.) The Applicant proposes to replace the existing “D” Development Limitation, which limits the Floor Area Ratio (FAR) to 2:1 (per Ordinance No. 165,662), with a new “D” Limitation to allow a maximum FAR of 4.5:1 on this site, consistent with the Hollywood Community Plan.

3. PURSUANT TO L.A.M.C. SECTION 12.28, ZONING ADMINISTRATOR’S ADJUSTMENT FROM L.A.M.C. SECTION 12.16.C.2 to allow a 0-foot westerly side yard (including the side yards located at the southwest corner of the project site), in lieu of the 16-foot side yard required in the C4 Zone, and a 10-foot rear yard, in lieu of the 20-foot rear yard required in the C4 Zone. These reduced setbacks would apply only to the proposed parking podium levels (Parking Levels 1 through 4) which contain residential parking.
4. PURSUANT TO L.A.M.C. SECTION 16.05, the Applicant requests the approval of SITE PLAN REVIEW.

5. Pursuant to various sections of Los Angeles Municipal Code, the Applicant will request approvals and permits from the Building and Safety Department (and other municipal agencies) for project construction activities including, but not limited to the following: demolition, excavation, shoring, grading, foundation, haul route, building and tenant improvements.

6. PURSUANT TO L.A.M.C. SECTION 11.5.7.C.2., PROJECT PERMIT COMPLIANCE WITH THE HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT, ORDINANCE NO. 176,172, to permit signs in conformance with the applicable regulations of the Hollywood Signage Supplemental Use District

F. INTENDED USES OF THE EIR

This EIR serves as the environmental document for the City’s discretionary action and ministerial permits or approvals associated with development of the proposed project. This EIR is also intended to cover all federal, State, regional and/or local government discretionary or ministerial permits or approvals that may be required to develop the proposed project or related off-site improvements, including but not limited to demolition, excavation, grading, shoring, foundation, building, engineering permits such as “A,” “B,” “U,” street or lane closure permits, and exemptions from Mayor’s Executive Directive No. 2 – Rush Hour Construction on City Streets, whether or not they are explicitly listed herein. Federal, State, and regional agencies that may have jurisdiction over the proposed project include, but are not limited to:

- Regional Water Quality Board; and
- South Coast Air Quality Management District.

**HOLLYWOOD BOULEVARD**

### Figure II-2
**Proposed Site Plan**

- **Proposed Project**
  - **New 20 Story Mixed Use Residential Project**

- **Key Features**
  - **Tree Locations**
  - **Street Lights**
  - **Existing Buildings**
  - **New Planters**

- **Notes**
  - **Gower Street**
  - **Hollywood Boulevard**
  - **Proposed Canopy**

- **Source:** GMP Architects-LA, April 15, 2009.
Figure II-19
Project Rendering
West Elevation View