



DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT

City Planning Commission

Date: January 23, 2019
Time: After 8:30 A.M.
Place: Van Nuys City Hall
Council Chamber, 2nd Floor
14410 Sylvan Street
Van Nuys, CA 91401

Public Hearing

Completed: November 6, 2019
Appeal Status: General Plan Amendment is not appealable. Vesting Zone Change and Height District Change are appealable by the Applicant to the City Council if disapproved in whole or in part. All other actions are appealable to City Council.

Expiration Date: January 23, 2019

Multiple Approval: Yes

PROJECT LOCATION:

1546 North Argyle Avenue and 6224 West Selma Avenue, Los Angeles, 90028

PROPOSED PROJECT:

The Project proposes demolition of a surface parking lot and six (6) commercial buildings totaling 61,816 square feet of floor area, and the development of a new mixed-use building, including 276 dwelling units of which five (5) percent of the permitted base density would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two ground floor commercial options: Option 1 would be comprised of 24,000 square feet of retail and restaurant, while Option 2 would be comprised of a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet.

REQUESTED ACTIONS:

ENV-2016-3743

1. Pursuant to CEQA Guidelines Sections 15162 and 15164, in consideration of the whole of the administrative record, find that the Project was assessed in the Modera Argyle Project Environmental Impact Report (EIR) No. ENV-2016-3743-EIR (State Clearing House No. 2017081039), previously certified on November 6, 2019, and no subsequent EIR, negative declaration, or addendum is required for approval of the Project.

Case No.: CPC-2016-3742-GPA-VZC-HD-DB-MCUP-SPR
CEQA No.: ENV-2016-3743-EIR
Related Case: VTT-74566
Council No.: 13 – O'Farrell
Plan Area: Hollywood
Overlay: Hollywood Signage
Supplemental Use District
Central Hollywood
Certified NC: Commercial Manufacturing
Existing Land Use: Regional Center Commercial
Proposed Land Use: [Q]C4-1VL-SN
Current Zone: C4-2-SN
Proposed Zone: C4-2-SN
Applicant: Sam Simone & Clayton Williams; MCRT Investments, LLC
Representative: Todd Nelson; Armbruster Goldsmith & Delvac, LLP

CPC-2016-3742-GPA-VZC-HD-DB-MCUP-SPR

1. Pursuant to City Charter Section 555 and Los Angeles Municipal Code (LAMC) Section 11.5.6, a General Plan Amendment to the Hollywood Community Plan to re-designate the Site from Commercial Manufacturing to Regional Center Commercial land use;
2. Pursuant to LAMC Section 12.32 F and Q, a Vesting Zone Change and Height District Change from [Q]C4-1VL-SN to C4-2-SN to remove an existing "Q" Condition prohibiting residential uses (per Ordinance No. 165,662), and to establish Height District No. 2 to allow for a 4.5:1 FAR;
3. Pursuant to LAMC Section 12.22 A.25, a Density Bonus for a 14-percent density bonus to permit a total of 276 dwelling units, of which five (5) percent of the permitted base density would be set aside for Very Low Income Households, in conjunction with Parking Option 1 and one (1) On-Menu Incentive for a 20 percent increase in the maximum allowable FAR from 4.5:1 to 5.4:1;
4. Pursuant to LAMC Section 12.24 W.1, a Master Conditional Use Permit to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption within three (3) restaurants, or for the sale of a full line of alcoholic beverages for off-site and on-site consumption for a 27,000 square-foot grocery store; and
5. Pursuant to LAMC Section 16.05, Site Plan Review for the development of a project that results in an increase of 50 or more dwelling units.

RECOMMENDED ACTIONS:**ENV-2016-3743**

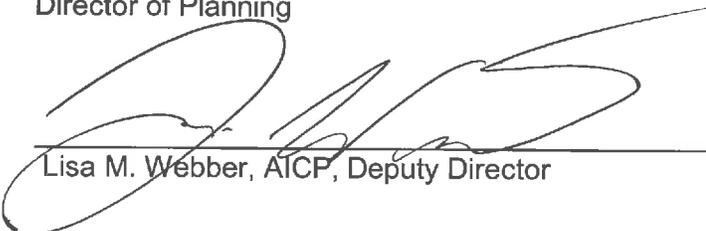
1. **Find**, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, that the Project was assessed in the EIR No. ENV-2016-3743-EIR (State Clearing House No. 2017081039) which includes the Draft EIR dated April 2019, the Final EIR, dated October 2019, and Erratum dated November 2019, previously certified on November 6, 2019; and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR, negative declaration, or addendum is required for approval of the project.

CPC-2016-3742-GPA-VZC-HD-DB-MCUP-SPR

1. **Recommend that the City Council Approve**, pursuant to City Charter Section 555 and LAMC Section 11.5.6, a General Plan Amendment to the Hollywood Community Plan to re-designate the Site from Commercial Manufacturing to Regional Center Commercial land use;
2. **Recommend that the City Council Approve**, pursuant to LAMC Section 12.32 F and Q, a Vesting Zone Change and Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN to remove an existing "Q" Condition prohibiting residential uses (per Ordinance No. 165,662), and to establish Height District No. 2 to allow for a 4.5:1 FAR;
3. **Approve**, pursuant to LAMC Section 12.22 A.25, a Density Bonus for a 14-percent density bonus to permit a total of 276 dwelling units, of which five (5) percent of the permitted base density would be set aside for Very Low Income Household, in conjunction with Parking Option 1 and one (1) On-Menu Incentive for a 20 percent increase in the maximum allowable FAR from 4.5:1 to 5.4:1;

4. **Approve**, pursuant to LAMC Section 12.24 W.1, a Master Conditional Use Permit to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption within three (3) restaurants, or for the sale of a full line of alcoholic beverages for off-site and on-site consumption for a 27,000 square-foot grocery store;
5. **Approve**, pursuant to LAMC Section 16.05, Site Plan Review for a project that would result in 276 dwelling units;
6. **Adopt**, the attached Conditions of Approval; and
7. **Adopt**, the attached Findings.

VINCENT P. BERTONI, AICP
Director of Planning



Lisa M. Webber, AICP, Deputy Director



Debbie Lawrence, AICP, Senior City Planner



Mindy Nguyen, City Planner



Jason McCrea, Planning Assistant
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ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the Commission Secretariat, Room 272, City Hall, 200 North Spring Street, Los Angeles, CA 90012 (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to these programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213)978-1295.

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Environmental Impact Report (EIR) links:

Erratum: <https://planning.lacity.org/eir/ModeraArgyle/errata.pdf>

Final EIR: <https://planning.lacity.org/eir/ModeraArgyle/feir/index.html>

Draft EIR: <https://planning.lacity.org/eir/ModeraArgyle/deir/index.html>

PROJECT ANALYSIS

PROJECT DESCRIPTION

The Project proposes the demolition of an existing surface parking lot and six (6) commercial buildings totaling 61,816 square feet of floor area, and the development of a new mixed-use building, including 276 dwelling units and two ground floor commercial options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies, and Option 2 would include a 27,000 square-foot grocery store. Of the 276 dwelling units, five (5) percent of the permitted base density would be set aside for Very Low Income Households. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet.

The Project would provide parking within four subterranean levels, with access from Selma Ave. The total number of parking spaces provided would vary depending on the ground floor commercial option utilized, ranging between 48 and 54 spaces for Options 1 and 2, respectively. Vehicle and bicycle parking requirements and detail are provided below.

The Project would provide a total 28,665 square feet of usable open space for Option 1, and 28,785 square feet of usable open space for Option 2. Open space would be provided on Floors One, Two, and Seven, within both interior and exterior areas. The Project would also provide balconies along each elevation from Floors 2 through 7. Additionally, the Project includes 72 new trees.



Project Rendering

Project Summary			
Use		<u>Option 1</u>	<u>Option 2</u>
Residential	Studio	46	46
	One Bedroom	196	196
	Two Bedroom	34	34
	<u>Total Units</u>	<u>276</u>	<u>276</u>
	Square Footage¹	236,250 Sq. Ft.	233,250 Sq. Ft.
Commercial		Retail/ Restaurant	Grocery Store
	Square Footage	24,000 Sq. Ft.	27,000 Sq. Ft.
Total Project Square Footage		260,250 Sq. Ft.	260,250 Sq. Ft.
¹ Total residential square footage differs as Option 2 includes 3,000 square feet less of residential uses.			

Open Space

Based on the number of units and the mix of unit types, the Project is required to provide a minimum of 28,450 square feet of usable open space, pursuant to LAMC Section 12.21 G.

Open Space Required			
Unit Type	LAMC Requirement per Unit (Sq. Ft.)	Unit Count	Open Space Required (Sq. Ft.)
Studio	100	46	4,600
One Bedroom	100	196	19,600
Two Bedroom	125	34	4,250
Total		276	28,450

As previously mentioned, the Project proposes two ground floor commercial options. As a result, there are two versions of corresponding ground floor open space configurations proposed.

In total, Options 1 would provide approximately 28,665 square feet of usable open space, consisting of approximately 9,939 square feet of common open space, 6,926 square feet of interior amenity space, and approximately 11,800 square feet of private open space in the form of balconies along each elevation from Floors 2 to 7. At the ground level, the Project would provide a plaza at the corner of Selma and Argyle Avenues, a residential entry along Selma Avenue, and 4,543 square feet of interior residential amenity space, including a lobby, lounge, clubhouse, theater room, editing and production space, and recreation rooms.

In total, Option 2 would provide approximately 28,785 square feet of open space, consisting of approximately 9,939 square feet of common open space, 7,046 square feet of interior amenity space, and approximately 11,800 square feet of private open space, in the form of balconies on each elevation from Floors 2 to 7. At the ground level, the Project would provide a plaza at the corner of Selma and Argyle Avenues, and 4,663 square feet of interior open space consisting of residential amenity space, as well as a lobby, lounge, clubhouse, theater room, editing and production space, and recreation rooms.

For both Options, the Project would provide a 4,731 square-foot outdoor courtyard located interior to the building, including a pool, spa, outdoor cooking facilities, fire pits, gathering space, and landscaping that is open to the sky. An additional 2,383 square feet of interior amenity space including a yoga studio, indoor/outdoor lounge, and fitness and wellness center are located at the Floor 2 with residential access provided to a 3,632 square-foot landscaped side and rear yards on Floor 2. At Floor 7 an outdoor amenity terrace consisting of 1,576 square-foot would include an outdoor lounge and seating area.

Provided Open Space					
Location	Use	Option 1		Option 2	
		Amount (Sq. Ft.)	Total (Sq. Ft.)	Amount (Sq. Ft.)	Total (Sq. Ft.)
Common Open Space					
Outdoor					
Floor 2	Courtyard	4,731	8,363	4,731	8,363
	Landscaped Rear Yard	3,632		3,632	
Floor 7	Amenity Terrace	1,576	1,576	1,576	1,576
Outdoor Open Space Subtotal		-	9,939	-	9,939
Indoor					
Ground Floor	Amenity	2,419	4,543	3,263	4,663
	Lounge/Rec Room	2,124		1,400	
Floor 2	Amenity	2,383	2,383	2,383	2,383
Indoor Open Space Subtotal		-	6,926	-	7,046
Private Open Space					
Floors 2-7	Balconies	236	11,800	236	11,800
Total Open Space					
			28,665		28,758

Overall, the Project will provide a total of 28,665 square feet of usable open space under Option 1, and 28,758 square feet of usable open space under Option 2, where a total of 28,450 square feet of usable open space is required for the Project. In addition, the Project would provide 72 new trees, including at Floors 2 and 7, and street trees along Selma and Argyle Avenues.

Project Access

Vehicular access for both Options would be provided along Selma Avenue, at the northeast corner of the Project Site, and includes both residential and commercial access to the four subterranean parking levels. The Project would provide a loading area immediately west of the vehicle entry. The loading dock and driveway width would total 49 feet, expanding the current driveway on site. Currently, a Metro bus layover area is located along Selma Avenue immediately adjacent to the proposed commercial space. The Project Applicant is working with Metro to have this facility relocated.

Bicycle access for both Options would be provided adjacent to the pedestrian entryways, with long-term spaces located in the first subterranean parking level, and accessible via elevators located at the ground floor, accessible from a corridor with an entry along Selma Avenue. Short-term bicycle parking spaces located along the south side of Selma Avenue in two locations, and the east side of Argyle Avenue in three locations.

Option 1 would provide pedestrian access along the east side of Argyle Avenue, with access to commercial space at the southeast corner of Selma and Argyle Avenues, and residential access via a lobby to the south on Argyle Avenue.

Option 2 would provide pedestrian access along the east side of Argyle Avenue; with access to commercial space along Argyle Avenue, just south of the corner of Selma Avenue and residential access at the corner plaza at the southeast corner of Argyle Avenue and Selma Avenue. Option 2 will provide an additional loading area, where a current curb cut exists, to the south along Argyle Avenue for the grocery use.

Bicycle and Vehicle Parking

Vehicle Parking

Residential Parking

Pursuant to LAMC Section 12.22 A.25, the Project proposes to utilize Parking Option 1 in conjunction with their Density Bonus request, which requires one parking space for each studio or one-bedroom unit, and two parking spaces for two-bedroom units. Based on the unit mix, a total of 310 spaces would be required for the residential uses. These parking spaces would be located within subterranean parking levels 2 through 4. In addition, the Project is utilizing the bicycle replacement provisions pursuant to LAMC 12.21 A.4, to reduce the required residential vehicle parking by 15 percent, or by 46 spaces, requiring a total of 264 residential parking spaces.

Required Residential Vehicle Parking			
Unit Type	Unit Count	Parking Option 1 Rate	Total Required
Studio	46	1	46
One Bedroom	196	1	196
Two Bedroom	34	2	68
Total			310
Bike Parking Reduction (15%)			46
Total (After Reduction)			264
Total Provided			264

Commercial Parking

The Project Site is located within the Hollywood Redevelopment Plan Area and the Los Angeles State Enterprise Zone which, pursuant to LAMC Section 12.21 A.4(x)(3)(2), requires two parking spaces per 1,000 square feet of commercial use.

As previously mentioned, the Project proposes two ground floor commercial options including 24,000 square feet of retail and restaurant as Option 1, and 27,000 square feet as Option 2.

Commercial parking for both options will be located in the first subterranean level only. As a result, the vehicle parking requirements for the two options differ, as delineated in the table below.

Required Commercial Parking					
	Use	Sq. Ft.	Parking Rate	Total Required	Total Provided
Option 1	Retail / Restaurant	24,000	2 /1,000	48	86
Option 2	Grocery	27,000	2/1,000	54	86

Based on the respective square-footages of the commercial uses, the total amount of required commercial parking for Option 1 is 48 vehicle spaces; and for Option 2 is 54 vehicle spaces. The Project proposes to provide 86 commercial parking spaces. The Project would, therefore, have an excess of 38 parking spaces for Option 1, and 32 parking spaces more than the required parking for Option 2.

The Project would provide a total of 350 parking spaces under both options.

Bicycle Parking

Residential Parking

Based on the unit count, the Project is required to provide 144 long-term and 14 short-term bicycle parking spaces, pursuant to LAMC Section 12.21 A.16(a)(1)(i), and as delineated in the table below. In addition, the Project is utilizing the bicycle replacement provisions pursuant to LAMC 12.21 A.4, to reduce the required residential vehicle parking by 15 percent, requiring 26 additional spaces, for a total of 184 bicycle parking spaces. The Project will provide a total of 184 bicycle parking spaces, comprised of 14 short-term and 170 long-term spaces. Short-term spaces are located at the ground floor along Selma and Argyle Avenues, with long-term spaces located at the first subterranean parking level, accessible via elevator with an entryway along Selma Avenue.

Required Residential Bicycle Parking						
Dwelling Unit (DU) Count	Long-Term (Space per DU)	Required Spaces	Provided Spaces	Short-Term (Space per DU)	Required Spaces	Provided Spaces
1-25	1 per unit	25	25	1 per 10	2	2
26-100	1 per 1.5	50	50	1 per 15	5	5
101-200	1 per 2	49.5	50	1 per 20	5	5
200+	1 per 4	18.75	19	1 per 40	2	2
Total		144	170		14	14

Commercial Parking

As previously mentioned, the Project proposes two ground floor commercial options including 24,000 square feet of retail and/or restaurant under Option 1, and 27,000 square feet of grocery

use under Option 2. As a result, the bicycle parking requirements for the two options differ, as delineated in the table below.

Required Commercial Bicycle Parking								
	Use	Sq. Ft.	Long-Term	Required Spaces	Provided Spaces	Short-Term	Required Spaces	Provided Spaces
Option 1	Retail/ Restaurant	24,000	1 / 2,000 Sq. Ft	12	12	1 / 2,000 Sq. Ft.	12	12
Option 2	Grocery	27,000	1 / 2,000 Sq. Ft	14	14	1 / 2,000 Sq. Ft.	14	14

Setbacks and Density

In conjunction with the Zone Change, the Project will be subject to the setback and density regulations of the C4 Zone. Pursuant to LAMC Section 12.16 C, setbacks are not required for commercial uses. The C4 Zone defers to the R4 Zone for setbacks, which the first residential level must comply with. Pursuant to LAMC Section 12.22 A.18(c)(3), mixed-use projects are not required to provide residential setbacks for elevations which front a public street, private street, or alley, provided the ground floor is used solely for commercial uses and residential access. Per Case No. VTT-74566, the Deputy Advisory Agency designated Argyle Avenue as the front yard, making the eastern elevation the rear yard, and granted a 20 percent rear yard reduction. As a seven-story building, the Project is therefore required to provide a 19-foot rear yard setback along the east elevation, an 11-foot setback along the south elevation, and no setbacks along Argyle or Selma Avenues.

The Project proposes zero setbacks along Selma and Argyle Avenues, and at Floor 2, the first residential level, provides an 11-foot setback along the south elevation and a 15-foot, 6-inch setback at the east elevation.

The Project is requesting a General Plan Amendment to re-designate the Project Site from Commercial Manufacturing to Regional Center Commercial land use designation, and requests a Zone Change to remove a "Q" Condition (Ordinance No. 165,662), which prohibits the Site from being developed with residential uses. Pursuant to LAMC Section 12.16 C.3, residential density for the C4 Zone is calculated in accordance with the R4 density, which permits one dwelling unit for every 400 square feet of lot area. Pursuant to LAMC Section 12.22 A.18, parcels located in a C4 Zone and designated Regional Center Commercial are permitted to use R5 density, which permits one dwelling unit for every 200 square feet of lot area. For a lot that is 48,403 square feet in size, the base permitted density in conjunction with the General Plan Amendment and Zone Change permits 242 dwelling units. The Project also requests a Density Bonus, in exchange for setting aside 13 units for Very Low Income Households, resulting in a density increase of 20 percent, or 49 units, for a total of 291 units. The Project is opting to utilize a 14-percent Density Bonus, resulting in 276 units.

Requested Entitlements

General Plan Amendment to amend the 1988 Hollywood Community Plan to re-designate the Project Site from Commercial Manufacturing to Regional Center Commercial land uses.

Zone Change to remove a “Q” Condition (pursuant to Ordinance No. 165,662), which prohibits the Site from being developed with residential uses.

Height District Change from Height District 1 Very Low (1VL) to Height District 2.

Density Bonus for a 14-percent density bonus to permit a total of 276 dwelling units, of which five (5) percent of the permitted base density would be set aside for Very Low Income Households, in conjunction with Parking Option 1 and one (1) On-Menu Incentive for a 20 percent increase in the maximum allowable FAR from 4.5:1 to 5.4:1.

Master Conditional Use Permit for the sale and dispensing of a full line of alcoholic beverages for on-site consumption for up to three establishments under Option 1; or for on-site and off-site consumption for one establishment under Option 2.

Site Plan Review for a project resulting in 276 dwelling units.

Environmental Impact Report (EIR): On October 17, 2019, the City of Los Angeles released the Final EIR, ENV-2016-3743-EIR (State Clearing House No. 2017081039), detailing the potential environmental impacts resulting from the Project. The EIR identified On-Site Noise, Cumulative On-Site and Off-Site Construction Noise, Construction Vibration On-Site and Off-Site (Human Annoyance), and Cumulative Vibration On-Site and Off-Site (Human Annoyance) as areas where the Project would result in significant and unavoidable environmental impacts.

Related Vesting Tentative Tract Map: On November 19, 2019, the Deputy Advisory Agency (DAA) certified the Modera Argyle Project Environmental Impact report (EIR); approved a request for the merger and re-subdivision of a 1.11 net-acre site into one (1) master lot and two (2) airspace lots; a Haul Route request for 89,000 cubic yards of export; a Yard Designation to identify Argyle Avenue as the Project’s front yard; and a 20 percent reduction in the required rear yard setback. This decision was not appealed.

BACKGROUND

The Project Site is located at the southeast corner of Selma and Argyle Avenues, as shown in the aerial view below. The Project Site is a relatively flat, rectangular parcel comprised of 62,674 gross square feet, or 48,403 net square feet (1.11 Acres) after dedication, with approximately 246 feet of frontage along the eastern side of Argyle Avenue and 174 feet of frontage along the southern side of Selma Avenue. The Project Site is currently improved with six (6) commercial structures, totaling 61,816 square feet, with an interior parking area accessed by driveways along Selma and Argyle Avenues. The commercial structures have previously and currently serve as film vault storage.



Aerial View of Project Site

General Plan Land Use Designation and Zoning

The Project Site is located within the Hollywood Community Plan, which designates the Site as a Commercial Manufacturing land use designation, which has corresponding zones of CM (Commercial Manufacturing) and P (Automobile Parking). The Project Site is zoned [Q]C4-1VL-SN, and is therefore not consistent with the existing General Plan land use designation.



Project General Plan Land Use

As shown above, immediate surrounding land use designations on all sides are Regional Center Commercial, including the parcels to the north of the Project Site, as well as both sides of Hollywood Boulevard. Parcels located two blocks east, along the eastern side of Gower Street are designated as Highway Oriented Commercial, with High Medium Residential abutting those parcels to the east. Hollywood Boulevard, east of Gower Street, is also designated Highway Oriented Commercial. Parcels to the west of the Project Site are Regional Center Commercial land use designations, with a Public Facilities designation along Ivar Avenue for the Francis Howard Goldwyn – Hollywood Regional Library. Parcels south of the Project Site are designated Regional Center Commercial, with Medium Residential on the southern side of De Longpre Avenue. East of Gower Street south of Sunset Boulevard, designations include Regional Center Commercial, Highway Oriented Commercial, Limited Manufacturing at two of the remaining movie studios in the area, High Medium Residential, and Public Facilities. The Project site was not identified in the Industrial Land Use Policy, and would not displace industrially zoned land.



Project Zoning

The Project is presently zoned [Q]C4-1VL-SN, as shown in the map above. The “Q” Condition (Ordinance No. 165,662) in the zoning prefix indicates that residential uses shall be prohibited. The C4 Zone generally allows for any land use permitted in the C2 Zone, which, in turn, allow for any land use permitted in the C1.5, C1, and CR Zones, such as retail stores, restaurants, offices, hotels, schools, parks, and theaters. The C4 Zone also allows for any land use permitted in the R4 (Multiple Residential) Zone, which includes one- and two-family dwellings, apartment houses,

multiple dwellings, and home occupations at a maximum density of 108 dwelling units per acre (a minimum lot area of 400 square feet per dwelling unit). In addition, pursuant to LAMC Section 12.22 A.18(a), developments combining residential and commercial uses may develop any land use permitted in the R5 Zone, which allows for a residential density of 200 square feet per dwelling unit. Height District 1VL imposes a height limit of 45 feet and no greater than three stories. The "SN" designation indicates that the parcel is located in the Hollywood Signage Supplemental Use District (HSSUD) (Ordinance No. 176,172).

The Project includes a General Plan Amendment to re-designate the underlying land use designation from Commercial Manufacturing to Regional Center Commercial. Parcels under the Regional Center land use designation of the Hollywood Community Plan have corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Project proposes a Zone and Height District Change to remove the "Q" Condition on the site, which prohibits residential uses (Ordinance No. 165,662), and to establish Height District 2, respectively, consistent with surrounding parcels. The proposed Zone Change and Height District Change would establish Height District 2, which within the C4 Zone does not impose a height limitation.

Hollywood Center

The Hollywood Center, as identified in the Hollywood Community Plan, is intended to serve as the focal point of the community, and spans both sides of Sunset and Hollywood Boulevards from La Brea Street to Gower Street. The Hollywood Community Plan intends for the Hollywood Center to serve as the focal point of the community and states that "[t]his center area shall function: 1) as the commercial center for Hollywood and surrounding communities; and 2) as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods, and the transportation and circulation system. Developments combining residential and commercial uses are especially encouraged in this Center area."

Existing Conditions

Properties located to the north of the Project Site across Selma Avenue are zoned C4-2D and improved with a two-story commercial building and a surface parking lot. The Blvd 6200 Project, located approximately half a block to the north, is currently under construction and, as part of a larger phased multi-parcel development with lots across Hollywood Boulevard will result in a development that includes 1,014 apartments, 28 live/work units, and 175,000 square feet of commercial space within buildings a maximum of seven stories.

Properties located to the south of the Project Site are zoned [T][Q]C4-2D-SN and improved with the two-story Palladium Theater, and associated surface parking lots. The 6250 Sunset Project, located across Sunset Boulevard to the south is zoned C4-2D-SN, is currently under construction and will result in a development that is 200 units, 25,946 of commercial space, and seven stories in height.

Properties located to the east of the Project Site are zoned (T)(Q)C4-2D-SN and (T)(Q)C4-2-SN. The lots are currently improved with the Palladium Theater and surface parking lots, abutting the Project Site to the east; and the recently approved Palladium Project. Properties to the east across El Centro Avenue are zoned (T)(Q)C4-2-SN and developed with the mixed-use Columbia Square Project, a development with a maximum height of 20 stories.

Properties located to the west of the Project Site along Vine are zoned C4-2D-SN, and are developed with two mixed-use buildings including the eight-story Camden Hollywood and 13-story

1600 Vine development. Located to the southwest of the Project Site is a 22-story office building at the corner of Sunset Boulevard and Argyle Avenue.

Beyond these land uses are other mid-to high-rise commercial, residential, and mixed-use buildings, including the Hollywood Plaza Building and Hollywood W Hotel and Residences to the northwest. Other two- and four-story commercial and residential structures front the site immediately north and northeast across Selma Avenue.

Streets and Circulation

Argyle Avenue, adjoining the Project Site to the west, is a designated Local Street per the Mobility Plan 2035, requiring a right-of-way width of 60 feet and a roadway width of 36 feet. It is a two-way street providing one travel lane each in the north-south direction, and is improved with paved roadway, concrete curb, gutter, and sidewalk. On-street parking is generally available on both sides.

Selma Avenue, adjoining the Project Site to the north, is a designated Local Street per the Mobility Plan 2035, requiring a right-of-way width of 60 feet and a roadway width of 36 feet. It is a two-way street providing one travel lane each in the east-west direction, and is improved with paved roadway, concrete curb, gutter, and sidewalk. On-street parking is generally available on both sides of the street, with some restrictions.

Sunset Boulevard, located south of the Project Site, is designated as an Avenue I in the Mobility Plan 2035, requiring a right-of-way width of 100 feet and a roadway width of 70 feet. It is a two-way street providing two to three travel lanes each in the east-west direction, and is improved with paved roadway, concrete curb, gutter, and sidewalk. On-street parking is generally available on both sides of the street, with some restrictions.

El Centro Avenue, located east of the Project Site, is designated Local Street per the Mobility Plan 2035, requiring a right-of-way width of 60 feet and a roadway width of 36 feet. It is a two-way street providing one travel lane each in the north-south direction, and is improved with paved roadway, concrete curb, gutter, and sidewalk. On-street parking is generally available on both sides of the street, with some restrictions.

Freeway Access and Surrounding Public Transit

Primary regional freeway access to the Project Site is provided by US-101, which generally runs in a northwest-southeast direction and is located approximately 0.6 miles east of the Project Site. Project access to and from US-101 is available via on- and off-ramps at Cahuenga Boulevard, Highland Avenue, Western Avenue, Franklin Avenue, Gower Street, Hollywood Boulevard, Sunset Boulevard, and Santa Monica Boulevard. The Project Site is well-served by public transit, including both bus and rail service. The Hollywood/Vine Metro Station is located 0.25 miles from the Project Site. The Project is also served by 11 bus lines in the surrounding area, including Metro and LADOT bus lines (2, 210, 302, DASH Beachwood Canyon, and DASH Hollywood) on Sunset Boulevard, and Hollywood Boulevard (180, 181, 212, 217, 222, 780 Rapid, and DASH Hollywood)¹. A LAX FlyAway Shuttle stop is also located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport.

In addition to the above bus lines, Metro operates the Red Line subway 0.25 miles from the Project Site. The Metro Red Line runs between North Hollywood and downtown Los Angeles, connecting with the Metro Orange Line in North Hollywood, the Metro Purple Line at Wilshire Boulevard, the

¹ Transit Maps accessed April 2017

Metro Blue Line and Metro Expo Line in downtown Los Angeles, and the Metro Gold Line at Union Station. The Metro Red Line Hollywood/Vine Station is located approximately 0.25 miles from the Project Site, and the Metro Red Line Hollywood/Highland Station is approximately 0.8 miles from the Project Site.

Surrounding Bike Lanes

In the vicinity of the Project Site, dedicated bicycle lanes exist along Cahuenga Boulevard, Fairfax Avenue, and Bronson Avenue. Bicycle routes are located along Vine Street between Yucca Street and Wilshire Boulevard, Argyle Avenue between Franklin Avenue and Selma Avenue, Van Ness Avenue between Fountain Avenue and La Mirada Avenue, Franklin Avenue between Argyle Avenue and St. George Street, Yucca Street between Highland Avenue and Argyle Avenue, Selma Avenue between Highland Avenue and Bronson Avenue, Selma Avenue between Highland Avenue and Gower Street. Yucca Street west of Vine Street to Highland Avenue is the City's first "Bicycle Friendly Street," with additional infrastructure for bicycles, such as flow restrictions for vehicles, signage, and "sharrows." In addition, bicycle routes exist along Selma Avenue, Orange Drive, Wilcox Avenue, Vine Street, Argyle Avenue, Van Ness Avenue, Odin Street, Franklin Avenue, Yucca Street, and Fountain Avenue. Based on the City of Los Angeles Mobility 2035, the bicycle system in the immediate vicinity of the Project Site would be expanded to include protected bicycle lanes along Hollywood Boulevard, dedicated lanes along Vine Street, and Class III along La Brea Avenue, Highland Avenue, Sunset Boulevard, and Santa Monica Boulevard. However, the proposed dedicated bicycle lanes are not scheduled for implementation at this time.

Relevant Cases:

On-Site:

VTT-74566: At its hearing of November 6, 2019 the Advisory Agency approved Vesting Tentative Tract Map No. VTT-74566 for the merger and re-subdivision of a 1.11 net-acre site into one (1) master lot and two (2) airspace lots; to designate Argyle Avenue as the Site's front yard; a 18.4 percent rear yard reduction to allow for a rear yard setback of 15 feet, 6 inches in lieu of the otherwise required rear yard setback of 19 feet; and a Haul Route for the export of up to 89,000 cubic yards of soil, located at 1546 North Argyle Avenue and 6224 West Selma Avenue, for the development of a mixed-use development (Project) consisting of 276 residential units, up to 24,000 square feet for ground floor retail and restaurant uses and up to 412 parking spaces, as shown on the map stamp-dated June 28, 2019, in the Hollywood Community Plan area. Alternatively, a 27,000 square-foot grocery store could be constructed in lieu of the proposed retail and restaurant uses. This case was not appealed and the decision is final.

Ordinance No. 181,340: Effective November 17, 2010, an Ordinance amending the Hollywood Signage Supplemental Use District to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as control the blight created by poorly placed, badly designed signs throughout Hollywood. This Ordinance applies to the parcels of the Project within the C4-2D-SN Zone.

Ordinance No. 176,172: Effective October 4, 2004, an Ordinance establishing the Hollywood Signage Supplemental Use District to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as control the blight created by poorly placed, badly designed signs throughout Hollywood.

Ordinance No. 165,662: Effective May 7, 1990, an Ordinance establishing a “Q” Condition that prohibits residential uses on the Project Site.

Surrounding Properties within a 500-foot radius:

CPC-2014-3808-GPA-ZC-HD-CU-CUB-ZAI-SPR: At its meeting of January 8, 2016, the City Planning Commission approved with conditions and recommended that the City Council adopt a General Plan Amendment, Zone Change and Height District Change for the proposed construction of a mixed-use project comprised of 731 residential dwelling units and 24,000 square feet of retail and restaurant uses, located at 6201 West Sunset Boulevard. The recommendation was approved by the City Council at its meeting of March 22, 2016.

CPC-2014-750-VZV-HD-DB-CUB-SPP-SPR: At its meeting of June 9, 2016, the City Planning Commission approved with conditions and recommended that the City Council adopt a Zone Change and Height District change for the construction of a mixed-use building with 200 dwelling units and 4,700 square feet of ground floor commercial area, located at 6250 West Sunset Boulevard. The recommendation was approved by the City Council at its meeting of September 9, 2016.

CPC-2016-1380-VZC-HD-MCUP-ZAA-SPR: At its meeting of November, 6 2018 the City Planning Commission approved and recommended that the City Council adopt a Zone Change and Height District Change for the construction of a mixed-use building containing up to 270 residential units and up to 12,120 square feet of commercial retail and restaurant uses, located at 6200 West Sunset Boulevard. The recommendation was approved by the City Council at its meeting of February 20, 2019.

Environmental Clearance

The City of Los Angeles released the Final EIR, ENV-2016-3743-EIR (State Clearing House No. 2017081039), on October 17, 2019 detailing the potential environmental impacts resulting from the Project. The EIR identified On-Site Noise, Cumulative On-Site and Off-Site Construction Noise, Construction Vibration On-Site and Off-Site (Human Annoyance), and Cumulative Vibration On-Site and Off-Site (Human Annoyance) as areas where the Project would result in significant and unavoidable environmental impacts.

On November 19, 2019, the decision of the Deputy Advisory Agency in certifying the EIR in conjunction with the approval of Case No. VTT-74566 became final. This decision was not appealed.

Public Hearing and Noticing

A duly-noticed joint public hearing for the Project was held on November 6, 2019, which was conducted by both the Hearing Officer on behalf of the City Planning Commission, and the Deputy Advisory Agency to consider the Vesting Tentative Tract map (VTT-74556) for the merger and re-subdivision of a 1.11 net-acre site into one (1) master lot and two (2) airspace lots; to designate Argyle Avenue as the Site’s front yard; a rear yard reduction to allow for a rear yard setback of 15 feet, 6 inches in lieu of the otherwise required 19 feet; and a Haul Route for the export of up to 89,000 cubic yards of soil, located at 1546 North Argyle Avenue and 6224 West Selma Avenue (see Public Hearing and Communications, Page P-1).

Hollywood Community Plan Update

On June 19, 2012 the updated Hollywood Community Plan became effective. On March 13, 2014, the City Planning Commission approved a Resolution vacating, rescinding, and setting aside the previously approved Hollywood Community Plan Update. The zoning designation for the site under the vacated Community Plan would have removed the "Q" Condition restricting residential uses, and allowed for Height District 2.

On April 2, 2014, the City Council voted to set aside the approval of the 2012 Hollywood Community Plan Update, reverting the zoning designations and policies, goals, and objectives that were in effect immediately prior to the approval of the 2012 Hollywood Community Plan update, thus making the 1988 Hollywood Community Plan the operative applicable plan for the Hollywood area.

The City Planning Department is currently in the process of another Hollywood Community Plan Update, which is currently in the Draft EIR comment phase. The Draft Hollywood Community Plan identifies the Project Site as a Regional Center with a Transit Oriented Development sub-area, with an FAR of 4.5:1, and additional FAR with City Planning Commission approval. Residential uses are permitted under this zoning and land use designation under the Draft Community Plan.

SITE PLAN ANALYSIS

Site Planning and Architectural Design

The Project utilizes a modern architectural style with a variety of materials and façade uniformity through modulating balconies across each residential floor. Specifically, the materials include vision glass, tinted glass, steel frame, prefinished aluminum, perforated metal paneling, prefinished aluminum, architectural concrete panel, and poured-in-place concrete. The Project consists of a curved edge oriented towards the intersection of Argyle and Selma Avenues above the ground floor plaza that is continuously wrapped with glass balconies on each residential floor, consistent with other similar tower designs in the Hollywood Center.

As previously mentioned, the Project has identified two (2) options for ground floor commercial uses and residential lobby/amenity space, as shown in Exhibit A. Option 1 places commercial (retail/restaurant) entrances within the plaza, located at the southeast corner of Selma and Argyle Avenues in addition to an entrance along the western façade of the building adjacent to Argyle Avenue. The entrance to the residential lobby is located along Argyle Avenue at the southwestern corner of the Project Site, abutting the southern property line. Residential parking, commercial parking, and commercial loading are located at the northeast corner of the Project Site, adjacent to Selma Avenue. In addition, the Project includes outdoor dining in both Option 1, along Selma and Argyle Avenues, and Option 2 along Argyle Avenue, three (3) short-term bicycle parking areas along Argyle Avenue, and two (2) short-term bicycle parking areas along Selma Avenue. Option 2 places commercial (grocery) entrances exclusively along the western façade of the building, adjacent to Argyle Avenue, while positioning the residential entrance within the plaza, located at the southeast corner of Selma Avenue and Argyle Avenue. Residential parking, commercial parking, and commercial loading are located at the northeast corner of the Project Site adjacent Selma Avenue. An additional commercial loading area is located along Argyle Avenue at the southwest corner of the Project Site. In addition, the Project includes outdoor residential lounge areas along both Selma and Argyle Avenues, three (3) short-term bicycle parking areas along Argyle Avenue, and two (2) short-term bicycle parking areas along Selma Avenue.

Walkability Analysis

Walkability is a measure of how interesting, inviting, and comfortable the street and sidewalk environment is for pedestrians. The City of Los Angeles Walkability Checklist for Site Plan Review ("Walkability Checklist") was created by the City's Urban Design Studio of the Department of City Planning. The Walkability Checklist consists of a list of design principles intended to improve the pedestrian environment, protect neighborhood character, and promote high quality urban form and is to be used by decision-makers and/or hearing officers to assess the pedestrian orientation of a project when making the required findings for approval of a project. The design elements are consistent with the General Plan and applicable Urban Design Chapters of the Community Plans. Guidelines address such topics as building orientation, building frontage, landscaping, off-street parking and driveways, building signage, and lighting within the private realm; and sidewalks, street crossings, on-street parking, and utilities in the public realm.

An analysis of site plans, community context, and building elevations is essential to improve and ensure walkability. The Project is consistent with many of the goals and implementation strategies of the Department of City Planning's Walkability Checklist. While the guidance provided by the Walkability Checklist is not mandatory and is not a part of the LAMC, incorporating the criteria listed to the maximum extent feasible would create a more walkable environment and a higher quality urban form for the proposed project. The essential purpose of the Walkability Checklist is

to guide Planning staff in working with developers to make developments more “walkable” by way of enhancing pedestrian activity, access, comfort, and safety. In addition, the Walkability Checklist encourages planners and developers to protect neighborhood character and pursue high-quality urban form. The following is an analysis of the proposed project’s consistency with the applicable guidelines.

- a) *Building Orientation.* The Walkability Checklist states that a project should use the relationship between building and street to improve neighborhood character and the pedestrian environment. The ground floor of the both Options 1 and 2 are oriented in a pedestrian-friendly manner. Option 1 maintains an uninterrupted street front along Argyle Avenue, and concentrates vehicle entries for both retail/restaurant and residential entrances, a combined exit, and loading dock along Selma Avenue. The commercial spaces each have exterior pedestrian entrances along the north and west facades, as well as outdoor dining spaces. Residential entrances are located along Argyle Avenue, featuring a distinct entryway area at the southwest corner of the property, which lies opposite plaza at the intersection of Argyle and Selma Avenues. Option 2 of the Project maintains the same driveway configuration of Option 1 but adds a loading dock at the southwest corner of the Project Site to serve a potential grocery store. Residential entrances and lobby/amenities in Option 2 are placed within the plaza at the intersection of Argyle and Selma Avenues.
- b) *Building Facade.* The Walkability Checklist encourages projects to use the design of visible building facades to create and reinforce neighborhood identity and a richer pedestrian environment. The Project would have facades along both Argyle Avenue and Selma Avenue, each with architectural treatments, including glass at the ground floor, canopies, metal architectural elements, and wayfinding signage. A pedestrian plaza on the ground floor and curved glass balconies on the residential floors above unify the facades along Argyle Avenue and Selma Avenue together as they culminate at the pedestrian plaza located at the southeastern corner of the Argyle and Selma Avenues.
- c) *On-Site Landscaping.* The Walkability Checklist recommends that a project contribute to the environment, add beauty, increase pedestrian comfort, add visual relief to the street, and extend the sense of the public right-of-way. The Project would provide five (5) street trees along Argyle Avenue, and seven (7) street trees along Selma Avenue, for a total of 12 street trees. The Floor 2 podium allows for a landscaped rear yard that wraps the east and south facades in grass and provides trees and bushes, creating a shade canopy along the edges of the buildings that abut existing developments to the east and south. Additionally, a pool deck and courtyard at the center of building would be landscaped with trees, grass, and two types of hardscape. The Floor 7 amenity terrace would include a mix of hardscape and grass, and includes shade trees surrounding the lounge areas. In total, the Project includes 72 trees onsite.
- d) *Off-Street Parking and Driveways.* The Walkability Checklist prioritizes the safety of the pedestrian in an environment where pedestrians and automobiles must both be accommodated. Two driveways currently exist on the property, one each along Argyle and Selma Avenues, which the Project proposes to reuse for the new building. Under both Options, the existing curb cut along Selma Avenue would be widened to 49 feet in width to accommodate both the primary access driveway as well as a loading dock to the west. Option 1 would remove the existing curb cut along Argyle Avenue, while Option 2 would use it as a second loading dock along Argyle Avenue to serve the grocery use. In each case, the vehicular driveway is the minimum width required to be as efficient as possible. Primary vehicle access will be provided on Selma Avenue for both Option 1 and 2, for

through access and parking. The driveways, loading area, and the additional loading area included in Option 2 are sufficient distances from adjacent intersections to not interfere with driver and pedestrian visibility and safety in accordance with Los Angeles Department of Transportation (LADOT) standards and approvals.

- e) *Building Signage and Lighting.* The Walkability Checklist advocates that a project strengthen the pedestrian experience, neighborhood identity and visual coherence with the use of building signage and lighting. Project lighting will include lighting from within the interior, as well as lighting at the building exterior elevations, and 7th floor amenity space. Exterior lighting would include lighting at each building entrance and exit, lighting features along Selma Avenue and Argyle Avenue within the materials cladding the balconies, and ground floor entrances and uses. The pattern of exterior lighting would vary along elevations in the form of different colors. Site lighting will also include light for circulation and safety, as well as accent light onto trees and other landscape elements. All on-site lighting will comply with regulatory requirements that stipulate the use of high performance lights with color and glare control. Design elements will be incorporated to limit the direct view of the light source surface for all exterior light fixtures and to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. All on-site exterior lighting will be automatically controlled to illuminate only when necessary. All interior lighting will be equipped with occupancy sensors that would automatically extinguish and/or dim lights when not in use. Project signage would comply with the provisions of the Hollywood Signage Supplemental Use District, and no off-site signage is proposed as part of the Project. Wayfinding signs will be located at parking garage entrances, elevator lobbies, retail entrances, and residential entrances. Finally, all new street and pedestrian lighting within the public right-of-way will comply with applicable City regulations and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.
- f) *Sidewalks.* The Walkability Checklist prioritizes the creation of a consistent rhythm for pedestrian corridors, wide enough to accommodate pedestrian flow; and providing pedestrian safety, specifically by creating a clear separation from the roadway and from traffic. The Project would include reconstructed sidewalks along Argyle Avenue and Selma Avenue. Further, sidewalks will be continuous to ensure continuous pedestrian flow and meet minimum width requirements.
- g) *Utilities.* The Walkability Checklist encourages utilities to be placed underground in order to improve and preserve the character of the neighborhood, increase visual appeal, and minimize obstructions in the pedestrian travel path. The Project would place utility equipment underground and/or in the specified zones outlined in the Walkability Checklist.

Sustainability Features

The Project would include sustainability measures and design features which reduce energy and water consumption, such as LEED Certification, the use of Energy Star-labeled products and appliances, light-emitting diode (LED) lighting or other energy-efficient lighting technologies, fenestration designed for solar orientation, and pedestrian- and bicycle-friendly design with short-term and long-term bicycle parking. Additionally, the Project would include 15 percent of its roof area for solar energy, as detailed in Exhibit A. Additionally, the Project design would incorporate design features to support water conservation in excess of LAMC requirements, including, but not limited to highly efficient fixtures in residential and commercial uses, tankless water heaters, leak detection in pool facilities, and water efficient landscaping.

Urban Design Studio - Professional Volunteer Program

The proposed project was reviewed by the Department of City Planning's Urban Design Studio - Professional Volunteer Program (PVP) on March 5, 2019. The Urban Design Studio has adopted a three design approaches in evaluating projects to reflect the new Citywide Design Guidelines, these consist of Pedestrian First Design, 360-Degree Design, and Climate Adapted Design. The following issues, concerns, and recommendations were discussed regarding the project design:

Pedestrian First Design

- Utilize lighting to provide a more enjoyable pedestrian experience.
- Provide a greater building setback along Argyle and consider building higher.
- Comments related to the Plaza area:
 - Program the current Plaza design serves as an entrance to the retail/restaurant space with a seating area (Option 1) or seating area for residents for the residential lounge space (Option 2).
 - Under Option 2, consider using the Plaza as an entrance and an area for outdoor seating.

360-Degree Design

- Consider design alternatives that can provide more natural light to the interior units. As currently designed, a number of the interior units have only one window.
- Consider using façade materials other than metal screening.

Climate Adapted Design

- Incorporate a landscaped rear yard as open space for individual units.
- Provide more shade opportunities.

In response to the above comments, the Project has incorporated the following:

- Included additional architectural and landscape exterior lighting to enhance the pedestrian experience and further activate the streetscape.
- Added a three-to five-foot inset along the Argyle Avenue frontage,
- Revised north and west elevations include open air dining elements to enhance connectivity and activation of the streetscape while adding articulation and opening up the northwest corner plaza to additional natural light.
- Included several, small, landscape parkways along the Argyle frontage.
- Added amenities such as landscaping and lighting design as well as active uses open air dining and vending associated with potential retail/restaurant/grocery uses which open onto the plaza.
- Added landscaping features, including planter depths that will ensure the viability of the plantings, along the Project's eastern and southern side/rear yards, which are usable by tenants of the building as both common accessible open space and privately accessible patio space to the units directly adjacent to the yards on the same level.
- Refined the metal material and patterning for screening, and is inspired by the perforations of different types of film, as this element represents a central design theme that is carried through the Project on multiple levels.

The Applicant clarified the following:

- The northwest corner plaza was positioned intentionally to allow afternoon daylight from the west as well as a comfortable shaded area on the north of the building shielding from the mid-day hot summer sun.
- Under Option 2, the store entryway at this corner will be transparent and open, blurring the boundary between the plaza and grocery store to extend the plaza space into the interior of the grocery store. Additionally, the Project's revised design at the southwest corner opens that plaza more to natural light by eliminating columns where possible.
- The Project's eastern and southern side/rear yards are expected to continue to provide valuable open space to Project residents following construction of the Palladium Project, as the approved plans for this adjacent project show a corresponding setback from the Palladium Project's property line.
- The Project's rooftop area on Level 7 will provide a trellis area to provide comfort to residents lounging in the space shielded from the direct sun. Portions of the area will be open to the sky and the intent of the space is to provide passive recreation areas for the purposes of lounging and taking in the views from the project to the adjacent Hollywood community and hillside vistas. The space provides for "separate togetherness" wherein small groups of residents can utilize the multiple "nooks" for anything from a professional meeting to a social gathering to a quiet retreat.
- Typical unit floorplans which contains only one window are designed to maximize views from deep within the unit, while allowing for ample daylight to penetrate deep into the home's usable open floor area.
- And last, the light and dark personalities of the opposing facades is a central element to the Project's design narrative.

In addition to the modifications described above, further design changes were made as a result of feedback from the Department of City Planning – Urban Design Studio. Originally, the Project design included a monolithic presence on Argyle and Selma Avenues, with narrow sidewalks, and a lack of detail in plans. On January 9, 2020, the Applicant submitted updated plans, which addressed Staff concerns by providing more detail in color and materials in elevation and renderings; an inset at the ground floor along Selma and Argyle Avenues ranging from three to five feet thus widening the sidewalk and improving the pedestrian experience; and reducing the number of columns at the ground floor plaza, consequently reducing the building presence.

ISSUES

Measure JJJ

On November 8, 2016, voters in the City of Los Angeles approved and passed Measure JJJ, the "Build Better LA Initiative". Among other provisions, the ballot initiative imposed minimum affordable housing requirements and labor regulations on any development project that results in 10 or more residential dwelling units, and requires a General Plan Amendment, Zone Change, and/or Height District Change that results in increased allowable residential floor area, density, height, or allows a residential use where previously not allowed. Measure JJJ became effective on December 13, 2016, following the Council's action to certify the election results. Additionally, pursuant to LAMC Section 11.5.11, developers seeking density incentives are no longer eligible for Zone Change, Height District Change or General Plan Amendments as part of their entitlement requests.

It should be noted that while the proposed Project includes a General Plan Amendment, Vesting

Zone Change and Height District Change, the Vesting Zone Change and related Vesting Tentative Map applications were both deemed complete by the Department of City Planning on October 28, 2016, prior to the effective date of Measure JJJ regulations. Therefore, Measure JJJ and the prohibition of density bonus incentives in conjunction with a Zone Change, Height District Change or General Plan Amendment, is not applicable to this Project.

CONCLUSION

The Project would redevelop a lot currently improved with a 61,816 square feet commercial use with a new mixed-use development comprised of 276 dwelling units and up to 27,000 square feet of commercial space, located 0.25 miles from a heavy rail station. As proposed, the Project would be consistent with the scale, height, and density envisioned by and in support of numerous goals and objectives of the General Plan, Hollywood Community Plan and Hollywood Development Plan, while improving the pedestrian environment and connectivity of the surrounding area. Based on the information submitted, the testimony received at the public hearing, the Department of City Planning recommends that the City Planning Commission approve the Project, as proposed.

CONDITIONS FOR EFFECTUATING (T) TENTATIVE CLASSIFICATION REMOVAL

Pursuant to Section 12.32 G of the Municipal Code, the (T) Tentative Classification shall be removed by the recordation of a final parcel or tract map or by posting of guarantees through the B-permit process of the City Engineer to secure the following without expense to the City of Los Angeles, with copies of any approval or guarantees provided to the Department of City Planning for attachment to the subject planning case file.

Dedications/Improvements and Responsibilities/Guarantees.

Dedications and Improvements herein contained in these conditions which are in excess of street improvements contained in either the Mobility Element 2035 or any future Community Plan amendment or revision may be reduced to meet those plans with the concurrence of the Department of Transportation and the Bureau of Engineering:

1. As part of early consultation, plan review, and/or project permit review, the applicant/developer shall contact the responsible agencies to ensure that any necessary dedications and improvements are specifically acknowledged by the applicant/developer.
2. **Bureau of Engineering.** Street Dedications and Improvements shall be provided to the satisfaction of the City Engineer.
3. **Sewer.** Construction of necessary sewer facilities, or payment of sewer fees, shall be to the satisfaction of the City Engineer.
4. **Drainage.** Construction of necessary drainage and storm water runoff drainage facilities to the satisfaction of the City Engineer.
5. **Driveway/Parkway Area Plan.** Preparation of a parking plan and driveway plan to the satisfaction of the appropriate District Offices of the Bureau of Engineering and the Department of Transportation.
6. **Fire.** Incorporate into the building plans the recommendations of the Fire Department relative to fire safety, which includes the submittal of a plot plan for approval by the Fire Department either prior to the recordation of a final map or the approval of a building permit.
7. **Cable.** Make any necessary arrangements with the appropriate cable television franchise holder to assure that cable television facilities will be installed in City rights-of-way in the same manner as is required of other facilities, pursuant to Municipal Code Section 17.05 N to the satisfaction of the Department of Telecommunications.
8. **Recreation and Park Fees.** Payment of the Quimby fee shall be based on the C4 Zone and be paid prior to the recordation of Final Tract map. The application for Vesting Tentative Tract Map No. 74556 was deemed complete on October 28, 2016.
9. **Lighting.** Street lighting facilities shall be provided to the satisfaction of the Bureau of Street Lighting.
10. **Street Trees.** All trees in the public right-of-way shall be provided per the current Urban Forestry Division Standards.

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

(Q) QUALIFIED CONDITIONS OF APPROVAL

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

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the plans and materials stamped Exhibit “A” and dated January 9, 2019, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, and written approval by the Director of Planning, with each change being identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the subject conditions, and the intent of the subject permit authorization. The project shall be constructed in a manner consistent with the following:
 - a. A maximum of 276 residential units, of which 13 units (or 5 percent of base density of 242 units) shall be set aside for Very Low Income Households; and
 - b. Commercial space in the form of:
 - i. **Option 1.** A maximum of three (3) establishments comprised of 24,000 square feet for a retail/ restaurant use; or
 - ii. **Option 2.** A maximum of one (1) establishment comprised of 27,000 square feet for a grocery store.
2. **Use.** The use and area regulations of the development shall be for uses as permitted in the C4 Zone, as defined in LAMC Section 12.16.
3. The use and development of the 276 multi-family units shall not be permitted to operate as a Transit Occupancy Residential Structure (TORS). To enable the TORS apartment/hotel hybrid use, the applicant is required to request a Conditional Use Permit.

D LIMITATIONS

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

A. Development Limitations:

1. **Floor Area Ratio.** The total floor area over the Project Site shall not exceed a 5.4:1 floor area ratio (FAR), or a total of 261,376 square feet.
2. **Building Height.** Building height shall be limited to a maximum height of 99 feet, 1 inch, consistent with Exhibit “A”.

CONDITIONS OF APPROVAL

Pursuant to Section 12.22 A.25, 12.24 W.1, and 16.05 of the Los Angeles Municipal Code (LAMC), the following conditions are hereby imposed upon the use of the subject property:

Density Bonus Conditions

1. **Development Services Center.** Prior to sign-off on building permits by the Department of City Planning's Development Services Center for the project, the Department of City Planning's Major Projects Section shall confirm, via signature, that the project's building plans substantially conform to the conceptual plans stamped as Exhibit "A", as approved by the City Planning Commission.

Note to Development Services Center: The plans presented to, and approved by, the City Planning Commission (CPC) included specific architectural details that were significant to the approval of the project. Plans submitted at plan check for condition clearance shall include a signature and date from Major Projects Section planning staff to ensure plans are consistent with those presented at CPC.

2. **Residential Density.** The project shall be limited to a maximum density of 276 residential units.
3. **Affordable Units.** A minimum of 13 units, or five (5) percent of the 242 base permitted dwelling units, shall be reserved as affordable units, as defined by the State Density Bonus Law 65915 (c)(1) or (c)(2). In addition to the affordable units pursuant to Density Bonus, the applicant must provide as many replacement units affordable to Low or Very Low Income households to comply with the Determination made by the HCIDLA for replacement units. Affordable units required as replacement units shall be an equivalent type as those units being replaced.
4. **Changes in Restricted Units.** Deviations that increase the number of restricted affordable units or that change the composition of units or change parking numbers shall be consistent with LAMC Section 12.22 A.25(a-d).
5. **Housing Requirements.** Prior to issuance of a building permit, the owner shall execute a covenant to the satisfaction of the Los Angeles Housing and Community Investment Department (HCIDLA) to make 13 units available to Very Low Income Households, for sale or rental as determined to be affordable to such households by HCIDLA for a period of 55 years. Enforcement of the terms of said covenant shall be the responsibility of HCIDLA. The applicant will present a copy of the recorded covenant to the Department of City Planning for inclusion in this file. The project shall comply with the Guidelines for the Affordable Housing Incentives Program adopted by the City Planning Commission and with any monitoring requirements established by the HCIDLA. Refer to the Density Bonus Legislation Background section of this determination.
6. **Floor Area Ratio (FAR).** The requested On-Menu Incentive allows for the Floor Area Ratio to be increased by 20 percent, resulting in no greater than a 5.4:1 FAR.
7. **Automobile Parking for Residential Uses.** Vehicle parking shall be provided consistent with LAMC Section 12.22 A.25, Parking Option 1, which permits one on-site parking space for each residential unit with one or fewer bedrooms; two on-site parking spaces for each residential unit with two to three bedrooms; and two-and-one-half parking spaces for each residential unit with four or more bedrooms.

8. **Adjustment of Parking.** In the event that the number of Restricted Affordable Units should increase, or the composition of such units should change (i.e. the number of bedrooms, or the number of units made available to Senior Citizens and/or Disabled Persons), or the applicant selects another Parking Option (including Bicycle Parking Ordinance) and no other Condition of Approval or incentive is affected, then no modification of this determination shall be necessary, and the number of parking spaces shall be re-calculated by the Department of Building and Safety based upon the ratios set forth above.

Site Plan Review

9. **Argyle and Selma Avenue Corner.** The Applicant shall submit a revised "Exhibit A" which incorporates architectural design changes at the corner of Selma Avenue and Argyle Avenue that reduce bulk and presence above the ground floor, including any necessary changes to massing, to the satisfaction of the Department of City Planning (DCP). Revised Plans shall be stamp-dated upon approval by DCP staff.
10. **Ground Floor Stepback.** The Project shall provide stepbacks from the property line at the ground floor no less than:
 - a. Three feet along Argyle Avenue, spanning the frontage of the commercial use(s), where structurally feasible; and
 - b. Three feet along the Selma Avenue frontage, where structurally feasible.
11. **Street Trees.** The Project shall provide five (5) street trees along Selma Avenue and seven (7) street trees along Argyle Avenue.
12. **Commercial Parking.** Commercial parking shall be provided in compliance with LAMC Section 12.21 A.4(x)(3).
13. **Bicycle Parking.** Bicycle parking shall be provided consistent with Ordinance No. 185,480, which amended Sections 12.03, 12.21 and 12.26 of the Los Angeles Municipal Code to update the bicycle parking regulations, effective on May 9, 2018.
14. **Electric Vehicle Parking.** The project shall include at least 20 percent of the total code required parking spaces provided for all types of parking facilities, but in no case less than one location, shall be capable of supporting future electric vehicle supply equipment (EVSE). Plans shall indicate the proposed type and location(s) of EVSE and also include raceway method(s), wiring schematics and electrical calculations to verify that the electrical system has sufficient capacity to simultaneously charge all electric vehicles at all designated EV charging locations at their full rated amperage. Plan design shall be based upon Level 2 or greater EVSE at its maximum operating ampacity. Of the 20 percent EV Ready, five (5) percent of the total code required parking spaces shall be further provided with EV chargers to immediately accommodate electric vehicles within the parking areas. When the application of either the 20 percent or 5 percent results in a fractional space, round up to the next whole number. A label stating "EVCAPABLE" shall be posted in a conspicuous place at the service panel or subpanel and next to the raceway termination point.
15. **Rooftop Solar Photovoltaic.** A minimum of 15 percent of the rooftop area shall be installed with solar panels as shown on the roof plan to be maintained for the life of the project. The Project shall comply with the Los Angeles Municipal Green Building Code, Section 99.05.211, to the satisfaction of the Department of Building and Safety.

16. **Solar and Electric Generator.** Generators used during the construction process shall be electric or solar powered. Solar generator and electric generator equipment shall be located as far away from sensitive uses as feasible.
17. **Tree Maintenance.** All newly planted trees must be appropriately sized, staked and tied; provided with a watering moat; and shall be properly watered and maintained.
18. **Landscaping.** Prior to the issuance of a building permit, a landscape and irrigation plan shall be submitted to the Department of City Planning for approval. The landscape plan shall be in substantial conformance with the landscape plan stamped Exhibit "A".
 - a. **Tree Wells.**
 - i. The minimum depth of tree wells shall be as follows:
 1. Minimum depth for trees shall be 42 inches.
 2. Minimum depth for shrubs shall be 30 inches.
 3. Minimum depth for herbaceous plantings and ground cover shall be 18 inches.
 4. Minimum depth for an extensive green roof shall be three inches.
 - ii. The minimum amount of soil volume for tree wells shall be based on the size of the tree at maturity as follows:
 1. 600 cubic feet for a small tree (less than 25 feet tall at maturity).
 2. 900 cubic feet for a medium tree (25-40 feet tall at maturity).
 3. 1,200 cubic feet for a large tree (more than 40 feet tall at maturity).
 - b. Any trees that are required pursuant to LAMC Section 12.21 G and are planted on any podium or deck shall be planted in a minimum three-foot planter.
 - c. New trees planted within the public right-of-way shall be spaced not more than an average of 30 feet on center, unless otherwise permitted by the Urban Forestry Division, Bureau of Public Works.
19. **Stormwater/Irrigation.** The project shall implement on-site stormwater infiltration as feasible based on the site soils conditions, the geotechnical recommendations, and the City of Los Angeles Department of Building and Safety Guidelines for Storm Water Infiltration. If on-site infiltration is deemed infeasible, the project shall analyze the potential for stormwater capture and reuse for irrigation purposes based on the City Low Impact Development (LID) guidelines.
20. **Aesthetics.** The structure, or portions thereof shall be maintained in a safe and sanitary condition and good repair and free of graffiti, trash, overgrown vegetation, or similar material, pursuant to Municipal Code Section 91,8104. All open areas not used for buildings, driveways, parking areas, recreational facilities or walks shall be attractively landscaped and maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the decision maker.
21. **Trash/Storage.**
 - a. All trash collection and storage areas shall be located on-site and not visible from the public right-of-way.
 - b. Trash receptacles shall be stored in a fully enclosed building or structure, constructed with a solid roof, at all times.

- c. Trash/recycling containers shall be locked when not in use.
- 22. **Mechanical Equipment.** Any structures on the roof, such as air conditioning units and other equipment, shall be fully screened from view of any abutting properties and the public right-of-way. All screening shall be setback at least five feet from the edge of the building.
- 23. **Signage.** All on-site and off-site Signage shall comply with the Hollywood Signage Supplemental Use District (HSSUD).
- 24. **Lighting.** Outdoor lighting shall be designed and installed with shielding, such that the light source cannot be seen from adjacent residential properties, the public right-of-way, nor from above.

Master Conditional Use

- 25. Approved herein is a Master Conditional Use Permit to allow for one of the following:
 - a. **Option 1.** The sales and service of a full line of alcoholic beverages for on-site consumption within three establishments, not to exceed a total floor area of 24,000 square feet; or
 - b. **Option 2.** The sales and service of a full line of alcoholic beverages for on- and off-site consumption within one establishment, not to exceed a total floor area of 27,000 square feet.
- 26. All other use, height and area regulations of the Municipal Code and all other applicable government/regulatory agencies shall be strictly complied with in the development and use of the property, except as such regulations are herein specifically varied or required
- 27. The use and development of the property shall be in substantial conformance with the plot plan and floor plan submitted with the application and marked Exhibit "A", except as may be revised as a result of this action.
- 28. Notwithstanding approved Exhibit "A" and the Conditions above, this grant recognizes that there may be changes resulting from identified tenants, which may result in smaller or larger restaurants, different locations, and/or a reduced number of restaurants than those originally proposed and identified in Exhibit "A". Such outcome is permitted provided that the other conditions noted herein, specifically those related to the combined maximum interior floor areas, maximum interior and exterior seating numbers, maximum (total) number of establishments authorized under this grant, and the maximum number of establishments approved for each type of grant in the Conditions above are not exceeded. The sale and dispensing of beer and wine may be provided in lieu of a full line of alcoholic beverages at any of the establishments approved for a full line of alcoholic beverages (but not the reverse), provided that the maximum (total) number of establishments authorized for alcoholic beverages is not exceeded, and subject to all other conditions of this grant.
- 29. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Zoning Administrator to impose additional corrective Conditions, if, in the Zoning Administrator's opinion, such Conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.

30. The applicant shall be responsible for maintaining the premises and adjoining sidewalk free of debris or litter.
31. All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
32. Coin operated game machines, pool tables or similar game activities or equipment shall not be permitted.
33. A copy of the first page of this grant and all Conditions and/or any subsequent appeal of this grant and its resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety for purposes of having a building permit issued at any time during the term of this grant.
34. Each individual owner/operator of an alcoholic beverage license shall file an application for conditional use plan approval for each alcohol sales use at the facility in order to implement and utilize the permit at each of the proposed alcohol sale sites. The application must be accompanied by a payment of appropriate fees and must be accepted as complete by the Planning Department public counter.
35. The Los Angeles Police Department requests notification of all applications for a plan approval of an alcohol sale site and for all reviews for all sites. Additionally, notification shall be sent to the local Council Office and Neighborhood Council.
36. An electronic age verification device shall be purchased and retained on the premises to determine the age of any individual and shall be installed on at each point-of-sales location. This device shall be maintained in operational condition and all employees shall be instructed in its use.
37. After hour use shall be prohibited, except routine clean-up. This includes but is not limited to private or promotional events, special events, excluding any activities which are issued film permits by the City.
38. There shall be no Adult Entertainment of any type pursuant to L.A.M.C. Section 12.70, at or within any portion of the subject property.
39. No employee or agent of any of the individual retail sites of the commercial building shall be permitted to accept money or any other thing of value from a customer for the purpose of sitting or otherwise spending time with customers while in the premises, nor shall the applicant(s) or business operators provide, permit, or make available, either gratuitously or for compensation, male or female patrons who act as escorts, companions, or guests of and for the customer.
40. **Plan Approval.** The applicant(s) shall file an Approval of Plans application within two (2) years, but not earlier than 18 months from the issuance of the Certificate of Occupancy to assess compliance with the conditions of the instant grant. The purpose of the plan approval will be to review the effectiveness of and the applicant's compliance with the conditions of this grant. Upon review of the effectiveness of and compliance with the conditions, the Zoning Administrator may modify such conditions, delete or add new ones as appropriate and require a subsequent plan approval, as necessary. At any time during the period of validity of this grant, should documented evidence be submitted showing a violation of any condition(s) of this grant resulting in a disruption or interference with the peaceful enjoyment

of the adjoining and neighboring properties, the Zoning Administrator reserves the right to require the applicant to file for a plan approval application together with associated fees, the purpose of which will be to hold a public hearing to review the applicant's compliance with and the effectiveness of these conditions. The applicant/petitioner(s) shall provide a summary and supporting documentation of how compliance with each condition of the grant has been attained. Upon this review the Zoning Administrator may modify, add or delete conditions, and reserves the right to conduct the public hearing for nuisance abatement/revocation purposes.

41. **Master Plan Approval (MPA) Requirement.** Each individual venue shall be subject to a Master Plan Approval (MPA) determination pursuant to LAMC Section 12.24 M, or as otherwise provided for in the LAMC for on-site alcohol sales in conjunction with the operation of restaurants, in order to implement and utilize the Master Conditional Use authorization granted. The purpose of the Master Plan Approval determination is to review each proposed venue in greater detail and to tailor site-specific conditions of approval for each of the premises subject to analysis of the venue's individual mode and character of operations including but not limited to hours of operation, seating capacity, size, security, live entertainment, the length of a term grant and/or any requirement for a subsequent MPA application to evaluate compliance and effectiveness of the conditions of approval. These conditions may include additional conditions not included in the Master Conditional Use Conditions of Approval. A Plan Approval without a hearing may be granted by the Chief Zoning Administrator if the operator agrees to the Conditional Use Permit Conditions.
42. **STAR/LEAD/RBS Training.** Within the first six months of operation, all employees involved with the sale of alcohol shall enroll in the Los Angeles Police Department "Standardized Training for Alcohol Retailers" (STAR) or Department of Alcoholic Beverage Control "Licensee Education on Alcohol and Drugs" (LEAD) training program or the Responsible Beverage Service (RBS) Training Program. Upon completion of such training, the applicant shall request the Police Department or Department of Alcoholic Beverage Control to issue a letter identifying which employees completed the training. STAR or LEAD or RBS training shall be conducted for all new hires within three months of their employment.
43. The applicant shall be responsible for monitoring both patron and employee conduct on the premises and within the parking areas under his/her control to assure such conduct does not adversely affect or detract from the quality of life for adjoining residents, property owners, and businesses.
44. Loitering is prohibited on or around these premises or the area under the control of the applicant. "No Loitering or Public Drinking" signs shall be posted in and outside of the subject facility.
45. **Additional Conditions.** The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Department of City Planning to impose additional corrective conditions, if, it is determined by the Department of City Planning that such conditions are proven necessary for the protection of person in the neighborhood or occupants of adjacent property.
46. **Lease Agreements.** All establishments applying for an Alcoholic Beverage Control license shall be given a copy of these conditions prior to executing a lease and these conditions shall be incorporated into the lease. Furthermore, all vendors of alcoholic beverages shall be made aware that violations of these conditions may result in revocation of the privileges of serving alcoholic beverages on the premises.

47. **Building Plans.** A copy of this grant and all Conditions and/or any subsequent appeal of this grant and resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Development Services Center and the Department of Building and Safety for purposes of having a building permit issued.
48. **Ownership/Operator Change.** Should there be a change in the ownership and/or the operator of the business, the property owner and the business owner or operator shall provide the prospective new property owner and the business owner/operator with a copy of the conditions of this action prior to the legal acquisition of the property and/or the business. Evidence that a copy of this determination has been provided to the prospective owner/operator, including the conditions required herewith, shall be submitted to the BESt (Beverage and Entertainment Streamlined Program) in a letter from the new operator indicating the date that the new operator/management began and attesting to the receipt of this approval and its conditions. The new operator shall submit this letter to the BESt (Beverage and Entertainment Streamlined Program) within 30 days of the beginning day of his/her new operation of the establishment along with the dimensioned floor plan, seating arrangement and number of seats of the new operation.
49. **MViP – Monitoring, Verification and Inspection Program.** At any time, before, during, or after operating hours, a City inspector may conduct a site visit to assess compliance with, or violations of, any of the conditions of this grant. Observations and results of said inspection will be documented and used to rate the operator according to the level of compliance. If a violation exists, the owner/operator will be notified of the deficiency or violation and will be required to correct or eliminate the deficiency or violation. Multiple or continued documented violations or Orders to Comply issued by the Department of Building and Safety which are not addressed within the time prescribed therein, may result in denial of future requests to renew or extend this grant.
50. **Covenant and Agreement.** Within 30 days of the effective date of this grant, a covenant acknowledging and agreeing to comply with all the terms and conditions established herein shall be recorded in the County Recorder's Office. The agreement (standard master covenant and agreement form CP-6770) shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement with the conditions attached must be submitted to the Development Services Center or the BESt (Beverage and Entertainment Streamlined Program) for approval before being recorded. After recordation, a certified copy bearing the Recorder's number and date shall be provided to the Development Services Center or BESt (Beverage and Entertainment Streamlined Program) for inclusion in the case file.

Environmental Conditions

51. **Mitigation Monitoring Program.** The project shall be in substantial conformance with the mitigation measures in the attached MMP and stamped Exhibit B and attached to the subject case file. The implementing and enforcing agencies may determine substantial conformance with mitigation measures in the MMP. If substantial conformance results in effectively deleting or modifying the mitigation measure, the Director of Planning shall provide a written justification supported by substantial evidence as to why the mitigation measure, in whole or in part, is no longer needed and its effective deletion or modification will not result in a new significant impact or a more severe impact to a previously identified significant impact.

If the project is not in substantial conformance to the adopted mitigation measures or MMP, a modification or deletion shall be treated as a new discretionary action under CEQA

Guidelines, Section 15162(c) and will require preparation of an addendum or subsequent CEQA clearance. Under this process, the modification or deletion of a mitigation measure shall not require a Zone Change unless the Director of Planning also finds that the change to the mitigation measures results in a substantial change to the project or the non-environmental conditions of approval.

52. **Mitigation Monitor.** During the construction phase and prior to the issuance of building permits, the applicant shall retain an independent Construction Monitor (either via the City or through a third-party consultant), approved by the Department of City Planning, who shall be responsible for monitoring implementation of project design features and mitigation measures during construction activities consistent with the monitoring phase and frequency set forth in this MMP.

The Construction Monitor shall also prepare documentation of the applicant's compliance with the project design features and mitigation measures during construction every 90 days in a form satisfactory to the Department of City Planning. The documentation must be signed by the applicant and Construction Monitor and be included as part of the applicant's Compliance Report. The Construction Monitor shall be obligated to immediately report to the Enforcement Agency any non-compliance with the mitigation measures and project design features within two businesses days if the applicant does not correct the non-compliance within a reasonable time of notification to the applicant by the monitor or if the non-compliance is repeated. Such non-compliance shall be appropriately addressed by the Enforcement Agency.

53. **Tribal Cultural Resource Inadvertent Discovery.** In the event that objects or artifacts that may be tribal cultural resources are encountered during the course of any ground disturbance activities², all such activities shall temporarily cease on the Project Site until the potential tribal cultural resources are properly assessed and addressed pursuant to the process set forth below:

- Upon a discovery of a potential tribal cultural resource, the project Permittee shall immediately stop all ground disturbance activities and contact the following: (1) all California Native American tribes that have informed the City they are traditionally and culturally affiliated with the geographic area of the proposed project; (2) and the Department of City Planning at (213) 473-9723.
- If the City determines, pursuant to Public Resources Code Section 21074 (a)(2), that the object or artifact appears to be tribal cultural resource, the City shall provide any effected tribe a reasonable period of time, not less than 14 days, to conduct a site visit and make recommendations to the Project Permittee and the City regarding the monitoring of future ground disturbance activities, as well as the treatment and disposition of any discovered tribal cultural resources.
- The project Permittee shall implement the tribe's recommendations if a qualified archaeologist, retained by the City and paid for by the project Permittee, reasonably concludes that the tribe's recommendations are reasonable and feasible.
- The project Permittee shall submit a tribal cultural resource monitoring plan to the City that includes all recommendations from the City and any affected tribes that have been reviewed and determined by the qualified archaeologist to be reasonable and feasible. The project Permittee shall not be allowed to recommence ground disturbance activities until this plan is approved by the City.

• 2 Ground disturbance activities shall include the following: excavating, digging, trenching, plowing, drilling, tunneling, quarrying, grading, leveling, removing peat, clearing, pounding posts, augering, backfilling, blasting, stripping topsoil or a similar activity

- If the project Permittee does not accept a particular recommendation determined to be reasonable and feasible by the qualified archaeologist, the project Permittee may request mediation by a mediator agreed to by the Permittee and the City who has the requisite professional qualifications and experience to mediate such a dispute. The project Permittee shall pay any costs associated with the mediation.
- The project Permittee may recommence ground disturbance activities outside of a specified radius of the discovery site, so long as this radius has been reviewed by the qualified archaeologist and determined to be reasonable and appropriate.
- Copies of any subsequent prehistoric archaeological study, tribal cultural resources study or report, detailing the nature of any significant tribal cultural resources, remedial actions taken, and disposition of any significant tribal cultural resources shall be submitted to the South Central Coastal Information Center (SCCIC) at California State University, Fullerton.
- Notwithstanding the above, any information determined to be confidential in nature, by the City Attorney's office, shall be excluded from submission to the SCCIC or the general public under the applicable provisions of the California Public Records Act, California Public Resources Code, and shall comply with the City's AB 52 Confidentiality Protocols.

Administrative Conditions

54. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Planning Department for placement in the subject file.
55. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.
56. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assign. The agreement must be submitted to the Planning Department for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Planning Department for attachment to the file.
57. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public officials, legislation or their successors, designees or amendment to any legislation.
58. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Planning Department and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
59. **Building Plans.** Page 1 of the grants and all the conditions of approval shall be printed on the building plans submitted to the City Planning Department and the Department of Building and Safety.
60. **Project Plan Modifications.** Any corrections and/or modifications to the project plans made subsequent to this grant that are deemed necessary by the Department of Building and Safety, Housing Department, or other Agency for Code compliance, and which involve a

change in site plan, floor area, parking, building height, yards or setbacks, building separations, or lot coverage, shall require a referral of the revised plans back to the Department of City Planning for additional review and final sign-off prior to the issuance of any building permit in connection with said plans. This process may require additional review and/or action by the appropriate decision-making authority including the Director of Planning, City Planning Commission, Area Planning Commission, or Board.

61. **Indemnification and Reimbursement of Litigation Costs.** The Applicant shall do all of the following:

- (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
- (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of, in whole or in part, the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
- (iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$50,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
- (iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
- (v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City.

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

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

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

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

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

In approving the instant grant, the City Planning Commission has not imposed Conditions specific to the sale or distribution of alcoholic beverages, even if such Conditions have been volunteered or negotiated by the applicant, in that the City Planning Commission has no direct authority to regulate or enforce Conditions assigned to alcohol sales or distribution. The City Planning Commission has identified a set of Conditions related to alcohol sales and distribution for further consideration by the State of California Department of Alcoholic Beverage Control (ABC). In identifying these conditions, the City Planning Commission acknowledges the ABC as the responsible agency for establishing and enforcing Conditions specific to alcohol sales and distribution. The Conditions identified below are based on testimony and/or other evidence established in the administrative record, and provide the ABC an opportunity to address the specific conduct of alcohol sales and distribution in association with the Conditional Use granted herein by the City Planning Commission.

- There shall be no service, sales or possession of an opened alcoholic beverage on any adjacent sidewalk or parking lot area with the exception of the approved outdoor dining area(s).
- The quarterly gross sales of alcohol shall not exceed the gross sales of food. The business operator(s) shall maintain records which reflect these numbers and make them available to the Police Department upon request.
- Bottle and/or Table service involving the distribution of distilled spirits shall be prohibited. "Buckets" of beer and portable bars are prohibited. There shall be no "Minimum drink" required of patrons. In addition, there shall be NO sales of table(s) and/or seating where alcoholic beverages are in any way included in the sale cost of the seating.
- "Happy Hour" is permitted between the hours of 4:00 pm and 9:00 pm, daily. There may be no more than a fifty percent discount on alcoholic beverages.
- No signs are permitted on the outside of the building or patio enclosure or directed from inside to the outside which display or advertise the availability of alcoholic beverages.
- No cocktail lounge shall be maintained on the premises separate from the dining area.
- No alcohol shall be allowed to be consumed on any adjacent property under the control of the applicant.
- There shall be no exterior advertising of any kind or type, including advertising directly to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of this condition.
- Electronic age verification device(s) which can be used to determine the age of any individual attempting to purchase alcoholic beverages and shall be installed on the premises at each point-of-sale location. The device(s) shall be maintained in an operational condition and all employees shall be instructed in their use prior to the sale of any alcoholic beverages.
- All service of alcoholic beverages shall be conducted by a waitress or waiter or bartender.

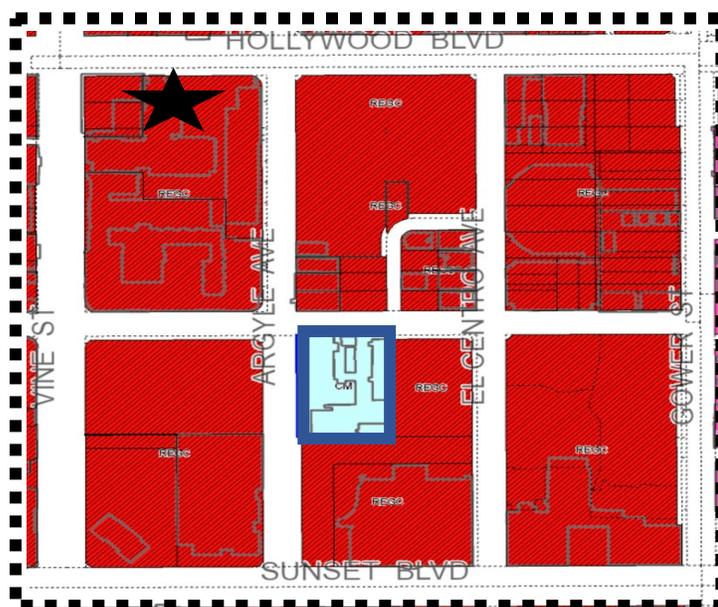
- Alcohol may only be served to patrons who are seated at a table or seated at the bar and only in conjunction with a food order. Patrons shall not be served while standing or while waiting to be seated.
- The single unit sales of malt liquors and/or malt based products shall be prohibited.
- No sale of alcohol shall be permitted at any self-service, automated check-out station (checkout conducted primarily by the customer, with assistance by a store monitor) if such are available on the site. All sales of alcohol shall be conducted at a full-service checkout station directly attended by a cashier/checkout clerk specifically assigned solely to that station.
- The alcoholic beverage license shall not be exchanged for a public premises type license nor operated as a public premises.

FINDINGS

General Plan/Charter Findings

1. General Plan Land Use Designation.

The Project Site is located within the Hollywood Community Plan, adopted by the City Council on December 13, 1988. The subject property is comprised of a single lot, totaling approximately 48,403 square feet (1.11 net acres) in size. The Community Plan currently designates the Project Site for Commercial Manufacturing land uses, with corresponding zones of Commercial Manufacturing (CM) and Automobile Parking (P) Zones. The Site is presently zoned [Q]C4-1VL-SN, which is inconsistent with the range of zones permitted under the land use designation. Additionally, the range of uses allowed under the CM Zone is broader than C4, and includes uses which may be incompatible with the surrounding area. The C4 Zone is consistent throughout the surrounding area of the Project Site. As shown below, the Project Site is outlined in yellow, the Hollywood/Vine Metro Station is shown as the star shape on the map, located 0.25 miles from the Project Site, while the dashed outline is the Hollywood Center, as identified in the Hollywood Community Plan; spanning both sides of Sunset Boulevard and Hollywood Boulevard from La Brea Street to Gower Street. The Hollywood Community Plan intends for the Hollywood Center to serve as the focal point of the community, stating that “[t]his center area shall function: 1) as the commercial center for Hollywood and surrounding communities; and 2) as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods, and the transportation and circulation system. Developments combining residential and commercial uses are especially encouraged in this Center area.” The Project is also within the Hollywood Redevelopment Project Area.



As proposed, the General Plan Amendment would re-designate the Project Site from Commercial Manufacturing to Regional Center Commercial land use. In addition, the Project is requesting a Vesting Zone Change and Height District Change to remove the existing “Q” Condition (per Ordinance No. 165,662) prohibiting residential uses, and to change the Height District (HD) from 1VL to 2 in order to allow a floor area ratio (FAR) of 5.4:1. The Regional Center Commercial land use designation is further restricted by Footnote 9, which establishes a 4.5:1 FAR limitation for parcels designated Regional Center Commercial within the Hollywood Redevelopment Area, with up to 6:1 FAR with City Planning Commission approval. Pursuant to LAMC Section 12.22 A.18, parcels located in a C4 Zone and designated Regional

Center Commercial are permitted to use R5 density (200 square feet of lot area per unit). In conjunction with the C4 Zone, Height District 2, does not restrict the number of stories or height, and permits a maximum FAR of 6:1. The proposed Regional Center Commercial land use designation corresponds to the C2, C4, P, PB, RAS3, and RAS4 Zones and the establishment of Height District 2 would be consistent with the surrounding area zoning, as well as Footnote 9 of the Hollywood Community Plan.

2. General Plan Text.

The Los Angeles General Plan sets forth goals, objectives and programs that guide both Citywide and community specific land use policies. The General Plan is comprised of a range of State mandated elements, including, but not limited to: Land Use, Transportation, Noise, Safety, Housing and Conservation. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions within those sub-areas of the City. The Project is in compliance with the following Elements of the General Plan: Framework Element, Housing Element, Mobility Element, Health and Wellness Element and the Land Use Element – Central City Community Plan.

Framework Element

The Framework Element was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. It establishes the City's long-range comprehensive growth strategy and provides guidance on citywide policies, objectives, and goals regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. Below is an analysis of the Project's consistency with the objectives and policies of the Framework Element, as described below.

Chapter 3: Land Use

The Land Use Chapter of the Framework Element identifies objectives and supporting policies relevant to the Project Site. Those objectives and policies seek, in part, to encourage the development of commercial and residential uses and structures that integrate housing units with commercial uses. The Project supports and will be generally consistent with the General Plan Framework Land Use Chapter as it accommodates development of residential and commercial uses in accordance with the applicable policies of the Hollywood Community Plan. Specifically, the Project would comply with the Regional Center based on the following goals, objective and policies, as set forth in the General Plan Framework Land Use Chapter:

Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more livable city.

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

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

Policy 3.2.2 *Establish, through the Framework Long-Range Land Use Diagram, community plans, and other implementing tools, patterns and types of development that improve the integration of housing with commercial uses and the integration of public services and various densities of residential development within neighborhoods at appropriate locations.*

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

Objective 3.4: *Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.*

The Project proposes the demolition of an existing surface parking lot and six (6) commercial buildings totaling 61,816 square feet of floor area, and the development of a new mixed-use building that includes 276 dwelling units, of which five (5) percent (13 units) of the permitted base density would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options. Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. The Project includes active ground floor uses, as well as materials allowing for high visibility at the ground floor, street trees, and usable outdoor areas along Selma and Argyle Avenues, activating the pedestrian realm within walking distance to the Metro Station. Under Option 1, the outdoor areas would serve as outdoor dining; under Option 2, the outdoor area along Selma Avenue would serve as an amenity space for residents, and the area along Argyle Avenue would serve the grocery store.

The Hollywood Center is characterized by varied uses, including medium- to high-density residential, commercial, and office uses, as well as specialized uses supporting the motion picture industry. The area immediately surrounding the Hollywood/Vine Metro Station is characterized by medium-to-high density mixed-use developments and pedestrian infrastructure such as a scramble crosswalk at the intersection of Hollywood Boulevard and Vine Street. The surrounding area includes numerous amenities within walking distance, such as retail, restaurants, entertainment venues, and historic theaters. The Project, as proposed, is consistent with uses, scales, and intensities in the surrounding area, and provides pedestrian-oriented design features that further facilitate the walkability of the surrounding area. In addition, the Project would provide additional needed housing within the Hollywood Center, including that for Very Low Income Households, with different unit configurations to serve current and future housing needs. Last, the Project proposes neighborhood-serving commercial uses, which would contribute additional options to the Hollywood Center for residents, workers, visitors, and tourists, while encourage non-automobile trips.

The Project Site is located just east of Vine Street, between the intersections of Hollywood Boulevard and Vine Street, and Sunset Boulevard and Vine Street, an area with numerous commercial uses, entertainment venues, and amenities within a job center. The Project Site

is served by 11 transit lines within walking distance including Metro and LADOT bus lines 2, 210, 302, DASH Beachwood Canyon, and DASH Hollywood on Sunset Boulevard, and lines 180, 181, 212, 217, 222, 780 Rapid, and DASH Hollywood on Hollywood Boulevard. A LAX FlyAway Shuttle stop is also located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport. The close proximity, access to transit, and variety of uses provide residents with ample options for trips to be taken by walking or transit.

The Project would reduce vehicle trips and vehicle miles traveled due to the Project's pedestrian-orientated design, bicycle access and infrastructure, and proximity to rail and bus transit, commercial uses, entertainment uses, amenities, and jobs. The Project design, mix of uses, and intensity will also contribute to the intended character of the Hollywood Center, while locating new residents and jobs within an established center respecting nearby established neighborhoods. The Project's mix of uses, neighborhood-serving commercial space, location within a regional center well served by transit, and the provision of housing would contribute to the appropriate distribution of land as described by the Land Use Chapter.

Chapter 4: Housing

The Project would comply with the following goals, objective and policies, as set forth in the General Plan Framework Housing Chapter:

Goal 4A: *An equitable distribution of housing opportunities by type and cost accessible to all residents of the City.*

Objective 4.1: *Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion to meet the projected housing needs by income level of the future population to the year 2010.*

Objective 4.2: *Encourage the location of new multi-family housing development to occur in proximity to transit stations, along some transit corridors, and within some high activity areas with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods.*

Policy 4.2.1 *Offer incentives to include housing for very low- and low-income households in mixed-use developments.*

As proposed, the Project would redevelop an existing commercial use with a new mixed-used project that includes 276 residential units, comprised of studio, one-bedroom, and two-bedroom units. Of the 276 residential units proposed, 13 units would be reserved for Very Low Income households. In addition, the Project Site is located 0.25 miles from the Hollywood/Vine Metro Station, and served by 11 bus lines, with connections and access to jobs, entertainment, and amenities within Hollywood, West Hollywood, North Hollywood, Century City, Koreatown, Downtown and the Greater Los Angeles region.

Chapter 7: Economic Development Chapter

The Project would comply with the following goals, objective and policies, as set forth in the General Plan Framework Economic Development Chapter:

Goal 7B: *A City with land appropriately and sufficiently designed to sustain a robust commercial and industrial base.*

Objective 7.2: *Establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.*

Policy 7.2.2: *Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.*

Policy 7.2.3 *Encourage new commercial development in proximity to rail and bus transit corridors and stations*

Goal 7C: *A City with thriving and expanding businesses.*

Objective 7.3: *Maintain and enhance the existing businesses in the City.*

Policy 7.3.2: *Retain existing neighborhood commercial activities within walking distance of residential areas.*

The Project proposes to redevelop an existing commercial use with a mixed-use project within 0.25 miles to the Hollywood/Vine Metro Station. The Project includes 276 residential units, of which 13 units would be reserved for Very Low Income Households. In addition, the Project includes two commercial options. Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. The mix of uses and additional residents will contribute activity and commerce to the existing Hollywood Center, further supporting nearby businesses and job centers. Both Options 1 and 2 would contribute to neighborhood-serving uses and serve the expanding community and focused development around the Hollywood/Vine Metro Station, through either a grocery store or retail and/or restaurant space.

The Project would be consistent with the above goals, objectives, and policies through the proposed mix of uses and additional residents generated by the Project. Both Option 1 and Option 2 complement the existing retail and commercial base in the surrounding area as a result of their proximity to the Hollywood/Vine Metro Station, and the high concentration of uses commercial, retail, and entertainment uses in the Hollywood Center. The additional residents and commercial uses will further contribute to the concentration of activity in the Hollywood Center, further supporting the area as one of the City's destinations for residents, businesses, and tourists.

Goal 7G: *A range of housing opportunities in the City.*

Objective 7.9: *Ensure that the available range of housing opportunities is sufficient, in terms of location, concentration, type, size, price/rent range, access to local services and access to transportation, to accommodate future population growth and to enable a reasonable portion of the City's workforce to both live and work in the city.*

Policy 7.9.1: *Promote the provision of affordable housing through means which require minimal subsidy levels and which, therefore, are less detrimental to the City's fiscal structure.*

Policy 7.9.2: *Concentrate future residential development along mixed-use corridors, transit corridors, and other development nodes identified in the*

General Plan Framework Element to “optimize the impact of City capital expenditures on infrastructure improvements.”

As previously mentioned, the Project would provide a mix of uses including new housing and commercial employment opportunities for a community that is within a 0.25 miles of the Hollywood/Vine Metro Station and 11 bus lines. The housing would include units set aside for Very Low Income Households, as well as studio, one-bedroom, and two-bedroom units, providing additional housing options for the area. By enabling the construction of a supply of housing in proximity to existing jobs and services, the Proposed Project would be consistent with the above listed goals, objectives and policies of the Framework Element.

Citywide Design Guidelines

The Urban Design Studio has adopted a three part design approach to evaluating projects to reflect the new Citywide Design Guidelines, which consist of Pedestrian First Design, 360-Degree Design, and Climate Adapted Design.

Pedestrian First Design

The Project would provide a transparent ground floor, street-facing storefronts and at-grade entryways that provide shelter and promote active street use by pedestrians along both Argyle and Selma Avenues. The Project includes two options; both would include usable outdoor open space along both Argyle and Selma Avenues, activating the pedestrian realm with active ground floor uses. The Project would also provide improvements to Argyle and Selma Avenues through the addition of full-width concrete sidewalks, tree wells, shade trees and landscaping. The Project locates its primary driveways away from residential and commercial entryways, and provides ground level short-term bike parking along Selma and Argyle Avenues.

360-Degree Design

The Project design implements varied materials which would provide horizontal and vertical articulation through the use of balconies that break up the building planes and reduce the visual mass of the building. The Project has implemented design elements and a uniform architectural theme on each elevation, and minimizes the use of blank walls. The Project's eastern elevation has been designed to respond to the approved, but yet to be constructed, Palladium Project, by incorporating a mural that would still be visible after completion of the adjacent development.

The rounded corner at the intersection of Argyle Avenue and Selma Avenue provides a defining architectural feature, and signifies a differentiation in uses from the below plaza and uses. A strong horizontal datum at the first level, in addition to a consistent streetwall, materials, and high visibility glass, provide further differentiation between the above and below uses.

Climate Adapted Design

The Project would include sustainability measures and design features which reduce energy and water consumption, such as LEED Certification, the use of Energy Star-labeled products and appliances, light-emitting diode (LED) lighting or other energy-efficient lighting technologies, fenestration designed for solar orientation, and pedestrian- and bicycle-friendly design with short-term and long-term bicycle parking. Additionally, the Project would allocate 15 percent of its roof area for solar energy, as detailed in Exhibit A. Additionally, the Project would incorporate design features to support water conservation in excess of LAMC

requirements, including, but not limited to: highly efficient fixtures in residential and commercial uses, tankless water heaters, leak detection in pool facilities, and water efficient landscaping.

Housing Element

The Housing Element 2013-2021 was adopted on December 3, 2013 and identifies the City's housing conditions and needs, and establishes the goals, objectives and policies that are the foundation of the City's housing and growth strategy. The proposed project would be in conformance with the objectives and policies of the Housing Element as described below.

Goal 1: *A City where housing production and preservation result in an adequate supply of ownership and rental housing that is safe, healthy and affordable to people of all income levels, races, ages, and suitable for their various needs.*

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

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

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

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

Policy 1.3.5: *Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within the City to meet the projections of housing needs, according to the policies and objectives of the City's Framework Element of the General Plan.*

The Project would consist of a new mixed-use building, including 276 dwelling units and two ground-floor commercial options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. Of the 276 dwelling units, 13 units would be set aside for Very Low Income Households. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet.

The Project would accommodate various income levels (Very Low Income and Market Rate) and unit types (a mix of studio, one-bedroom and two-bedrooms), within a major commercial and employment center and within 0.25 miles of the Hollywood/Vine Metro Station, which is served by the Metro Red Line and within walking distance to 11 bus lines. These transit lines provide access to connections to West Hollywood, Century City, Santa Monica, South LA, Koreatown, Echo Park, Downtown Los Angeles, and throughout the region. The Project Site is also within proximity to the Hollywood/Vine Metro Station, as well as two major transportation corridors (Hollywood Boulevard and Sunset Boulevard) that provide public transit opportunities and facilities, including Metro and LADOT bus lines (2, 210, 302, DASH Beachwood Canyon, and DASH Hollywood) on Sunset Boulevard, and Hollywood Boulevard (180, 181, 212, 217, 222, 780 Rapid, and DASH Hollywood). Additionally, the Los Angeles

International Airport (LAX) FlyAway Shuttle stop is located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport.

The General Plan Amendment to Regional Center Commercial land use designation in conjunction with the recommended Vesting Zone and Height District Change to (T)(Q)C4-2D-SN would allow residential uses, otherwise prohibited by a “Q” Condition on the site, at a density and scale compatible with the existing surrounding residential development while providing neighborhood-serving ground floor commercial uses.

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

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

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

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

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

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

Objective 2.5: *Promote a more equitable distribution of affordable housing opportunities throughout the City.*

Policy 2.5.1: *Target housing resources, policies and incentives to include affordable housing in residential development, particularly in mixed-use development, Transit Oriented Districts and designated Centers.*

Policy 2.5.2: *Foster the development of new affordable housing units citywide and within each Community Plan area.*

The Project proposes mixed-income housing, with neighborhood-serving commercial space at the ground floor. As a mixed-use development, the Project provides for activity and natural surveillance during and after commercial business hours. The ground floor commercial uses would activate the streets, while the residential units are oriented outward, providing eyes on the street during all hours of the day to create a safer environment for residents, workers, and visitors to the area.

The design of the proposed development employs character-defining features to reflect a consistent architectural style, including unobstructed building entrances and architectural variations, and follows urban design principles that improve the appearance and quality of housing in the area. In addition, the Proposed Project would enhance livability of the area by upgrading the quality of development and creating a pedestrian-friendly, landscaped public right-of-way. The Project would continue a scale and intensity of development consistent with surrounding uses, creating a complementary scale and form from Selma Avenue and Vine Street through to Selma Avenue and Gower Street,

Lastly, the Project provides housing at various income levels (Very Low Income and Market Rate) that would be transit and pedestrian accessible. Residents would have the option of walking or taking transit to the numerous retail, restaurant, entertainment, and employment uses within Hollywood and the surrounding area. Transit service would also reach the West Hollywood, Century City, and Santa Monica job, retail, and entertainment centers. DASH service provides connections to recreation and entertainment options in Griffith Park including the Hollywood Bowl, Los Angeles Zoo, and Griffith Park facilities. The Metro Red Line Hollywood/Vine Station located 0.25 miles from the Project Site would further facilitate connections to North Hollywood, Koreatown, Downtown, and Union Station, which has rail connections throughout the region. By locating high density residential and commercial uses in a job center that is well served by transit, the Project would allow future residents to utilize alternative means of transportation in their commutes, in addition to opportunities for workers to live in close proximity to their place of employment. The Project would include employment opportunities within the ground floor commercial space, as well as providing housing and promoting a jobs-housing balance within the Hollywood Center.

Mobility Element

The Mobility Element 2035 (Mobility Element), adopted in September 2016, guides development of a citywide transportation system with the goal of ensuring the efficient movement of people and goods and recognizes that primary emphasis must be placed on maximizing the efficiency of existing and proposed transportation infrastructure through advanced transportation technology, reduction of vehicle trips, and focused growth in proximity to public transit. The Mobility Plan 2035 includes goals that define the City's high-level mobility priorities and sets forth objectives and policies to establish a citywide strategy to achieve long-term mobility and accessibility within the City of Los Angeles. The Proposed Project would be in conformance with following objectives and policies of the Mobility Element as described below.

Chapter 2: World Class Infrastructure

Policy 2.3: Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

The Project would provide a combination of ground floor retail and restaurant uses, or a grocery store, in addition to a consistent streetwall and scale around the Selma Avenue and Argyle Avenue intersection, providing an inviting pedestrian environment for residents, workers and visitors. The Project is also required to improve both adjoining streets with full-width concrete sidewalks, and upgrades as necessary to comply with American's With Disabilities Act (ADA) requirements. The Project would provide 72 trees, which will include seven street trees along Selma Avenue and five (5) street trees along Argyle Avenue. The landscaping for the Project Site would include both native and adaptive plant materials. Thus, the Project would enhance the pedestrian experience, resulting in a safe and comfortable walking environment for area residents and visitors.

Chapter 3: Access for All Angelenos

Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement - as integral components of the City's transportation system.

Policy 3.3: Promote Equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

Policy 3.5: Support “first-mile, last-mile solutions” such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops) to maximize multi-modal connectivity and access for transit riders.

Policy 3.8: Provide bicyclists with convenient, secure and well-maintained bicycle parking facilities.

The Project would provide access for all modes of travel, focusing on pedestrians and cyclists. Pedestrian entrances are prominently featured at the corner of Selma and Argyle Avenues, with short-term bicycle parking spaces located directly adjacent to this entrance. In the case of Option 1, a residential entry would be located at the southwest corner of the Project Site along Argyle Avenue, which includes a plaza, prominent entryways, and short-term bicycle parking. A total of 14 short-term bicycle parking spaces and 170 long-term bicycle parking spaces would be provided. Long-term bicycle parking is located in the first subterranean parking level with access to an elevator provided from street level along Selma Avenue adjacent to vehicle entry. The Project Site is located 0.25 miles from the Hollywood/Vine Metro Station, served by the Red Line; and the surrounding area is served by two major transportation corridors (Hollywood Boulevard and Sunset Boulevard) that provide public transit opportunities and facilities, including Metro and LADOT bus lines (2, 210, 302, DASH Beachwood Canyon, and DASH Hollywood) on Sunset Boulevard, and Hollywood Boulevard (180, 181, 212, 217, 222, 780 Rapid, and DASH Hollywood). An LAX FlyAway Shuttle stop is also located on Vine Street, north of Selma Avenue, providing direct service to LAX Airport. Thus, the Project’s location, and pedestrian and bicyclist orientation, will promote alternative forms of travel, and support first-mile, last-mile solutions.

Chapter 5: Clean Environments and Healthy Communities

Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.

As conditioned, a minimum of 20 percent of the LAMC-required parking shall be pre-wired for the future installation of electric vehicle (EV) charging stations and five (5) percent of the spaces are required to be equipped with EV charging stations. In addition, the Project is conditioned to provide a minimum amount of solar energy generation to minimize dependence on fossil fuel energy sources.

Health and Wellness Element

Adopted in March 2015, the Plan for a Healthy Los Angeles lays the foundation to create healthier communities for all Angelenos. As the Health and Wellness Element of the General Plan, it provides high-level policy vision, along with measurable objectives and implementation programs, to elevate health as a priority for the City’s future growth and development. Through a new focus on public health from the perspective of the built environment and City services, the City of Los Angeles will strive to achieve better health and social equity through its programs, policies, plans, budgeting, and community engagement. The Proposed Project is consistent with the following goals, objectives and policies:

Chapter 2: A City Built for Health

Policy 2.2: Promote a healthy built environment by encouraging the design and rehabilitation of buildings and sites for healthy living and working conditions, including promoting enhanced pedestrian-oriented circulation, lighting, attractive and open stairs, healthy building materials and universal accessibility using existing tools, practices, and programs.

The Project would provide street trees, floor-to-ceiling glass storefronts along the ground floor, outdoor dining or gathering areas and bicycle parking, thereby activating the streetscape to support an inviting and pedestrian-oriented environment. In addition, the Project would provide repaired and upgraded sidewalks along with Americans with Disabilities Act (ADA) improvements where required. Under Option 1, the outdoor area along Selma and Argyle Avenues would serve as an outdoor dining for the ground floor retail and or restaurant uses; under Option 2, the outdoor area along Selma Avenue would serve as an amenity for residents, while the outdoor area along Argyle Avenue would serve the grocery use. The Project would be LEED Certified, and required by the California Building Code to use materials in construction which would reduce health impacts such as, low volatile organic compound (VOC) paints, low VOC carpeting, and low VOC exterior materials.

Chapter 5: An Environment Where Life Thrives

Policy 5.1: Reduce air pollution from stationary and mobile sources; protect human health and welfare and promote improved respiratory health.

Policy 5.7: Promote land use policies that reduce per capita greenhouse gas emissions, result in improved air quality and decreased air pollution, especially for children, seniors and other susceptible to respiratory diseases.

The Project would result in the creation of new housing and commercial uses within 0.25 miles of the Hollywood/Vine Metro Station and 11 bus lines. Future visitors, employees, and residents of this Project, as well as people who already live and work in the area, will be able to take advantage of the Project's mix of land uses within proximity to transit to serve their daily needs. The Project proposes two ground floor commercial options, each with neighborhood-serving uses, including a maximum of three ground floor retail and/or restaurant establishments under Option 1, and a grocery store under Option 2. Additionally, ground floor outdoor usable space would be located along Selma Avenue and Argyle Avenue, further activating the pedestrian realm. Under Option 1, the outdoor area would be outdoor dining along both Argyle Avenue and Selma Avenue, while under Option 2 the outdoor space along Selma Avenue would be an amenity for residents with outdoor space along Argyle Avenue serving the grocery use. Dining, entertainment, and other amenities, such as an interior courtyard, outdoor amenity areas, and observation deck at the 7th floor would encourage and allow for socializing on-site, reducing off-site trips. Numerous transit options around the Project would encourage residents, patrons and visitors to use public transportation or walk, thus reducing air pollution and greenhouse gas emissions that would otherwise be caused by vehicle trips.

Land Use Element – Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan Area, which was adopted by the City Council on December 13, 1988. The Plan Map designates the subject property for Commercial Manufacturing land use with corresponding zones of Commercial Manufacturing (CM) and Automobile Parking (P). The Project Site is zoned [Q]C4-1VL-SN. The site is further

restricted by a “Q” Condition (Ordinance 165,662). The existing zoning is inconsistent with the General Plan land use designation; however, the proposed Project would be consistent with the surrounding area Land Use designations, zoning, and form and use. The land use and zoning as proposed is consistent with the and in substantial conformance with the intent and provisions of the General Plan as reflected in the adopted Community Plan.

General Plan Text. The Hollywood Community Plan, a part of the Land Use Element of the City’s General Plan, states the following objectives that are relevant to the Project:

Objective No. 1: *To further the development of Hollywood as a major center of population, employment, retail service and entertainment.*

Objective No. 3: *To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the community, maximizing the opportunity for individual choice.*

Objective No. 4: *To promote economic well-being and public convenience through allocating and distributing commercial lands for retail service and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project proposes to redevelop an existing commercial use with a mixed-use project within 0.25 miles to the Hollywood/Vine Metro Station. The Project includes 276 residential units, of which 13 units would be reserved for Very Low Income Households. In addition, the Project includes two commercial options. Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. The Project includes active ground floor uses, as well as floor-to-ceiling glass storefronts, street trees, and usable outdoor areas along Selma Avenue and Argyle Avenue, which activates the pedestrian environment. Under Option 1 the outdoor areas would serve as outdoor dining, while Option 2 would utilize the outdoor space along Selma as an amenity space for residents and the outdoor area along Argyle for the grocery use.

The Project would allow the development of residential and commercial uses at a scale and intensity consistent with surrounding development that meets the intent and provisions of the Hollywood Community Plan, which designates the surrounding area as Regional Center Commercial and the focal point of the Hollywood Community Plan area, the Hollywood Center. The uses and intensity would support the Hollywood Center economically by introducing new residents, services, and activity located within 0.25 miles of the Hollywood/Vine Metro Station. The Project includes uses appropriate for the Hollywood Center, and the proposed scale and intensity of development is compatible with surrounding mixed-use developments. The new commercial space, in the form of either retail and/or restaurant under Option 1, or grocery store under Option 2, would create additional destinations within the Hollywood Center, while providing existing residents with neighborhood-serving uses within walking distance to several transit options.

The Project would provide 276 residential units, of which 13 units would be reserved for Very Low Income Households, and would include studio, one-bedroom, and two-bedroom configurations. The mix of market-rate and restricted affordable units, as well as unit type would provide needed housing and support individual choice and be located within the Hollywood Center.

The Project would provide mixed-income housing and commercial space within an established regional center and proximity to transit. The mix of uses, scale, intensity, form and design are consistent with the surrounding area and the intent of the prevailing surrounding Regional Center Commercial designation.

Hollywood Redevelopment Plan

In addition to achieving the objectives of the Hollywood Community Plan, the Project would also support and be consistent with the following objectives identified in subsection 506.2.3: Regional Center Commercial Density of the Hollywood Redevelopment Plan:

Objective a: *To concentrate high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs.*

Objective b: *To provide for new development which complements the existing buildings in areas having architecturally and/or historically significant structures.*

Objective d: *To encourage the development of appropriately designed housing to provide a balance in the community.*

The Project would redevelop an existing commercial building with a mixed-use development that includes residential with ground floor commercial uses within 0.25 miles to the Hollywood/Vine Metro Station and 11 bus lines. The nearest residential neighborhood is located two blocks east of the Project Site and is characterized by multi-family apartments with similar form, character, and setbacks, density, and form. Further, the Project would incorporate floor-to-ceiling glass storefronts, street trees, and usable outdoor areas along Selma and Argyle Avenues. The Project would provide short-term bicycle parking spaces along Selma Avenue and Argyle Avenue. Overall, the Project proposes to redevelop a site with little pedestrian activity or amenities and exclusively commercial uses with a mixed-use project including affordable residential units, pedestrian and cyclist amenities, and neighborhood serving commercial space within an existing regional center. The inclusion of 276 residential units, of which 13 units reserved for Very Low Income Households, would also support a balance in the community by providing both affordability of units, and additional residents in a concentrated regional center.

Thus, the Project would be consistent with the surrounding area in form, character, use, and pedestrian orientation. In addition to physically complementing adjacent development, the proposed residential and commercial uses further support the adjacent businesses surrounding the Hollywood/Vine Metro Station.

3. **The Sewerage Facilities Element** of the General Plan will not be affected by the recommended action. While the sewer system might be able to accommodate the total flows for the Project, further detailed gauging and evaluation may be needed as part of the permit process to identify a specific sewer connection point. If the public sewer has insufficient capacity then the developer will be required to build sewer lines to a point in the sewer system with sufficient capacity. A final approval for sewer capacity and connection permit will be made at that time. Ultimately, this sewage flow will be conveyed to the Hyperion Treatment Plant, which has sufficient capacity for the Project.
4. **Charter Finding – City Charter Finding 555.** The General Plan may be amended in its entirety, by subject elements or parts of subject elements, or by geographic areas, provided that the part or area involved has significant social, economic or physical identity.

- a. **Amendment in Whole or in Part.** The General Plan Amendment before the City Planning Commission represents an Amendment in Part of the Hollywood Community Plan, representing a change to the social, physical and economic identity of the Project Site, which is currently designated as Commercial Manufacturing and zoned [Q]C4-1VL-SN.

The Project Site is significant in economic and physical identity because it is located 0.25 miles from the Hollywood/Vine Metro Station, within the Hollywood Center, and an area designated in both the Hollywood Community Plan and General Plan Long Range Land Use Diagrams as a Regional Center. The intent and purpose of the Regional Center Designation is to serve as a regional employment center with corresponding commercial, entertainment, housing stock, and residential population. The Project Site's proximity to transit, jobs, and services within the Hollywood Center make it a key part of developing the area with residences, jobs, and services as intended by both the Hollywood Community Plan and General Plan Long Range Land Use Diagrams. The Project Site is socially significant in its location, both as a prior film vault use, and within the Hollywood area, a center of entertainment, nightlife, and tourism. The introduction of new uses and residential population would support the existing Hollywood Center, and provide additional employment base for the socially, economically, and physically unique motion picture industry located in Hollywood. The Project uses would serve two currently operational studio campuses, located within 0.5 miles of the Site, unique uses which the Community Plan seeks to support retain, and serve the motion picture industry.

The Project Site is located 0.25 miles from the Hollywood/Vine Metro Station, and served by multiple bus lines on Hollywood Boulevard and Sunset Boulevard. The surrounding area is also characterized by a concentration of jobs, services, commercial space, and entertainment. The location of the site provides excellent transit connectivity to jobs, services, and entertainment within the Hollywood area, as well as connections to West Hollywood, North Hollywood, Century City, Santa Monica, Koreatown, Downtown Los Angeles, and regional rail connections at Union Station. The density of uses and concentration in the immediate vicinity also facilitates walking and biking as alternatives to vehicle trips for commuting, as well as shopping, recreation, or entertainment. The location is also highly unique in its proximity and transit connections to Griffith Park, a regional park with numerous recreation opportunities. Therefore, the Project Site is significant in social, economic, and physical identity, and the proposed Project would further these identities.

5. **Charter Finding – City Charter Finding 556.** When approving any matter listed in Section 558, the City Planning Commission and the Council shall make findings showing that the action is in substantial conformance with the purposes, intent and provisions of the General Plan. If the Council does not adopt the City Planning Commission's findings and recommendations, the Council shall make its own findings.

The Project Site is located within the Hollywood Community Plan, which is one of 35 Community Plans comprising the Land Use Element of the General Plan. The Community Plan designates the Project Site with the Commercial Manufacturing land use designation, with corresponding zones of CM and P. The Site is currently zoned [Q]C4-1VL-SN and is therefore not consistent with the land use designation.

The initiated General Plan Amendment would re-designate the Project Site from Commercial Manufacturing to Regional Center Commercial land uses. The recommended Zone Change and Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN would remove the "Q" Condition, per Ordinance No. 165,662, which prohibits residential uses, and establish Height

District 2 to allow for a 4.5:1 FAR, respectively. The proposed Regional Center Commercial land use designation has corresponding zones of C2, C4, P, PB, RAS3, and RAS4, and is subject to Community Plan Footnote No. 9 which restricts the maximum FAR to 4.5:1, or 6:1 FAR with Planning Commission approval. The Project is seeking a General Plan Amendment, Zone Change and Height District Change, and a Density Bonus entitlement to permit a 5.4:1 FAR, consistent with the maximum limitations of Footnote No. 9. Thus, the recommended (T)(Q)C4-2D-SN Zone would be consistent with the adoption of the General Plan Amendment. Further, the General Plan Amendment would correct an inconsistency between the existing and surrounding land use and zoning designations.

Additionally, the legal standard that governs whether a project will be consistent with applicable land use policies is whether it will be in harmony with the applicable land use plan. State law does not require an exact match between a proposed subdivision and the applicable general plan. To be consistent with a general plan, a project must be compatible with the objectives, policies, general land uses, and programs specified in the applicable plan, meaning, the project must be in agreement or harmony with the applicable plan. Moreover, an action, program, or project is consistent with the general plan if, considering all its aspects, it will further the objectives and policies of the general plan and not obstruct their attainment.

As detailed in Finding No. 2 above, the initiated General Plan Amendment complies with Los Angeles City Charter Section 556 in that it is in substantial conformance with the purposes, intent and provision of the General Plan and its elements, including the Framework Element, Housing Element, Mobility Element, Health and Wellness Element and the Land Use Element – Hollywood Community Plan, as the Project would increase housing choices at varying income levels by providing both restricted affordable and market-rate units in varying bedroom configurations; and providing additional residents, commercial space, and services to support the Hollywood Center within 0.25 miles to a heavy rail station and 11 bus lines. Both ground floor commercial options would support the Regional Center by providing residents with either retail and/or restaurant uses, or a grocery store; additional commercial space and services within walking distance to other neighborhood-serving uses within an established and growing residential center within the Regional Center; and a pleasant pedestrian environment by improving on the current physical improvements, and providing bicycle parking infrastructure.

- 6. Charter Finding – City Charter Finding 558.** The proposed Amendment to the Hollywood Community Plan will be in conformance with public necessity, convenience, general welfare and good zoning practice, as described below.

The initiated General Plan Amendment to the Hollywood Community Plan would re-designate the land use of the Project Site from Commercial Manufacturing to Regional Center Commercial. The proposed Project will further the intent of the General Plan Long Range Land Use Diagram, and the stated goals of both the General Plan and Hollywood Community Plan by providing additional residential units, including restricted affordable and market rate, as well as commercial space, and services for the surrounding Hollywood Center within walking distance of transit.

Public Necessity. The Project's mix of uses in proximity to transit, and the provision of accessible bicycle parking and pedestrian-oriented design will help promote the reduction of Vehicle Trips, supporting City goals and policies to improve air quality and public health. Further, the Project will also support one of Hollywood's key industries by locating housing opportunities near existing job centers associated with the film industry.

The Project Site is also located adjacent to proposed, approved or existing mixed-use developments containing various affordability levels, unit types, and unit sizes surrounding

the Hollywood/Vine Metro Station. Generally, these mixed-use developments include ground floor commercial, and improvements to the public realm, which has transformed the area into a heavily trafficked pedestrian area with shopping, restaurants, services, entertainment, and tourist uses. The Project would include complementary uses, serving residents, workers, tourists, and encourage the use of transit due to its location. Maintaining Hollywood's business and residential population is critical for the long-term health of the motion picture industry, which has evolved to rely on surrounding regional center.

Convenience. Approval of the initiated General Plan Amendment from Commercial Manufacturing to Regional Center Commercial would facilitate the redevelopment of an existing commercial structure within the Hollywood Center with a new mixed-use project comprised of mixed-income residential units, neighborhood-serving commercial uses, and an improved pedestrian environment. The Hollywood Center is designated by the Hollywood Community Plan as the focal point of the Community Plan area, and the General Plan Long-Range Land Use Diagram designates the Site and surrounding area as a Regional Center. The area is intended to serve as a center of the community, with residents, jobs, amenities, services, and entertainment uses. The concentration of these uses with close proximity to the Hollywood/Vine Metro Station would be consistent with goals of the General Plan with respect to providing affordable housing, reducing vehicle miles traveled, promoting the improvement of the pedestrian environment, and concentrating housing, commercial uses, and jobs within a regional center. The introduction of new residents and services will provide support for surrounding businesses, the film industry within the Hollywood area, and new neighborhood-serving commercial uses.

General Welfare. The General Plan Long-Range Land Use Diagram and Hollywood Community Plan, identify the area surrounding the Project Site as a Regional Center, referred to as "the Hollywood Center" by the Community Plan. As discussed above, this area is intended for commercial, office, and residential uses. The surrounding area is currently developed with residential uses to the west and north of the Project Site along Selma Avenue, and a mixed-use office and residential building east of the site along Gower Street. The current land use designation for the Project Site is Commercial Manufacturing, which permits a range of light industrial and manufacturing uses. The initiated General Plan Amendment to Regional Center would permit uses which correspond to the C2, C4, P, PB, RAS3, and RAS4 Zones, which would benefit the general welfare of the immediate surrounding area, as commercial space and residential units better serve the general, economic and public welfare.

Furthermore, the Project would include 276 residential units, of which 13 units would be reserved for Very Low Income Households, and up to 27,000 square feet of neighborhood-serving commercial uses within 0.25 miles to the Hollywood/Vine Metro Station, which would promote the use of alternative modes of travel, both for residents and visitors to the Site. Additionally, the proposed floor-to-ceiling glass storefronts, active commercial, and usable open spaces at ground level will promote a more pedestrian friendly environment. Specifically, the floor-to-ceiling glass storefronts, active ground floor uses, outdoor dining or lounge areas, and street trees will activate Selma and Argyle Avenues, facilitating pedestrian activity and additional walking destinations from the Metro Station. Last, the Project would provide short-term bicycle parking spaces along Argyle Avenue and Selma Avenue.

Good Zoning Practices. The Project proposes a new mixed-use building, including 276 dwelling units, of which five (5) percent of the permitted base density would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. The Project requires a

General Plan Amendment from Commercial Manufacturing to Regional Center Commercial to construct Project. As identified by the General Plan Long-Range Land Use Diagram and Hollywood Community Plan, the area surrounding the Project Site is a Regional Center, called the Hollywood Center. The current land use designation for the site is Commercial Manufacturing, with corresponding zones of CM (Commercial Manufacturing) and P (Automobile Parking). The CM Zone permits a range of light industrial and manufacturing uses, including uses in the C4 Zone. The Project Site is currently zoned [Q]C4-1VL-SN, which does not correspond to the Commercial Manufacturing land use designation for the Project Site. The proposed Regional Center Commercial land use designation would be consistent with the surrounding area, as well as the intent of Regional Centers as identified in the General Plan Framework Element. The Hollywood Center has developed, as intended by the Community Plan, into an active walkable community, with commerce, amenities, entertainment, and residential uses. The proposed land use designation would allow for uses which would result in uses which are more compatible with the surrounding area, as well as uses which meet several of the Hollywood Community Plan and General Plan goals. The Amendment will resolve an inconsistency between the existing zone and land use designation, as well as the existing zoning and land use designations of the surrounding area.

Given the existing uses, zoning and land use designations surrounding the Project Site, the General Plan Amendment from Commercial Manufacturing to Regional Center Commercial will not lead to impermissible spot zoning but, rather, correct an inconsistency as the subject site is the only one in the area that is not designated as Regional Center Commercial, and is currently zoned C4 which is not a corresponding zone for the Commercial Manufacturing land use designation. The Regional Center Commercial land use designation permits the existing C4 Zone for the Project Site, and would therefore be consistent with the surrounding area.

Last, the Project will also be compatible with surrounding uses based on its consistency with the applicable development standards in the Hollywood Community Plan, as discussed in Finding No. 2.

Therefore, the initiated General Plan Amendment to Regional Center Commercial would be in conformity with good zoning practices and development patterns in the immediate area by resolving a land use inconsistency on the Project Site, and a land use inconsistency with the surrounding area, while locating a pedestrian oriented project within a pedestrian oriented area, with walking distance to a Metro station.

Entitlement Findings

1. Zone Change and Height District Change Findings

- a. Pursuant to Section 12.32 C.7 of the Los Angeles Municipal Code, the recommended zone and height district change is deemed consistent with the General Plan and is in conformity with the public necessity, convenience, general welfare and good zoning practice**

The recommended Zone and Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN would allow for the development of a new mixed-use project comprised of 276 dwelling units, of which five (5) percent (13 units) of the permitted base density would be set aside for Very Low Income Households, and two ground floor commercial space options. Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. As currently zoned, the Project is permitted a maximum floor area ratio (FAR) of 1.5:1 pursuant to Height District 1VL. In order for the development to be built, the Zone

and Height District Change would remove an existing “Q” Condition (Ordinance 165,662) which prohibits residential uses, and change the Height District from 1VL to 2, to allow a maximum of 6:1 FAR. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The maximum Floor Area Ratio (FAR) for the Project would be increased by 20 percent in conjunction with an On-Menu Incentive requested as part of a Density Bonus entitlement. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. A total of 350 new vehicle parking spaces will be provided within two subterranean levels and four above grade levels.

Public Necessity. As described above, the City, SCAG, and the State have identified a need for housing, especially affordable housing, in local and state plans, proclamations, and goals. As zoned, the Project Site would not allow for residential uses, an acute need in the region and within Hollywood specifically. The recommended Zone and Height District Change would allow for a mixed-use, mixed-income project to be constructed on a Site that currently prohibits residential uses, in an area that is generally zoned for mixed-use development. The Project would provide 276 residential units, with 13 units set aside for Very Low Income Households, within walking distance to transit, commercial uses, amenities, entertainment uses, and a job center. Locating mixed-income housing within walking distance to high capacity transit, jobs, services, and amenities is a model of local and regional planning goals, as well as the intent of the Regional Center Land Use goals of the General Plan. The Project would contribute towards the City and region meeting its housing needs and goals, and achieving a better jobs housing balance.

The Project’s amenities and location will offer residents alternative mobility options aiding the City in its goal to reduce air pollution. The Project Site’s location within the Hollywood Center, within walking distance to high capacity transit, will reduce vehicle trips. The Project’s ground floor uses and ground floor active usable outdoor space, floor-to-ceiling glass storefronts, and prominent pedestrian entries would contribute to the pedestrian environment, while the physical contributions such as, reconstructed or repaired sidewalks, Americans with Disabilities Act (ADA) sidewalk improvements, street trees, and bicycle parking will improve the pedestrian environment. Further, the Project Site’s proximity to the numerous uses associated with the film industry provides housing opportunities within walking distance for those employees, supporting one of Hollywood’s key industries. The proposed Zone and Height District Change would allow the Project to provide the desired, intended, and planned mix of uses for the area, in addition to additional mixed-income housing with varying affordability levels, unit types, and unit sizes.

Convenience. The recommended Zone and Height District Change would facilitate the redevelopment of an existing commercial structure to allow for a new mixed-use project providing residential units, neighborhood-serving commercial uses, and an improved pedestrian environment within the Hollywood Center. The Hollywood Center is designated by the Hollywood Community Plan as the focal point of the Community Plan area, and the General Plan Long-Range Land Use Diagram designates the site and surrounding area as a Regional Center. The area has been evolving into a pedestrian-oriented residential, commercial, office, entertainment, and tourism center. The additional residents and services will provide additional economic support for surrounding businesses, the film industry within the Hollywood area, and provide new neighborhood-serving commercial uses. The Project would provide these additional neighborhood-serving commercial options within walking distance for current residents, office and film industry workers, and tourists. The Project would be designed to be complementary to adjacent recently approved or constructed developments characterized by their pedestrian orientation, as

well as include physical improvements around the Hollywood/Vine Metro Station. The Project's location would allow future residents to benefit from the concentration of commercial, services, entertainment, and jobs within walking distance to the site. Further, the proposed Zone and Height District Change will resolve a zoning inconsistency on the Site resulting from AB 283, a state law that directed charter cities with more than 2.5 million in population, including the City of Los Angeles, to bring the City's zoning and general plan into consistency, and will allow for a development consistent with the current and proposed development in the area.

General Welfare. Approval of the Zone and Height District Change would allow the development of a mixed-use project consisting of residential and commercial uses. As discussed above, the Hollywood Center is intended for commercial, office, and residential uses. The current land use designation for the site is Commercial Manufacturing, with corresponding zones of CM and P. The CM Zone permits a range of light industrial and manufacturing uses. These uses would not benefit the general welfare of the immediate surrounding area, or be consistent with the intended use and character of the Hollywood Center. Further, without allowing residential uses on the site, the Project would not be able to meet the intent of the designation for the area. The surrounding area is a Regional Center, with high capacity transit, where uses such as commercial space and residential units better serve the general welfare, economic welfare and public welfare, than solely commercial or manufacturing.

The Project would include 276 residential units, of which 13 units would be reserved for Very Low Income Households, and neighborhood serving commercial uses within 0.25 miles to the Hollywood/Vine Metro Station. The additional residential units and commercial uses with such proximity to a heavy rail station would promote the use of alternative modes of travel, both for residents and visitors to the site. By permitting residential uses on site, the Project would support the City's goal of providing housing for all economic segments.

Good Zoning Practices. The Project proposes a mixed-use building, including 276 dwelling units, of which 13 units would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. The Project Site is currently zoned [Q]C4-1VL-SN, where the "Q" Condition (Ordinance No. 165,662) prohibits residential uses, Height District 1VL permits a maximum FAR and height of 1.5:1 and 45 feet, respectively, and SN corresponds to the Hollywood Signage Supplemental Use District (HSSUD). The proposed Zone Change would remove the "Q" Condition on the site, thus allowing for residential uses.

The surrounding area is primarily zoned C4-2D-SN and has become highly concentrated with mixed-use residential developments within proximity to transit. Specifically, the Eastown-El Centro joint development to the north includes 1,042 units; the 1600 Vine development at the northwest corner of Selma and Argyle Avenues, includes 494 units; the Camden development to the west across Argyle Avenue, includes 306 units; the Columbia Square development to the east along El Centro Avenue, includes 200 units; and the Palladium Project, which abuts the Project Site to the east and south, includes 731 units. The additional residential units and commercial space would conform with goals and objectives of the Hollywood Community Plan and General Plan, such as those related to concentrating mixed-use development in regional centers, adjacent to transit, and encouraging alternative transportation to reduce vehicle trips. The Zone Change to remove

the “Q” Condition on the site would be consistent with the surrounding area, as well as the Community Plan intent for this regional center.

The proposed Height District Change would change the existing Height District from 1VL to 2 for the Project Site, which would allow for up to 6:1 FAR. Surrounding parcels are predominantly zoned with Height District 2, and improved with structures ranging in height from two stories to over 20 stories. The Height District Change would be consistent with the intent and character of the Regional Center land use designation in the General Plan Framework Element. Further, the change would be consistent with Hollywood Community Plan Footnote No. 9, which limits FAR to 4.5:1 with up to 6:1 FAR with City Planning Commission approval. The Project is seeking a Density Bonus in conjunction with the Zone Change and Height District Change for a resulting FAR of 5.4:1.

The Project Site is located within walking distance to the Hollywood/Vine Metro Station, as well as numerous commercial, entertainment, amenities, entertainment, and tourism uses. The proposed Zone Change and Height District Change would result in a project which is consistent with the uses and intent of the Hollywood Center, as well as a project built at similar density, height, and scale to surrounding development. As proposed, the Project would not only provide new housing for a mix of incomes, but amenities that would improve the quality of life for existing and future residents as well as the surrounding community. For the reasons stated above, the Project would exhibit good zoning practice.

ADDITIONAL FINDINGS FOR A “T” and “Q” QUALIFIED CLASSIFICATIONS:

- b. In the consideration of a proposed change of zone it may be determined that public necessity, convenience and general welfare require that provision be made for the orderly arrangement of the property concerned into lots and/or that provision be made for adequate streets, drainage facilities, grading, sewers, utilities, park and recreational facilities; and/or that provision be made for payments of fees in lieu of dedications and/or that provision be made for other dedications; and/or that provision be made for improvements; all in order that the property concerned and the area within which it is located may be properly developed in accordance with the different and additional uses to be permitted within the zone to which the property is proposed for change.**

Per LAMC Section 12.32 G.1 and 2, the current action, as recommended, has been made contingent upon compliance with new “T” Conditions of approval imposed herein for the Proposed Project. The “T” Conditions are necessary to ensure the identified dedications, improvements, and actions are undertaken to meet the public’s needs, convenience, and general welfare served by the actions required. These actions and improvements will provide the necessary infrastructure to serve the proposed community at this site.

- c. The project will protect the best interests of and assure a development more compatible with the surrounding property or neighborhood.**

The proposed Project is consistent with the character of development pattern and land use designations in the immediate vicinity, which support the goals and policies of the General Plan Framework Element. As proposed, the Zone and Height District Change to remove the “Q” Condition on site restricting residential uses, and impose Height District 2, respectively, is necessary for a development with the uses and characteristics compatible with the surrounding area, which is characterized as a mixed-use district with pedestrian orientation and active ground floor uses. The Zone and Height District Change are required to meet the goals of the General Plan and Hollywood Community Plan seeking

to focus development within existing centers, specifically the Hollywood Center, by providing on-site affordable units, and locating housing adjacent to transit. As described in the Framework Element, the Regional Center Commercial land use designation typically provides for high-density districts whose physical form is substantially differentiated from the lower-density neighborhoods of the City. Generally, regional centers will range from FAR 1.5:1 to 6:1 and are characterized by six- to 20-story (or higher) buildings as determined in the community plan. Their densities and functions support the development of a comprehensive and inter-connected network of public transit and services. Framework Element Goal 3F envisions regional centers as mixed-use centers that provide jobs, entertainment, culture, and serve the region. Additionally, the Hollywood Community Plan intends for the Hollywood Center to serve as the focal point of the community, specifically with a concentration of mixed-use developments, creating a concentration of residence, commerce, and entertainment uses fit to serve as a regional destination for entertainment. Since the adoption of the Community Plan, the area has developed as intended, with mixed-use developments, with a pedestrian orientation, ground floor commercial space, and entertainment uses, creating a Citywide destination for entertainment and commerce.

The Project proposes a maximum FAR of 5.4:1 consistent with FAR permitted in Height District 2, and Hollywood Community Plan Footnote No. 9, which limits the FAR for the site to 4.5:1, with a maximum of 6:1 with approved through City Planning Commission.

The Project's FAR is consistent with Regional Center FAR in the General Plan Framework Element, which identifies the area as a Regional Center, as well as the Hollywood Community Plan. The FAR proposed by the Project is also consistent with the intent and goals of the General Plan and Community Plan for development surrounding a high capacity transit station such as the heavy rail station 0.25 miles from the Project Site. Furthermore, the Project's height, form, setbacks, density, and uses will be consistent with surrounding developments. Directly abutting the Project Site to the east and south is the recently approved Palladium Project, which proposes two 28-story towers. Farther to the east, along Gower Street, the Columbia Square development includes multiple buildings with heights ranging from seven to 20 stories. Further north along Argyle Avenue, buildings range in height from eight to 13 stories. At the northwest corner of Argyle Avenue and Sunset Boulevard, and at the northeast corner of Sunset Boulevard and Vine Street, are an office building and residential tower, respectively, both in excess of 20 stories. The Project includes well-lit, active ground-floor uses, treated with floor-to-ceiling glass storefronts; an outdoor dining or residential amenity area; street trees; and short-term bicycle parking along Selma Avenue and Argyle Avenue, facilitating walking and bicycling trips. The ground floor treatment, uses, and form will create a continuity in the pedestrian environment along both Selma Avenue to the east and west and Argyle Avenue to the north and south. Both Selma Avenue and Argyle Avenue are developed with mixed-use developments, consisting of ground floor commercial spaces with floor-to-ceiling glass, minimal setbacks, street trees, consistent streetwalls, prominent residential entries, and street facing residential uses above the ground floor. The pedestrian realm treatment of the site would continue and connect to existing and planned development in the area, creating a walkable environment within 0.5 miles of the Hollywood/Vine Metro Station. The uses, form, circulation, and design would be consistent with existing development, proposed projects, and those currently under construction with similar designs.

The proposed "Q" Conditions, which would limit the scale and scope of future development on the Site, are also necessary to protect the best interests of and to assure a development more compatible with surrounding properties and the overall pattern of development in the community. Therefore, as conditioned, the Project Site will be compatible with existing and

future development in the area. In addition, the “Q” Conditions will ensure that the project is constructed as approved herein.

d. That the project will secure an appropriate development in harmony with the objectives of the General Plan.

The Project proposes a new mixed-use building, including 276 dwelling units of which 13 units would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two ground-floor commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. The Project includes active ground floor uses, as well as floor-to-ceiling glass storefronts, street trees, and usable outdoor areas along Selma Avenue and Argyle Avenue, which activates the pedestrian environment 0.25 miles from the Hollywood/Vine Metro Station. Under Option 1, the outdoor areas would serve as outdoor dining, while Option 2 would utilize the outdoor area as a residential amenity along Selma Avenue, and an outdoor area for the grocery use along Argyle Avenue.

The Project’s proposed mix of uses, under both Options, are consistent with the surrounding area and will secure an appropriate development in harmony with the objectives of the General Plan. The Project Site is located within the Hollywood Center, an area with a high concentration of uses within walking distance and well served by transit, and with a recommended General Plan land use designation of Regional Center Commercial and (T)(Q)C4-2D-SN Zone. The surrounding parcels are designated Regional Center Commercial, with zones of C4-2D and C4-2D-SN. The Hollywood Center is intended by both the General Plan Long-Range Land Use Diagram and Hollywood Community Plan as a Regional Center, a focal point of the community with mixed-use, commercial, residential, and office uses. The Project proposes to resolve the zoning and land use designation conflict for the site, bringing the site into compliance with the intent of the Hollywood Community Plan and General Plan Long-Range Land Use Diagram, as well as with the built form of the neighborhood. The Project is consistent with the goals, policies, and objectives of the General Plan and the Hollywood Community Plan by locating housing adjacent to transit, within an established center. The Project would provide both market-rate and affordable housing, a pedestrian-oriented design, and a development which complements the surrounding community in form, economic, social, and practical function. As such, the Project will secure an appropriate development in harmony with the objectives of the General Plan.

2. Density Bonus/Affordable Housing Incentives Program Findings

The following are the findings and the application of the related facts as related to the request for a 14-percent Density Bonus, in conjunction with one On-Menu Incentive for a 20 percent increase in the maximum permitted Floor Area Ratio (FAR), for the construction, use, and maintenance of a seven story, mixed-use building consisting of 276 dwelling units, of which five (5) percent, or 13 units, of the permitted base density of 242 units, would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. Pursuant to Section 12.22 A.25(g)(2)(i)(c) of the LAMC and Government Code Section 65915(d), the City Planning Commission shall approve a Density Bonus and requested incentive(s) unless the City Planning Commission finds that:

a. The incentives do not result in identifiable and actual cost reductions to provide for affordable housing costs as defined in California Health and Safety Code Section 50052.5 or Section 50053 for rents for the affordable units.

The record does not contain substantial evidence that would allow the Commission to make a finding that the requested On-Menu Incentive does not result in identifiable and actual cost reductions to provide for affordable housing costs per State Law. The California Health & Safety Code Sections 50052.5 and 50053 define formulas for calculating affordable housing costs for Very Low, Low, and Moderate Income Households. Section 50052.5 addresses owner-occupied housing and Section 50053 addresses rental households. Affordable housing costs are a calculation of residential rent or ownership pricing not to exceed 25 percent gross income based on area median income thresholds dependent on affordability levels.

The list of on-menu incentives in LAMC Section 12.22 A.25 were pre-evaluated at the time the Density Bonus Ordinance was adopted to include types of relief that minimize restrictions on the size of the project. As such, the Department will always arrive at the conclusion that the Density Bonus On-Menu Incentive will result in identifiable and actual cost reductions that provide for affordable housing costs because the incentive by nature increase the scale of the Project.

The requested On-Menu Incentive for an increase in FAR, is expressed in the Menu of Incentives per LAMC 12.22 A.25(f) and, as such, permit exceptions to zoning requirements that result in building design or construction efficiencies that provide for affordable housing costs. The requested incentives allow the developer to expand the building envelope so the additional units can be constructed and the overall space dedicated to residential uses is increased. These incentives support the Applicant's decision to set aside 13 Very Low Income dwelling units for 55 years.

In conjunction with the requested Zone Change, and pursuant to LAMC 12.22 A.18(a), the Project Site is permitted to have a base density of 242 units, for a Project Site that is 48,403 square feet in size. The Project is setting aside 13 units (or five [5] percent of the base permitted density) for Very Low Income Households and is therefore eligible for a 20 percent density bonus, pursuant to LAMC Section 12.22 A.25(c)(1), or 49 additional units, for a total of 291 units. However, the Project is choosing to utilize only a 14-percent density bonus, or 34 additional units, for a total of 276 units.

Pursuant to LAMC Section 12.22 A.25(g)(2)(i)(c), projects which set aside a minimum of five (5) percent of the 242 base units for Very Low Income Households, are also eligible for one On-Menu Incentive. In this instance, the Project is requesting an On-Menu Incentive for an FAR increase equal to the density bonus for which the Project is eligible, or 20 percent.

On-Menu Incentive (Floor Area Ratio)

The recommended (T)(Q)C4-2D-SN Zone with a Regional Center Commercial land use designation under the Hollywood Community Plan includes Footnote No. 9, which limits FAR for C4 Zones to 4.5:1, with up to 6:1 FAR with City Planning Commission approval. The by-right FAR for the Project in conjunction with the proposed Height District Change would permit a maximum of 217,813 square feet of floor area. In conjunction with the FAR increase, the Project qualifies for a maximum 5.4:1 FAR, or 261,376 square feet. The Project proposes a maximum 5.4 FAR, or 260,250 square feet. The proposed 5.4:1 FAR creates 42,437 additional square feet. In conjunction with the increased density discussed above, the Project is able to provide additional housing units on the site, with multiple room configurations, additional living space, and with additional amenities for residents, as a result of the floor area increase. This incentive supports the Applicant's decision to set aside 13 Very Low Income Units (or 5 percent of base units) for 55 years.

- b. The Incentive will have a specific adverse impact upon public health and safety or the physical environment, or on any real property that is listed in the California Register of Historical Resources and for which there are no feasible method to satisfactorily mitigate or avoid the specific adverse impact without rendering the development unaffordable to Very Low, Low and Moderate Income households. Inconsistency with the zoning ordinance or the general plan land use designation shall not constitute a specific, adverse impact upon the public health or safety.**

There is no substantial evidence that the proposed incentive will have a specific adverse impact. A "specific adverse impact" is defined as "a significant, quantifiable, direct and unavoidable impact, based on objective, identified written public health or safety standards, policies, or conditions as they existed on the date the application was deemed complete" (LAMC Section 12.22 A.25(b)). The comments on record do not identify any written objective health or safety standards that are exceeded or violated. Nor does the record provide any evidence that significant, quantifiable, direct and unavoidable impacts will occur. Therefore, there is no substantial evidence that the incentives for the Project will have a specific adverse impact on the physical environment, or on public health and safety, or on any property listed in the California Register of Historical Resources.

3. Conditional Use Beverage Findings

The following are the findings and the application of the relevant facts as related to the request for a Master Conditional Use Permit to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption for up to three restaurant and/or retail establishments totaling 24,000 square feet under Option 1, and the sale and dispensing of a full line of alcoholic beverages for on-site and off-site consumption for a 27,000 square foot grocery store under Option 2. In order for the Master Conditional Use Permit to be granted, all of the legally mandated findings delineated in LAMC Sections 12.24 E and 12.24 W.1 must be made in the affirmative:

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

The Project proposes the development of a new mixed-use project comprise of 276 dwelling units, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of

which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. A total of 350 new vehicle parking spaces will be provided within two subterranean levels and four above grade levels. The Project requests a Master Conditional Use Permit to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption for up to three restaurant and/or retail establishments totaling 24,000 square feet under Option 1, and the sale and dispensing of a full line of alcoholic beverages for on-site and off-site consumption for a 27,000 square foot grocery store under Option 2. The commercial establishments in both options will be located at street level along existing commercial corridors along Argyle Avenue and Selma Avenue.

The Hollywood Community Plan identifies the area as part of the Hollywood Center, a focal point of the Community Plan Area. As described in the Community Plan, this focal point would include commercial uses, office, residential, and entertainment uses. Both Options would improve the ground floor pedestrian environment by providing direct entrances from the street via a corner plaza, and usable outdoor space at Selma and Argyle Avenues, utilized as outdoor dining under Option 1, and usable outdoor areas for outdoor dining for grocery use and a residential amenity under Option 2, street trees, and sidewalk improvements. The Project Site is located within walking distance to transit, retail, restaurant, entertainment, theaters, hotels, and services within the Hollywood Center. The proposed uses would add additional options within the center for residents, visitors, and tourists.

The availability of alcoholic beverages in commercial uses is a customary and incidental component of restaurant and grocery stores. For example, restaurant patrons expect the ability to order alcoholic beverages in conjunction with food service. In addition, the ability to offer alcoholic beverages to patrons is essential in attracting top quality dining establishments. Similarly, grocery stores routinely sell alcohol as part of their operations. Alcohol sales for both restaurant and grocery uses will improve the economic viability of either use, allowing for a neighborhood-serving commercial use. The Project's commercial uses will serve as an attraction for visitors, tourists and neighbors in the area and will reduce the need for local residents and guests of the nearby W Hotel, at the corner of Hollywood Boulevard and Argyle Avenue, as well as other nearby hotels, to travel to other areas for dining and entertainment experiences.

Therefore, as conditioned, permitting the sale and dispensing of a full line of alcoholic beverages for on-site consumption for up to three retail and/or establishments, and on-site and off-site consumption for a grocery store will enhance the built environment in the surrounding neighborhood and provide a service that is beneficial to the community, city or region.

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

The Project proposes a new mixed-use building, including 276 dwelling units and ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403

square-foot lot, for a 5.4:1 FAR. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet.

The Project would include residential and commercial uses consistent with the surrounding area and Regional Center designation. The Project would be seven stories, with active ground floor uses, floor-to-ceiling glass storefronts, physical improvements to the pedestrian realm, and built to the property lines along Argyle and Selma Avenues. The Project includes usable outdoor space along the ground floor for outdoor dining under Option 1, and outdoor dining and residential amenities under Option 2. The area is appropriate for the sale and dispensing of alcohol given that the Hollywood Center is identified as the focal point of the community by the Hollywood Community Plan, and has become an entertainment and tourism destination within the City. The Project design, height, size, and operations would be similar to numerous surrounding developments with residential uses, ground floor commercial space, pedestrian design, minimal setbacks at the ground floor, and heights ranging from two to 20 stories, including the eight-story Camden development, the 13-story 1600 Vine development, the six-story Eastown-El Centro joint development, the 22-story Columbia Square development, and the approved, but not constructed, 28-story Palladium Project. Adjacent entertainment uses are within walking distance from the Project Site, including the Palladium Theater to the south, Pantages Theater to the north, and Arclight Complex to the west. Alcohol sales would be compatible with and continue to add to the diversification of commercial activities, further contributing to the vitality and attractiveness of the regionally significant area.

No evidence was presented at the Hearing Officer hearing or in writing that the sale of alcoholic beverages for on- and off-site consumption will be materially detrimental to the immediate neighborhood. While Selma Avenue Elementary and Joseph Le Conte Middle School are located within one-half mile from the Project Site, both schools are buffered by major streets such as Cahuenga Boulevard and Sunset Boulevard, as well as a wide variety of existing commercial and residential structures, varying in height from one to 20 stories.

All establishments serving alcohol will be carefully controlled and monitored through the imposition conditions related to site maintenance, loitering, specialized training programs for employees, and consultation with LAPD. As a condition of this grant, each individual venue seeking to utilize a permit to sell alcoholic beverages for on-site or off-site consumption as a part of this Master Conditional Use must apply for a Plan Approval. The Plan Approval process will allow the Department of City Planning to tailor conditions to each individual Applicant and establishment, and create measures which will minimize any impact that might be generated by each individual establishment seeking to sell alcoholic beverage.

Thus, as conditioned, the Project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.

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

The elements of the General Plan establish policies that provide for the regulatory environment in managing the City and for addressing concerns and issues. The majority of the policies derived from these Elements are in the form of Code Requirements of the LAMC. The Land Use Element of the City's General Plan divides the city into 35 Community Plans. The Project proposes a General Plan land use designation of Regional Center Commercial, consistent with surrounding properties. The Hollywood Community

Plan Map designates Regional Center Commercial land use with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The project is consistent with the underlying C4 Zone, which is intended to provide for commercial uses, including residential uses. The Hollywood Community Plan text is silent with regards to alcohol sales. In such cases, the decision-maker must interpret the intent of the plan.

The Project proposes two ground floor commercial options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store, along with required parking facilities. The sale of a full line of alcoholic beverages in conjunction with retail and/or restaurant, or a grocery store use, would be consistent with the following objectives of the Community Plan:

Objective No. 1: *To further the development of Hollywood as a major center of population, employment, retail service and entertainment.*

Objective No. 4: *To promote economic well-being and public convenience through allocating and distributing commercial lands for retail service and office facilities in quantities and patterns based on accepted planning principles and standards.*

The Project Site is located within the Hollywood Center, as identified by the Community Plan. The Community Plan encourages new uses, which strengthen the economic well-being and promote development of Hollywood as a major center of population, employment, retail service and entertainment. Nearby attractions include the Hollywood & Highland complex, the Hollywood Walk of Fame, TCL Chinese Theatre, Dolby Theatre, Pantages Theater, Palladium Theater, etc., promoting visitors to the area for business, entertainment events such as the Academy Awards and tourism. The Project would provide commercial uses and restaurants with alcohol to further the existing activity within the heart of Hollywood thus promoting the development of Hollywood as a major center of population, employment, retail service and entertainment, and economic well-being and public convenience through the allocation and distribution commercial lands for retail service.

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

The subject property is located directly within the Hollywood Center, as well as adjacent to various hotel, tourist attractions and entertainment uses. Multi-family residential is also located in the vicinity of the Project Site, ranging from single story to high-rise towers. A variety of commercial uses are an intrinsic part of the service amenities necessary for the conservation, development, and success of a vibrant neighborhood, especially entertainment districts, such as the Hollywood Center. As the Hollywood Center is one of the entertainment destinations in the region, alcohol services are common in the vicinity, and even necessary for the entertainment uses in the area. The surrounding area is characterized by various alcohol related uses and the introduction of another such establishment would not create an adverse or unique condition. As conditioned, the sale of a full line of alcoholic beverages for on-site and/or off-site consumption in conjunction with the operation of new commercial establishments located on the Project Site will not adversely affect the welfare of the pertinent community. Negative impacts commonly associated with the sale of alcoholic beverages, such as criminal activity, public drunkenness, escort services, and loitering are mitigated by the imposition of conditions requiring deterrents against loitering and responsible management.

As part of the Plan Approval process, each individual venue will have additional conditions imposed and tailored towards the specific use. Such impositions of conditions will make the use a more compatible and accountable neighbor to the surrounding uses, as conditions are intended to integrate the use into the community as well as protect community members from potential adverse impacts associated with alcohol sales. Furthermore, employees are required to undergo training on the sale of beer and wine including training provided by the LAPD Standardized Training for Alcohol Retailers (STAR) Program. Other conditions related to litter, graffiti, loitering, and a requirement to consult with LAPD before attaining a license will safeguard the residential community. Therefore, with the imposition of such conditions the sale of a full line of alcoholic beverages for on-site and/or off-site consumption at this location will further support and augment the Hollywood Center, and not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

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

According to the State of California Department of Alcoholic Beverage Control (ABC) licensing criteria in 2018, two (2) on-sale and three (3) off-sale licenses are allocated to Census Tract No. 1910.00. There are currently a total of 42 licenses (98 on-site and 6 off-site) in this Census Tract.

According to statistics provided by the LAPD's Central Division, within Crime Reporting District No. 647, which has jurisdiction over the subject property, a total of 689 crimes were reported in 2018 (348 Part I and 341 Part II crimes), compared to the total citywide average of 185 crimes for the same reporting period.

Part 1 Crimes reported by LAPD include, Rape (6), Robbery (26), Aggravated Assault (36), Burglary (12), Auto Theft (32), and Larceny (235). Part II Crimes reported include, Other Assault (29), Forgery/Counterfeit (2) Embezzlement/Fraud (3), Received Stolen Property (1), Weapons Violation (12), Prostitution Related (8), Sex Offenses (6), Offenses Against Family (1), Narcotics (50), Liquor Laws (9), Public Drunkenness (3), Disturbing the Peace (1) Disorderly Conduct (8), DUI related (36), Moving Traffic Violations (14), and other offenses (92). There were no crimes related to Homicide, Manslaughter or Gambling. Of the 689 total crimes reported for the census tract, 36 arrests were made for driving under the influence and three (3) for public drunkenness.

Concentration can be undue when the addition of a license will negatively impact a neighborhood. Concentration is not undue when the approval of a license does not negatively impact an area, but rather such a license benefits the public welfare and convenience. No information was provided by LAPD showing that the approval of the Master Conditional Use Permit would negatively impact the neighborhood; however, LAPD has submitted recommended Conditions of Approval to be placed on the Project. Of the 689 arrests in the crime district, only seven (7) percent, or 48 of the total 689 arrests, were for alcohol-related offenses, and five (5) percent, or 36 offenses, were for driving

under the influence (DUI). The above figures indicate that the mixed-use development is located in a high crime reporting district. Due to high crime statistics, conditions typically recommended by LAPD, such as those related to the STAR Program and age verification, have been imposed. Any concerns associated with an individual venue can be addressed in more detail through the required Plan Approval, providing an opportunity to consider more specific operational characteristics as a tenant is identified and the details of each venue are identified. Security plans, floor plans, seating limitations and other recommended conditions, as well as the mode and character of the operation, will be addressed and assured through site specific conditions at that time. Therefore, approval Project request for the sales and service of a full line of alcoholic beverages for on-site and off-site consumption would not result in an undue concentration.

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

The Project Site is zoned for commercial uses and will continue to be utilized as such with the development of new restaurant, retail and/or grocery store uses on the Project Site. Following are surrounding sensitive uses within a 1,000-foot radius of the site:

- Southern California Hospital At Hollywood
- Frances Howard Goldwyn – Hollywood Regional Branch Library
- Montessori Shir Hashrim

Consideration has been given to the distance of the subject establishment from the above-referenced sensitive uses. The Southern California Hospital at Hollywood is located three blocks to the south, separated by intervening development ranging in height from two stories to seven stories, including various uses, and Sunset Boulevard with a width of 100 feet. The Frances Howard Goldwyn – Hollywood Regional Branch Library is located approximately three blocks to the west, separated by multiple structures ranging in height from two stories to ten stories. Finally, the Montessori School is located approximately two blocks to the east and one block north, separated by multiple structures and Gower Street with a width of 72 feet. Potential effects of excessive noise or disruptive behavior would be addressed by the imposition of Conditions of Approval, including but not limited to restrictions on loitering, sales or consumption off of the premises, after hour events and a requirement for employee training related to alcohol sales. Conditions related to noise reduction typically include restrictions on amplified sound, restrictions on loitering, hours of operations restrictions, and alcohol sale restrictions which limit the sale of alcohol to an ancillary part of the restaurant, retail, or grocery use in lieu of uses such as pool halls or lounges. The Project, as proposed, is consistent with the zoning and in keeping with the existing uses adjacent to the development. The surrounding area is primarily zoned C4, with a General Plan land use designation of Regional Center Commercial. Surrounding developments are generally improved with mixed-use developments ranging in height from two stories to 20 stories, with ground floor commercial uses, and residential uses. The proposed neighborhood serving commercial uses would contribute to the neighborhood and serve the residents, local employees, and visitors. Therefore, as conditioned, the Project would protect the health, safety and welfare of the surrounding neighbors, and will not detrimentally affect residentially zoned properties or any other sensitive uses in the area.

4. Site Plan Review Findings

In order for the Site Plan Review to be granted, all three of the legally mandated findings delineated in LAMC Section 16.05 F must be made in the affirmative in order to permit a mixed-used development that results in the creation of 276 net new residential units.

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

The Project Site is located within the Hollywood Community Plan area, adopted by the City Council on December 13, 1988. The Project is requesting a General Plan Amendment to designate the Site Regional Center Commercial. The Plan Map delineates Regional Center Commercial land use with the corresponding zones of C2, C4, P, PB, RAS3, and RAS4. The Project Site is zoned [Q]C4-1VL-SN. The C4 Zone permits uses consistent with commercial and multi-family residential uses.

The Project proposes a mixed-use building, including 276 dwelling units of which 13 units would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store.

As discussed above, the Project meets the goals and objectives of the General Plan by locating a new mixed-use development within an existing Regional Center that is walking distance to transit. The Hollywood Center is an existing concentration of retail, restaurant, amenities, entertainment, services, and jobs to which the Project would contribute and from which residents of the Project would benefit. In addition, the Project will provide affordable housing and various unit arrangements which would meet the needs of multiple segments of the population. The proposed commercial space would provide jobs and commercial uses which support the economic base of the area, and offer additional options for neighboring residents. The proposed physical improvements and design would support pedestrian and bicycle access, and support healthy living environment within the development by promoting active transportation, utilizing low Volatile Organic Compound (VOC) materials, and implementing energy and water efficient elements in the Project.

The Project meets the goals of the Hollywood Community Plan by providing housing and uses which support the economic well-being of the community, support public convenience, provide additional housing opportunities for the community, and further the Hollywood Center as both the focal point of the community and a major center of the City. The Project would also meet the goals of the Hollywood Redevelopment Plan by concentrating high density development with direct access to transit, incorporating design which complements the surrounding area, and providing housing which will support balance in the community.

Therefore, the Project is in substantial conformance with the purposes of the General Plan, the Hollywood Community Plan, the Housing Element of the General Plan, and the Hollywood Redevelopment Plan.

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

The Project proposes a mixed-use building, including 276 dwelling units of which five (5) percent of the permitted base density would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. The surrounding area is highly urbanized and land uses within the general vicinity of the Project Site are characterized by a mix of low- to high-intensity mixed-use, commercial, institutional and residential uses. Properties located to the north of the Project Site across Selma Avenue include a two-story commercial building and a surface parking lot. Properties located to the south are developed with the Palladium Theater and associated surface parking lots. Properties located to the east of the Project Site are developed with surface parking lots supporting the Palladium Theater, and the 20-story, mixed-use Columbia Square a development across El Centro Avenue. Properties to the west and northwest are developed with the eight story Camden development and 13-story 1600 Vine development, respectively. The properties located to the southwest of the Project Site are developed with a 22-story office building at the corner of Sunset Boulevard and Argyle Avenue. Beyond these land uses are other mid-to high-rise commercial, residential, and mixed-use buildings, including the Hollywood Plaza Building and Hollywood W Hotel and Residences to the northwest. Other two- and four-story commercial and residential structures front the site immediately north and northeast across Selma Avenue.

The following elements are incorporated into the Project design in a manner that is compatible with both existing and future development in the surrounding area:

Building Design. As discussed above, the Project Site is surrounded by mixed-use structures ranging in height from two to 20 stories, active ground floor uses, minimal or no ground floor setbacks, floor-to-ceiling glass storefronts ground floor materials, and consistent streetwalls which create a coherent pedestrian realm. The Project utilizes balconies as vertical and horizontal articulation to reduce bulk and mass. At the corner of Argyle and Selma Avenues, the Project includes a ground floor plaza, with entrances to the commercial uses under Option 1, and the residential amenities under Option 2. The Project's plaza and ground floor treatments include a strong horizontal datum, consistent application of vision glass, metal, and color, which differentiate the ground floor uses from the residential uses above. Above the ground floor, the Project includes a rounded corner and glass balconies with glass and metal railings. The materials and ground floor treatment is consistent with the surrounding area in the ground floor differentiation, consistent application of materials between residential and commercial uses, and while the rounded corner element is unique, it would be complementary to surrounding design and serve as the focal point of the development.

Building Orientation/Frontage. As discussed above, the Project Site is surrounded by mixed-use structures ranging in height from two to 20 stories in height, active ground-floor uses, minimal or no ground floor setbacks, floor-to-ceiling glass storefronts, and consistent streetwalls which create a coherent pedestrian realm. The Project has designed the ground floor of the building to be pedestrian-oriented, with a slight inset at the ground floor along Argyle and Selma Avenues to expand the sidewalk in front of the Project. In addition, Option 1 would include retail and restaurant space along Selma Avenue and Argyle Avenue, while Option 2 would include a residential amenity and grocery store.

Height/Bulk. The Project is comprised of a seven-story, mixed-use building, measuring 99 feet in height, with four levels of subterranean parking. All levels would be a uniformly

massed, with a consistent streetwall and a building façade that is articulated with changes in materials, planes and balconies, which create rhythm and visual interest, and reduce the perceived bulk of the building. Window patterns, changes in material, arrangement of balconies, and fenestration prevent a monolithic character. Through architectural design and site planning, the Project's perceived height and bulk are reduced.

Setbacks. In conjunction with the Zone Change, the Project will be subject to the setback and density regulations of the C4 Zone. Per Case No. VTT-74566, the Deputy Advisory Agency designated Argyle Avenue as the front yard, and granted a 20 percent rear yard reduction. The Project proposes zero setbacks along Selma and Argyle Avenues, an 11-foot setback along the south elevation and a 15-foot, 6-inch setback at the east elevation.

Off-Street Parking and Driveways. Two driveways currently exist on the property, one each along Argyle and Selma Avenues, which the Project proposes to reuse for the new building. Under both Options, the existing curb cut along Selma Avenue would be widened to 49 feet in width to accommodate both the primary access driveway as well as a loading dock to the west. Option 1 would remove the existing curb cut along Argyle Avenue, while Option 2 would use it as a second loading dock along Argyle Avenue to serve the grocery use. In each case, the vehicular driveway is the minimum width required to be as efficient as possible. Primary vehicle access will be provided on Selma Avenue for both Options 1 and 2, for through access and parking. The driveways, loading area, and the additional loading area included in Option 2 are sufficient distances from adjacent intersections to not interfere with driver and pedestrian visibility and safety in accordance with Los Angeles Department of Transportation (LADOT) standards and approvals.

Building Signage and Lighting. Project signage would comply with the provisions of the Hollywood Signage Supplemental Use District, and no off-site signage is proposed as part of the Project. Wayfinding signs will be located at parking garage entrances, elevator lobbies, retail entrances, and residential entrances. In addition, any illuminated signs would be required to comply with the Hollywood Signage Supplemental Use District illumination screening regulations. The Project would include architectural lighting, lighting at entrances and exits, pedestrian lighting along the right-of-way, and interior lighting. All on-site lighting will comply with regulatory requirements, including the requirements that are set forth by CalGreen and Title 24 that stipulate the use of high performance lights with color and glare control. The Project proposes an architectural lighting feature along the balconies at Floors 2 through 6 at varying locations along Selma and Argyle Avenues. The feature would not be invasive nor affect the right-of-way or sidewalk. All on-site exterior lighting will be automatically controlled to illuminate according to the time of day or conditions. In addition, design elements will be incorporated to limit the direct view of the light source surface for all exterior light fixtures and to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. Finally, all new street and pedestrian lighting within the public right-of-way will comply with applicable City regulations and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

Open Space and On-Site Landscaping. Option 1 would provide 28,665 square feet of usable open space, while Option 2 would provide 28,785 square feet of usable open space. Common open space for both options would be comprised of 25,228 square feet of amenities and consists of a 4,731 square-foot interior courtyard located on the Level 2, and includes a pool, spa, fire pit, outdoor cooking and dining facilities, a yoga area, dog park, and seating areas, a 3,632 square-foot landscaped rear yard area on the podium level, and a 1,576 square-foot amenity terrace located on Floor 7. Both Options 1 and 2

would provide private open space in the form of balconies at each elevation totaling 11,800 square feet.

Pursuant to LAMC Section 12.21 G.2(a)(3), the Project is required to provide a minimum of 25 percent of provided common open space area, or 3,556 square feet as landscaped area, and one tree per every four units, or 69 trees. Both Options provide a total of 5,849 square feet of landscaped area, with 72 total trees. Landscaping is located on the Level 2, in an interior courtyard, and a landscaped area within the rear yard that is accessible to residents. Last, the Project provides 72 street trees located at the ground floor along Selma Avenue and Argyle Avenue.

Trash Collection. The trash areas are located in enclosed trash rooms within the building, and are not visible from the public right-of-way. Residential trash rooms are located on all seven floors. The commercial trash room is located on the ground floor adjacent to a loading area, and is also fully enclosed and not visible from the public right-of-way.

Loading Areas. The Project proposes two commercial options, Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. Two driveways currently exist on the property, one each along Argyle and Selma Avenues, which the Project proposes to reuse for the new building. Under both Options, the existing curb cut along Selma Avenue would be widened to 49 feet in width to accommodate both the primary access driveway as well as a loading dock to the west. Option 1 would remove the existing curb cut along Argyle Avenue, while Option 2 would use it as a second loading dock along Argyle Avenue to serve the grocery use. The loading space under both options is not located near a pedestrian entry or commercial entry.

In conclusion, the Project consists of a mixed-use building with off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements, that are compatible with existing and future planned development on adjacent and neighboring properties.

c. That any residential project provides recreational and service amenities in order to improve habitability for the residents and minimize impacts on neighboring properties.

The Project proposes a new mixed-use building, including 276 dwelling units of which 13 units would be set aside for Very Low Income Households, and up to 27,000 square feet of ground floor commercial space. The Project includes two commercial space options: Option 1 would include 24,000 square feet, of which may be demised to up to a maximum of three (3) retail and/or restaurant tenancies. Option 2 would include a 27,000 square-foot grocery store. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a floor area ratio (FAR) of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet.

Option 1 would provide 28,665 square feet of open space, while Option 2 would provide 28,785 square feet of open space, comprised of a podium level outdoor amenity space consisting of an interior courtyard, which includes a pool, spa, fire pit, outdoor cooking and dining facilities, a yoga area, dog park, and seating areas; a 3,632 square-foot landscaped rear yard area, accessible from the second floor, and 1,576 square-foot amenity terrace located on the seventh floor. Interior open space would consist of a lounge, recreation room, clubhouse, theater room, editing, and production space, at the ground floor. At the second floor, the Project would include a yoga studio, indoor/outdoor lounge, and fitness

and wellness center as interior amenities, and an outdoor courtyard located interior to the building, including a pool, spa, outdoor cooking facilities, fire pits, gathering space, and landscaping that is open to the sky. The Project would also provide private open space in the form of balconies along each elevation from Floors 2 through 7. The Project would also include trash rooms at floors two through seven. Therefore, the Project would provide recreational and service amenities for residents, and would minimize impacts on surrounding properties.

Environmental Findings

The City of Los Angeles, as lead agency, acting through the Department of City Planning, prepared an Environmental Impact Report (EIR), under Case No. ENV-2016-3743-EIR (State Clearing House No. 2017081039), consisting of a Draft EIR dated April 18, 2019, and a Final EIR, dated October 17, 2019, and an Erratum dated November 1, 2019 (Modera Argyle Project EIR). Pursuant to the California Environmental Quality Act (CEQA) (California Public Resources Code [PRC] Sections 21,000-21189.57), the EIR is intended to serve as an informational document for public agency decision-makers and the general public regarding the objectives and components of the Project at 1546 Argyle Avenue Olympic Boulevard, consisting of the demolition of a surface parking lot and six commercial buildings totaling 61,816 square feet of floor area and the development of a new mixed-use building, including 276 dwelling units and up to 24,000 square feet of ground floor retail and restaurant uses. Alternatively, a 27,000 square-foot grocery store could be constructed in lieu of the proposed retail and restaurant uses. Of the 276 dwelling units, five (5) percent of the permitted base density, would be set aside for Very Low Income Households. In total, the Project would contain up to 260,250 square feet of floor area on a 48,403 square-foot lot, for a FAR of 5.4:1. The proposed uses would be located within a seven-story building with a maximum building height of 99 feet. The subject property is a 1.11-acre site located at 1546 North Argyle Avenue and 6224 West Selma Avenue in the Hollywood area of Los Angeles (Site or Project Site).

In a Letter of Determination dated November 15, 2019, the City's Deputy Advisory Agency (DAA) certified the EIR; adopted the environmental findings prepared for the Project as well as a statement of overriding considerations and a mitigation monitoring program (MMP); and approved the Project's Vesting Tentative Tract map (VTT). No appeals for the Project were received. A Notice of Determination was filed on November 26, 2019 with the Los Angeles County Clerk.

CEQA and the State CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3, Sections 15000-15387) allow the City to rely on the previously certified EIR unless a Subsequent or Supplemental EIR is required. Specifically, CEQA Guidelines Sections 15162 and 15163 require preparation of a Subsequent or Supplemental EIR when an EIR has been previously certified or a negative declaration has previously been adopted and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, PRC Section 21166 states that unless one or more of the following events occur, no Subsequent or Supplemental EIR shall be required by the lead agency or by any responsible agency:

- Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
- New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

MITIGATION MONITORING PROGRAM

All mitigation measures in the previously adopted Mitigation Monitoring Program, attached as Exhibit "B", are imposed on the project through Environmental Conditions of Approval to mitigate or avoid significant effects of the proposed Project on the environment and to ensure compliance during Project implementation.

PUBLIC HEARING AND COMMUNICATIONS

Summary of Public Hearing Testimony and Communications Received

The Public Hearing on this matter was held at Los Angeles City Hall in Downtown Los Angeles, on November 6, 2019 which was conducted by both the Hearing Officer on behalf of the City Planning Commission, and the Deputy Advisory Agency to consider the Vesting Tentative Tract (VTT) Case No. VTT-74566, and related Case No. CPC-2016-3742-GPA-ZC-HD-DB-MCUP-SPR. Two (2) members of the public attended the public hearing.

The Applicant's Representative, Todd Nelson, presented the project features and design, and described the design concept within the context of the surrounding area. The Applicant stated that public outreach had been conducted, and the Neighborhood Council has voted to support the Project.

Two members of the public spoke in support of the Project, one of which was a representative from the Hollywood Chamber of Commerce.

No members of the public spoke against the Project or raised any concerns.

A total of seven (7) letters were received from the public:

- One letter was received in opposition of the Project, raising concerns that the EIR did not adequately analyze Transportation, Police Services and Solid Waste. However, the EIR considered all topics in depth, the commenter did not submit the concerns during the Draft EIR phase, and no substantial evidence or new information was provided in the letter. A response to the concerns in the letter is part of the file for the Project.
- A letter of support was received from the Central Hollywood Neighborhood Council, detailing support for the Project subject to requests from the Neighborhood Council.
- Five (5) letters were received in support of the Project.

Moderna Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL



PROJECT TEAM

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CIVIL ENGINEER:
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01/08/2020

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PROJECT DATA

PROJECT ADDRESS:
1546 ARGYLE AVENUE / 6224 W SELMA AVENUE
LOS ANGELES, CA 90028

PROJECT DESCRIPTION:

THE PROJECT PROPOSES TO DEVELOP A NEW MIXED-USE PROJECT ON A 1.1-ACRE SITE LOCATED WITHIN THE HOLLYWOOD COMMUNITY OF THE CITY OF LOS ANGELES. THE PROJECT INCLUDES 276 RESIDENTIAL UNITS, 13 (5% OF PROJECT SITE'S BASE DENSITY) OF WHICH WOULD BE RESTRICTED TO "VERY LOW INCOME" HOUSEHOLDS, APPROXIMATELY 24,000 SF OF NEIGHBORHOOD-SERVING COMMERCIAL RETAIL AND RESTAURANT USES, AND 312 REQUIRED VEHICLE PARKING SPACES. ALTERNATIVELY, AN APPROXIMATELY 27,000 SF GROCERY STORE COULD BE CONSTRUCTED IN LIEU OF THE PROPOSED RETAIL AND RESTAURANT USES AND 318 VEHICLE PARKING SPACES WOULD BE REQUIRED. THE PROPOSED USES WOULD BE LOCATED WITHIN A SEVEN-STORY BUILDING CONTAINING A GROUND-FLOOR LEVEL WITH A MEZZANINE AND SIX RESIDENTIAL LEVELS, ABOVE FOUR SUBTERRANEAN PARKING LEVELS. THE PROPOSED BUILDING WOULD CONTAIN APPROXIMATELY 260,250 SF OF FLOOR AREA. TO PROVIDE FOR THE NEW USES, THE APPROXIMATELY 61,816SF OF EXISTING COMMERCIAL USES IN SIX BUILDINGS AND ASSOCIATED SURFACE PARKING AREAS WOULD BE DEMOLISHED.

ZONING DATA

ZONING & LAND USE:

EXISTING LAND USE DESIGNATION	COMMERCIAL MANUFACTURING
PROPOSED LAND USE DESIGNATION	REGIONAL CENTER COMMERCIAL
EXISTING ZONING	(Q)C4-1VL-SN
PROPOSED ZONING	(T)(Q)C4-2D-SN

LOT AREA:

GROSS SITE AREA	48,403 SF
BUILDABLE LOT AREA	48,403 SF

DENSITY:

MINIMUM AREA PER UNIT	200SF/DU
	48,403 SF x 1DU/200SF
BASE DENSITY	242 UNITS
DENSITY BONUS (14%)	+34 UNITS
PROPOSED DENSITY	276 UNITS
AFFORDABLE HOUSING UNITS	13 UNITS (5% VERY LOW INCOME)

FLOOR AREA CALCULATION:

SITE AREA	48,403 SF
BASE FAR UNDER PROPOSED ZONING	4.5:1 FAR
BASE FAR SF ALLOWED	217,813 SF
FAR INCREASE	20% (ON-MENU INCENTIVE)
MAX FAR	5.4:1 FAR (20% INCREASE)
MAX FAR SF	261,376 SF
PROPOSED FAR SF	260,250 SF (5.39:1 FAR)

DETAIL AREA SUMMARY & OPTIONS:

OPTION 1_	
RESIDENTIAL	236,250 SF
COMMERCIAL	24,000 SF (RETAIL/RESTAURANT)
OPTION 2_	
RESIDENTIAL	233,250 SF
COMMERCIAL	27,000 SF (GROCERY)

HEIGHT:

MAXIMUM HEIGHT	NO HEIGHT LIMIT
PROPOSED HEIGHT	92'-1" TO TOP OF PARAPET (7 STORIES)
	99'-1" TO TOP OF STAIR / ELEVATOR ENCLOSURE

SETBACKS:

REQUIRED	
FRONT YARD (ARGYLE*)	NO SETBACK
SIDE YARD (SELMA)	NOT REQUIRED**
SIDE YARD (SOUTHERLY)	10' FOR 7 STORY BUILDING
REAR YARD (EASTERLY)	19' FOR 7 STORY BUILDING

PROVIDED

FRONT YARD (ARGYLE*)	0' - 0"
SIDE YARD (SELMA)	0' - 0"***
SIDE YARD (SOUTHERLY)	11' - 0"
REAR YARD (EASTERLY)	15' - 6"***

*ARGYLE AVE, PER REQUESTED ADVISORY AGENCY DETERMINATION

** PER LAMC 12.22 A.18(C)(3)

***18.4% REDUCTION PER LAMC SECTION.17.03

Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

OPTION 1 PROJECT SUMMARY

UNIT MIX DETAIL:

LEVEL	STUDIO	1-BED	2-BED	TOTAL
L1	00	00	00	00
L2	06	31	05	42
L3	08	33	06	47
L4	08	33	06	47
L5	08	33	06	47
L6	08	33	06	47
L7	08	33	05	46
TOTAL	46	196	34	276
%AGE	16.6%	71.0%	12.4%	100%

PARKING:

-REQUIRED [Commercial Parking per Hollywood Redevelopment Plan Area (LAMC 12.21-A.4), and Residential Parking Per SB1818 Option 1 (LAMC 12.22-A-25 and Bike Parking Reductions LAMC. 12.21-A.4)]

RESIDENTIAL:

TYPE	SF/QTY.	RATIO	TOTAL
STUDIO UNIT	46	1 PER	46
1-BED UNIT	196	1 PER	196
2-BED UNIT	34	2 PER	68
RESIDENTIAL SUBTOTAL			310
15% RES. BIKE PKG REDUCTION			-46
RESIDENTIAL TOTAL			264

COMMERCIAL:

TYPE	SF/QTY.	RATIO	TOTAL
COMMERCIAL	24kSF	2/1,000SF	48
TOTAL PARKING REQUIRED			312

-PROVIDED

LOCATION	STD.	COMP.	ADA	TOTAL
L1	00	00	00	00
B1 (COMMERCIAL)	62	20	04	86
B2	95	15	03	113
B3	104	15	00	119
B4	32	00	00	32
TOTAL	293	50	07	350

BIKE PARKING:

-REQUIRED [PER 12.21 A.16(a)(1)(i) and Bike Parking Reductions LAMC. 12.21-A.4)]

RESIDENTIAL:

DWELLING UNITS	SHORT-TERM	LONG-TERM
1-25	1 PER 10 DUs	1 PER UNIT
26-100	1 PER 15 DUs	1 PER 1.5 DUs
101-200	1 PER 20 DUs	1 PER 2 DUs
201+	1 PER 40 DUs	1 PER 4 DUs
SUBTOTAL	14	144
15% RES. BIKE PKG REDUCTION		26 (ADDITIONAL)
TOTAL REQUIRED:	14	170

COMMERCIAL:

SHORT TERM: 1 PER 2,000 SF @24,000 SF = 12
LONG TERM: 1 PER 2,000 SF @24,000 SF = 12

-PROVIDED (S.T. = SHORT TERM; L.T. = LONG TERM)

TYPE	QTY.	S.T.	L.T.	TOTAL
RESIDENTIAL UNITS	276	14	170	184
COMMERCIAL		12	12	24
TOTAL				208

OPEN SPACE:

-REQUIRED

TYPE	QTY.	RATIO	TOTAL
STUDIO (< 3 HABITABLE ROOMS)	46	100 SF/	4,600 SF
1-BED (< 3 HABITABLE ROOMS)	196	100 SF/	19,600 SF
2-BED (= 3 HABITABLE ROOMS)	34	125 SF/	4,250 SF
TOTAL			28,450 SF
(50% OF OPEN SPACE TO BE PROVIDED AS COMMON OPEN SPACE)			

-PROVIDED

NAME (LOCATION)	INTERIOR?	TOTAL
COMMON OUTDOOR AREAS		
COURTYARD (L2)*	NO	4,731 SF
LANDSCAPED REAR YARD (L2)*	NO	3,632 SF
AMENITY TERRACE (L7)*	NO	1,576 SF
SUBTOTAL		9,939 SF
PRIVATE OUTDOOR AREAS		
UNIT BALCONIES (236 UNITS)	NO	11,800 SF
SUBTOTAL		11,800 SF
COMMON INTERIOR AREAS		
RESI. PODIUM AMENITY (L2)	YES	2,383 SF
RESI. AMENITY (L1)	YES	2,419 SF
RESI. LOUNGE/REC ROOM (L1)	YES	2,124 SF
SUBTOTAL		6,926 SF
TOTAL	24.3%	28,665 SF

*NOTE: 25% OF COMMON OPEN SPACE WILL BE LANDSCAPED

TREE QUANTITY:

TYPE	TOTAL
REQUIRED (1 TREE / 4 UNITS)	69
PROVIDED	72

OPTION 2 PROJECT SUMMARY

UNIT MIX DETAIL:

LEVEL	STUDIO	1-BED	2-BED	TOTAL
L1	00	00	00	00
L2	06	31	05	42
L3	08	33	06	47
L4	08	33	06	47
L5	08	33	06	47
L6	08	33	06	47
L7	08	33	05	46
TOTAL	46	196	34	276
%AGE	16.6%	71.0%	12.4%	100%

PARKING:

-REQUIRED [Commercial Parking per Hollywood Redevelopment Plan Area (LAMC 12.21-A.4), and Residential Parking Per SB1818 Option 1 (LAMC 12.22-A-25 and Bike Parking Reductions LAMC. 12.21-A.4)]

RESIDENTIAL:

TYPE	SF/QTY.	RATIO	TOTAL
STUDIO UNIT	46	1 PER	46
1-BED UNIT	196	1 PER	196
2-BED UNIT	34	2 PER	68
RESIDENTIAL SUBTOTAL			310
15% RES. BIKE PKG REDUCTION			-46
RESIDENTIAL TOTAL			264

COMMERCIAL:

TYPE	SF/QTY.	RATIO	TOTAL
COMMERCIAL	27kSF	2/1,000SF	54
TOTAL PARKING REQUIRED			318

-PROVIDED

LOCATION	STD.	COMP.	ADA	TOTAL
L1	00	00	00	00
B1 (COMMERCIAL)	62	20	04	86
B2	95	15	03	113
B3	104	15	00	119
B4	32	00	00	32
TOTAL	293	50	07	350

BIKE PARKING:

-REQUIRED [PER 12.21 A.16(a)(1)(i) and Bike Parking Reductions LAMC. 12.21-A.4)]

RESIDENTIAL:

DWELLING UNITS	SHORT-TERM	LONG-TERM
1-25	1 PER 10 DUs	1 PER UNIT
26-100	1 PER 15 DUs	1 PER 1.5 DUs
101-200	1 PER 20 DUs	1 PER 2 DUs
201+	1 PER 40 DUs	1 PER 4 DUs
SUBTOTAL	14	144
15% RES. BIKE PKG REDUCTION		26 (ADDITIONAL)
TOTAL REQUIRED:	14	170

COMMERCIAL:

SHORT TERM: 1 PER 2,000 SF @27,000 SF = 14
LONG TERM: 1 PER 2,000 SF @27,000 SF = 14

-PROVIDED (S.T. = SHORT TERM; L.T. = LONG TERM)

TYPE	QTY.	S.T.	L.T.	TOTAL
RESIDENTIAL UNITS	276	14	170	184
COMMERCIAL		14	14	28
TOTAL				212

OPEN SPACE:

-REQUIRED

TYPE	QTY.	RATIO	TOTAL
STUDIO (< 3 HABITABLE ROOMS)	46	100 SF/	4,600 SF
1-BED (< 3 HABITABLE ROOMS)	196	100 SF/	19,600 SF
2-BED (= 3 HABITABLE ROOMS)	34	125 SF/	4,250 SF
TOTAL			28,450 SF
(50% OF OPEN SPACE TO BE PROVIDED AS COMMON OPEN SPACE)			

-PROVIDED

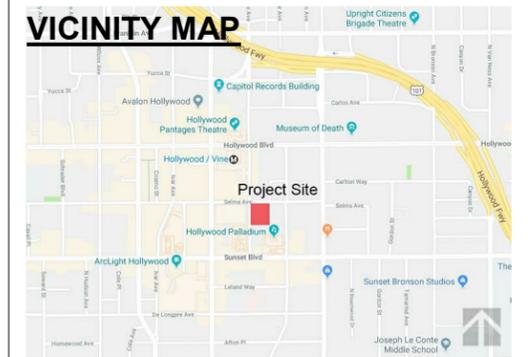
NAME (LOCATION)	INTERIOR?	TOTAL
COMMON OUTDOOR AREAS		
COURTYARD (L2)*	NO	4,731 SF
LANDSCAPED REAR YARD (L2)*	NO	3,632 SF
AMENITY TERRACE (L7)*	NO	1,576 SF
SUBTOTAL		9,939 SF
PRIVATE OUTDOOR AREAS		
UNIT BALCONIES (236 UNITS)	NO	11,800 SF
SUBTOTAL		11,800 SF
COMMON INTERIOR AREAS		
RESI. PODIUM AMENITY (L2)	YES	2,383 SF
RESI. AMENITY (L1)	YES	3,263 SF
RESI. LOUNGE/REC ROOM (L1)	YES	1,400 SF
SUBTOTAL		7,046 SF
TOTAL	24.8%	28,785 SF

*NOTE: 25% OF COMMON OPEN SPACE WILL BE LANDSCAPED

TREE QUANTITY:

TYPE	TOTAL
REQUIRED (1 TREE / 4 UNITS)	69
PROVIDED	72

VICINITY MAP



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A1

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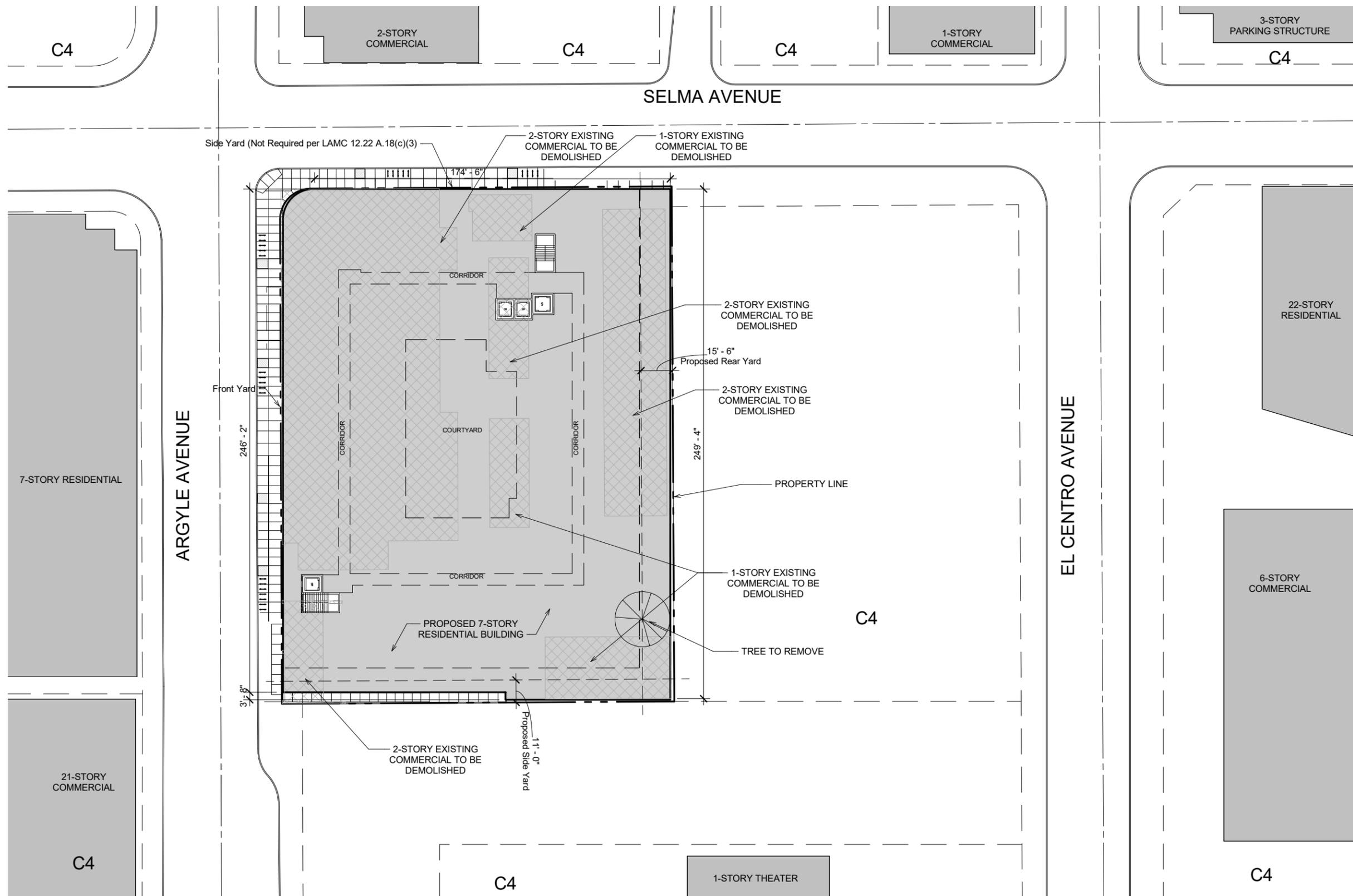
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Project Summary

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Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

A3

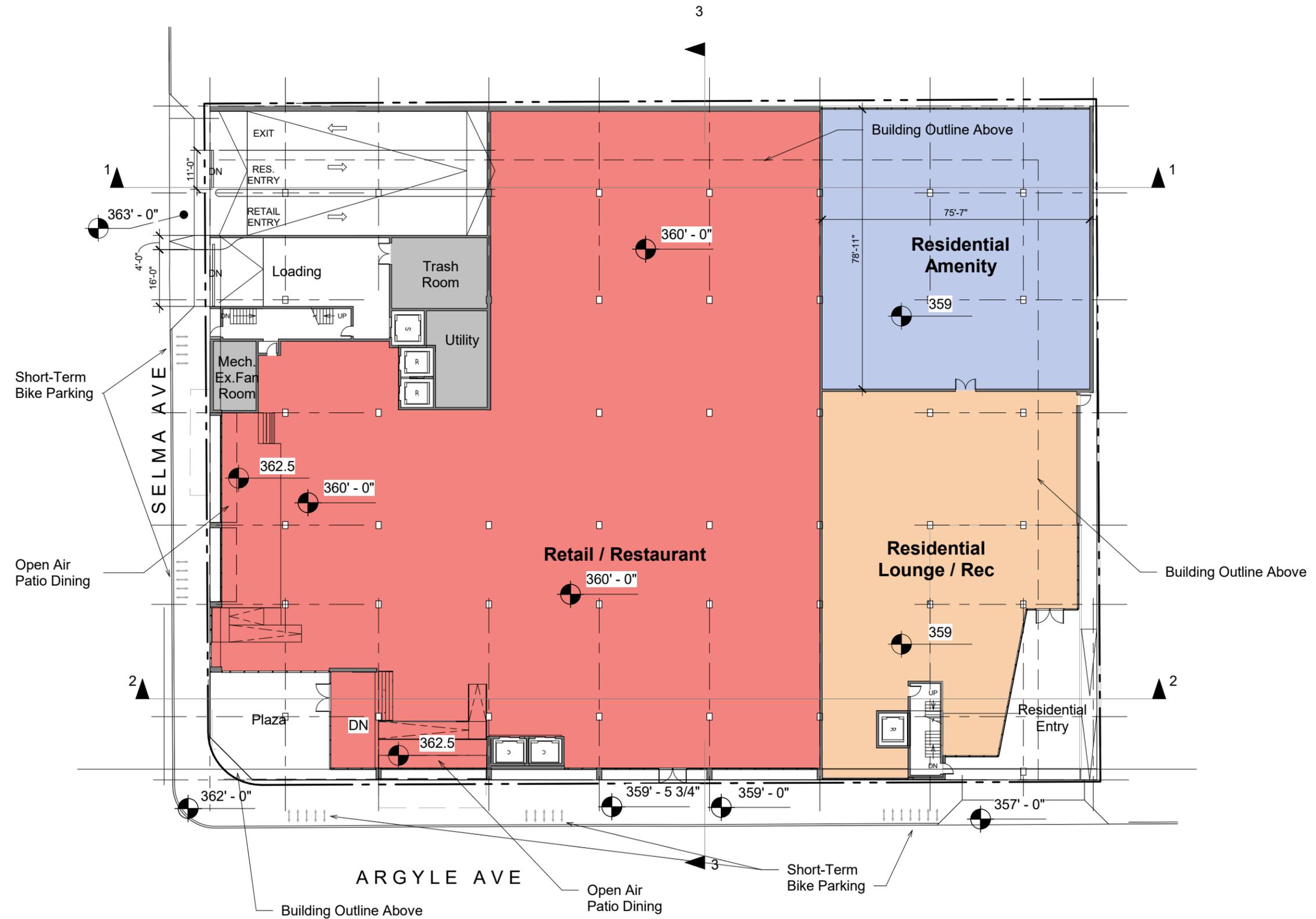


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Plot Plan

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0 15 30 60 ft
Ground Level Plan - Option 1

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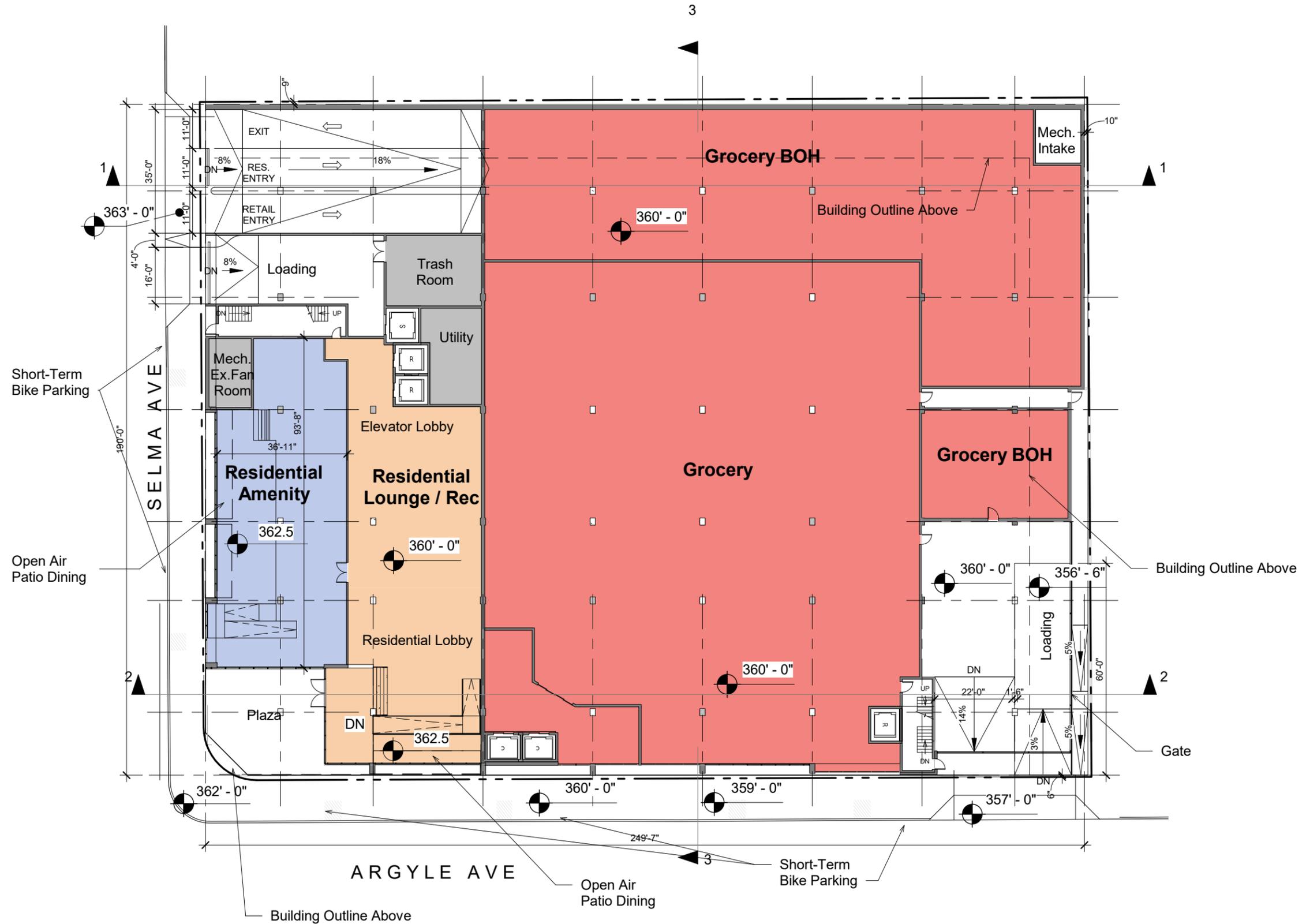
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A4b

Ground Level Plan - Option 2

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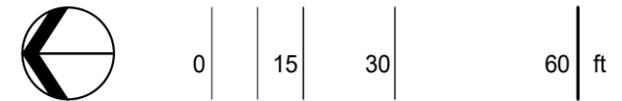
Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

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Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



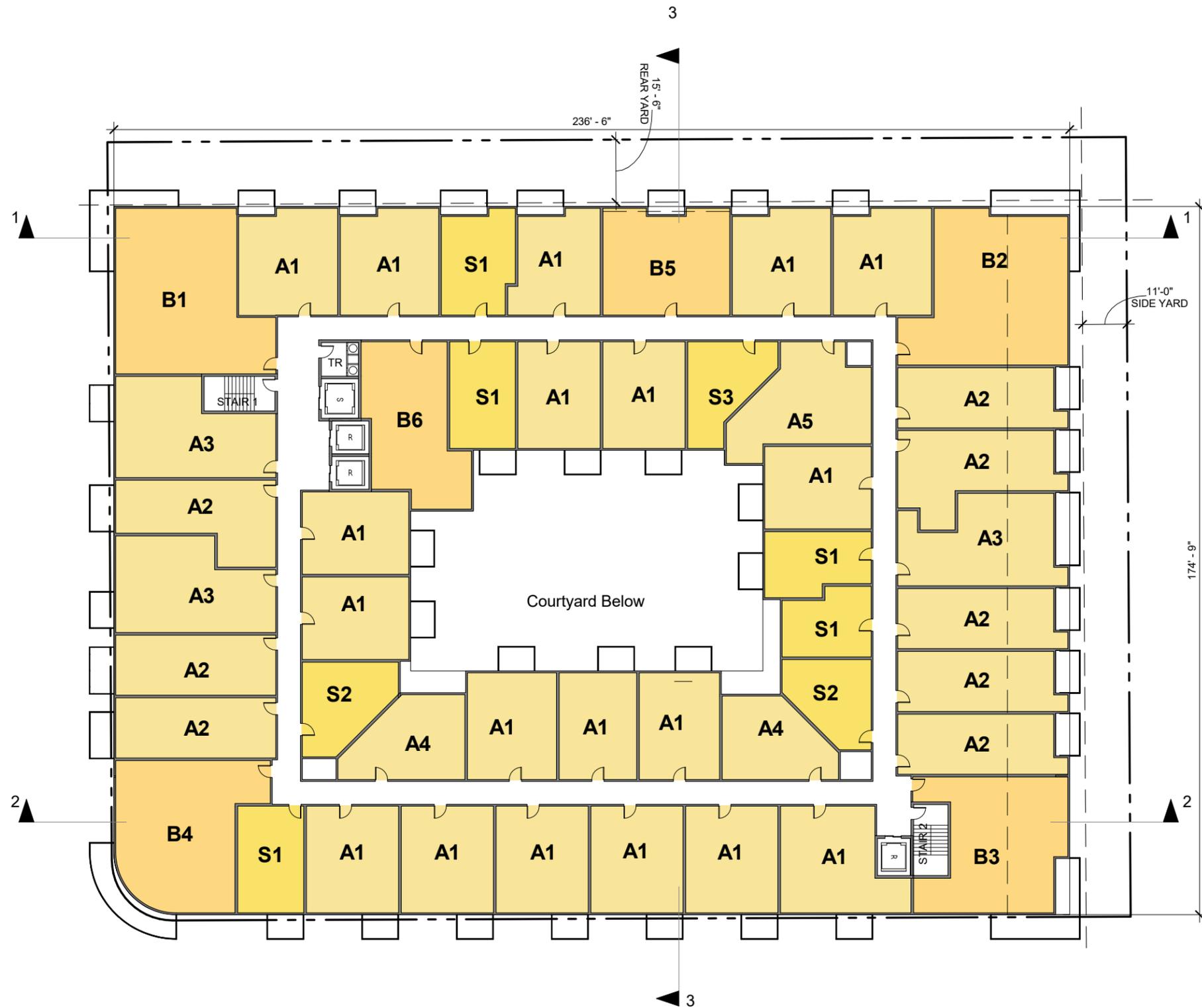
2nd Level Plan (Podium)

A5

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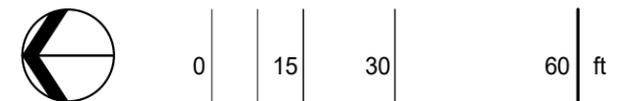


Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



Typical Level Plan (3-6)

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A6

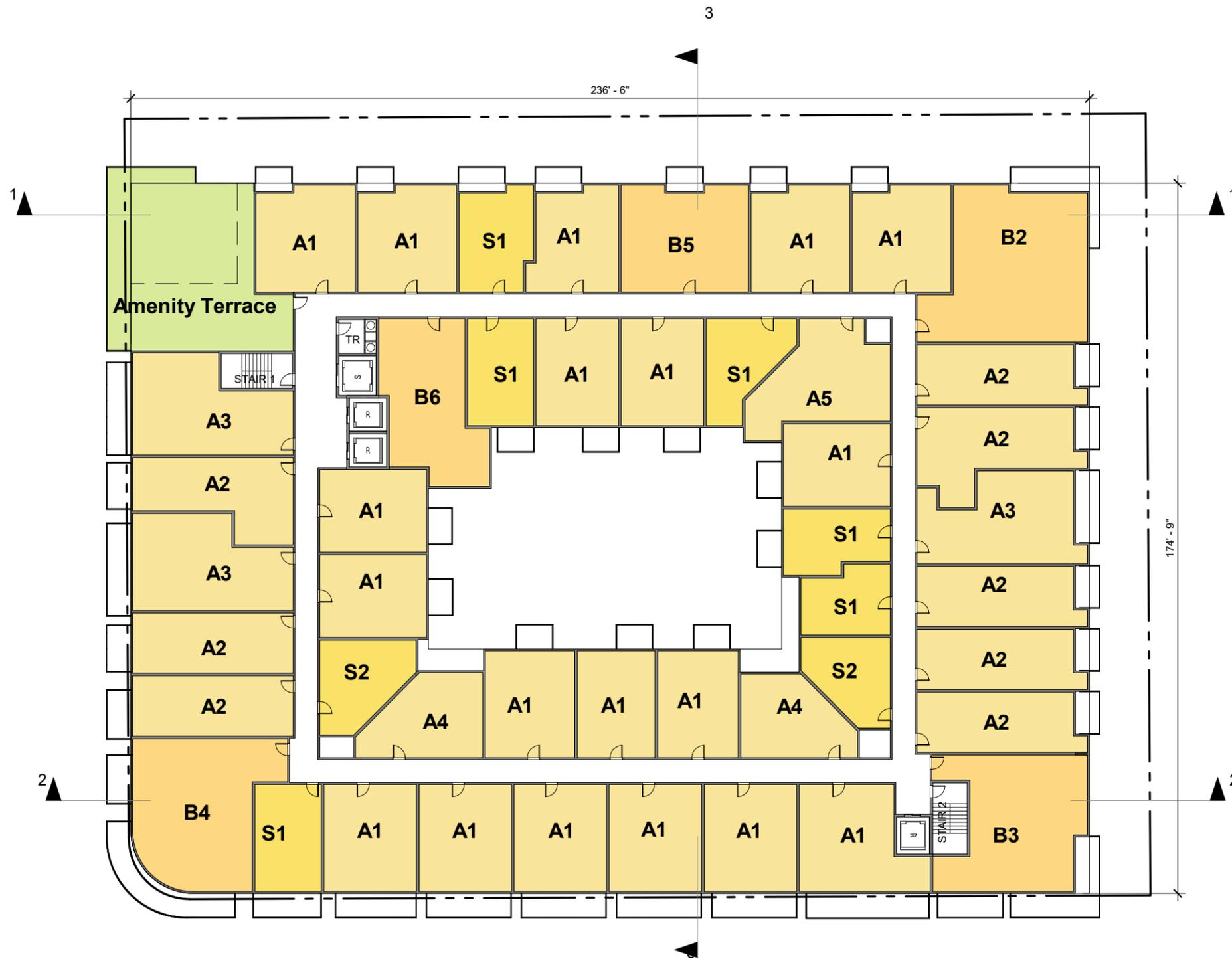
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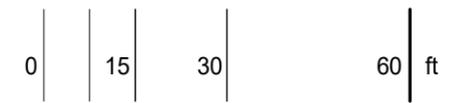
Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL



Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



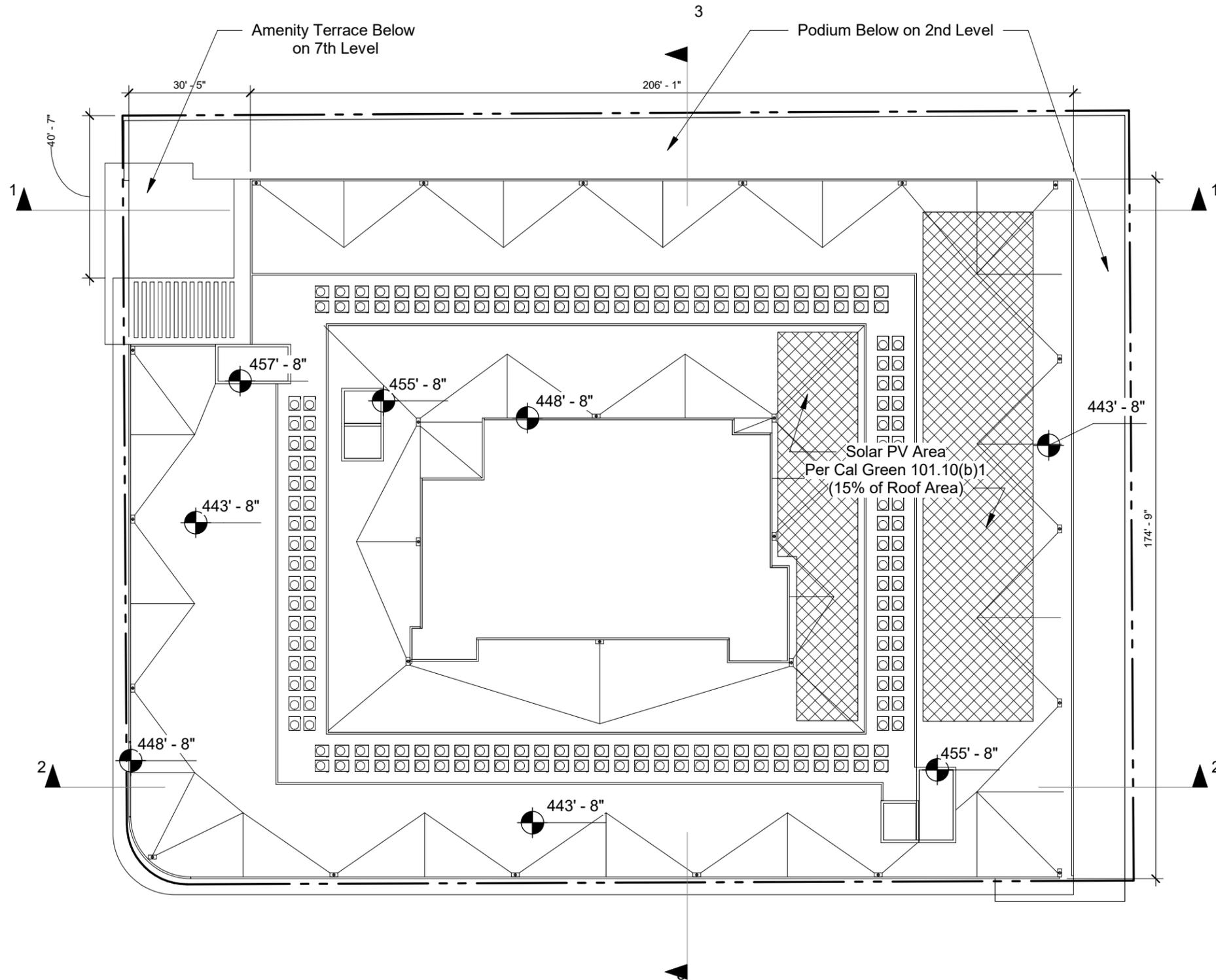
7th Level Plan

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A7

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Roof Plan

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A8

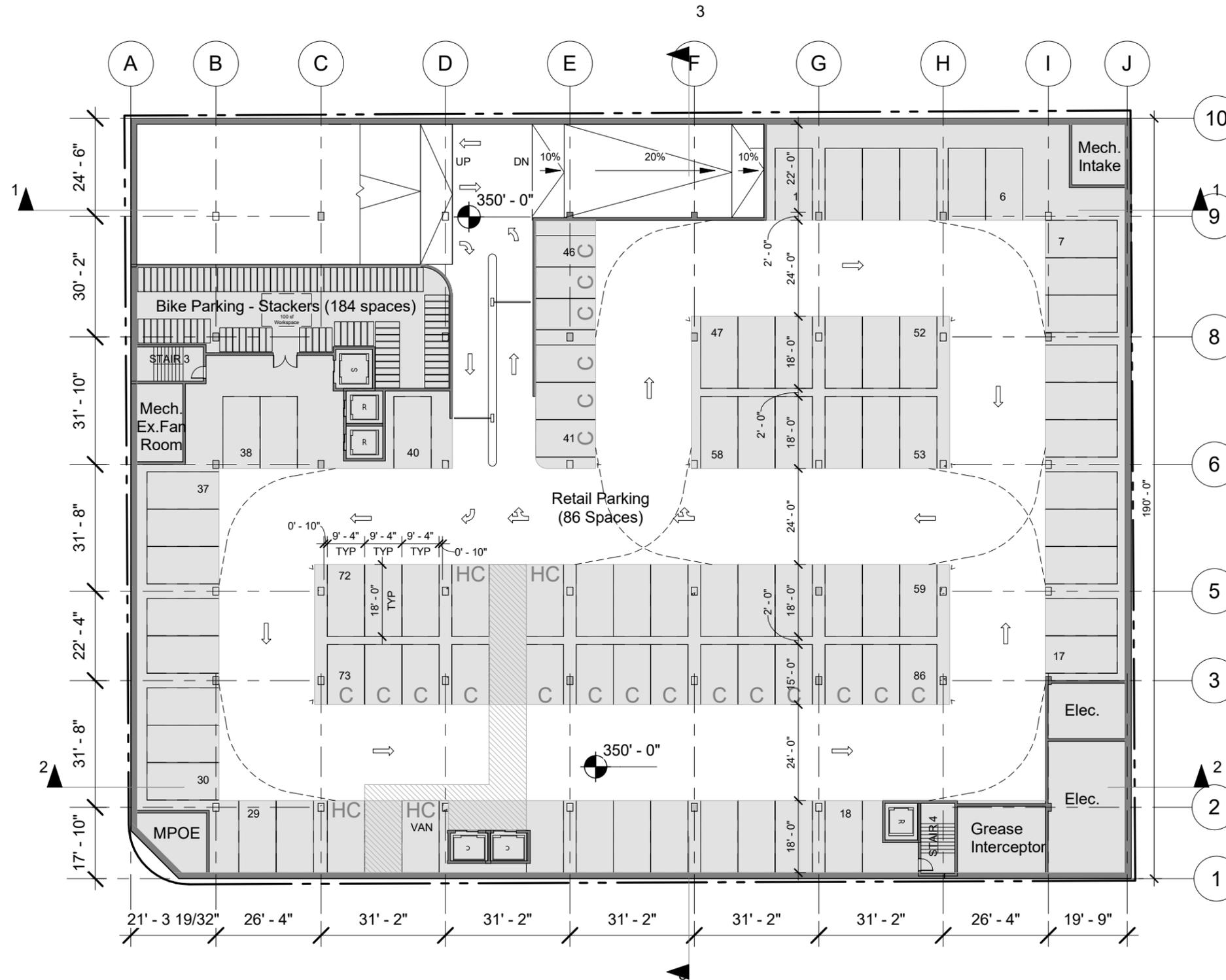
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Modera Argyle

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Project #1804432.00

MILL CREEK RESIDENTIAL



PARKING:

STANDARD	62
COMPACT	20
ACCESSIBLE	04
TOTAL	86

A9



B1 Level Plan

01/08/2020

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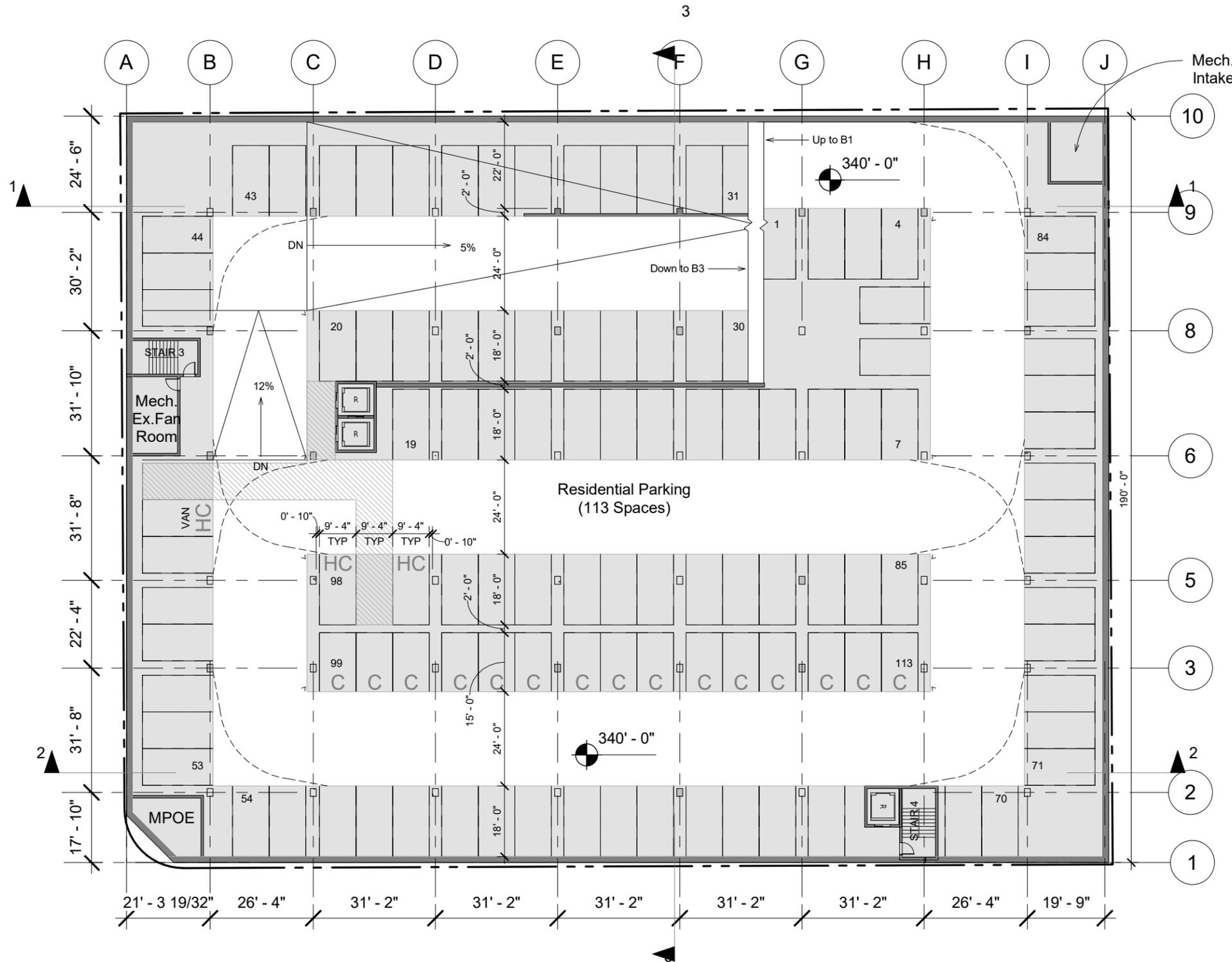
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Modera Argyle

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Project #1804432.00

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PARKING:

STANDARD	95
COMPACT	15
ACCESSIBLE	03
TOTAL	113

A10



B2 Level Plan

01/08/2020

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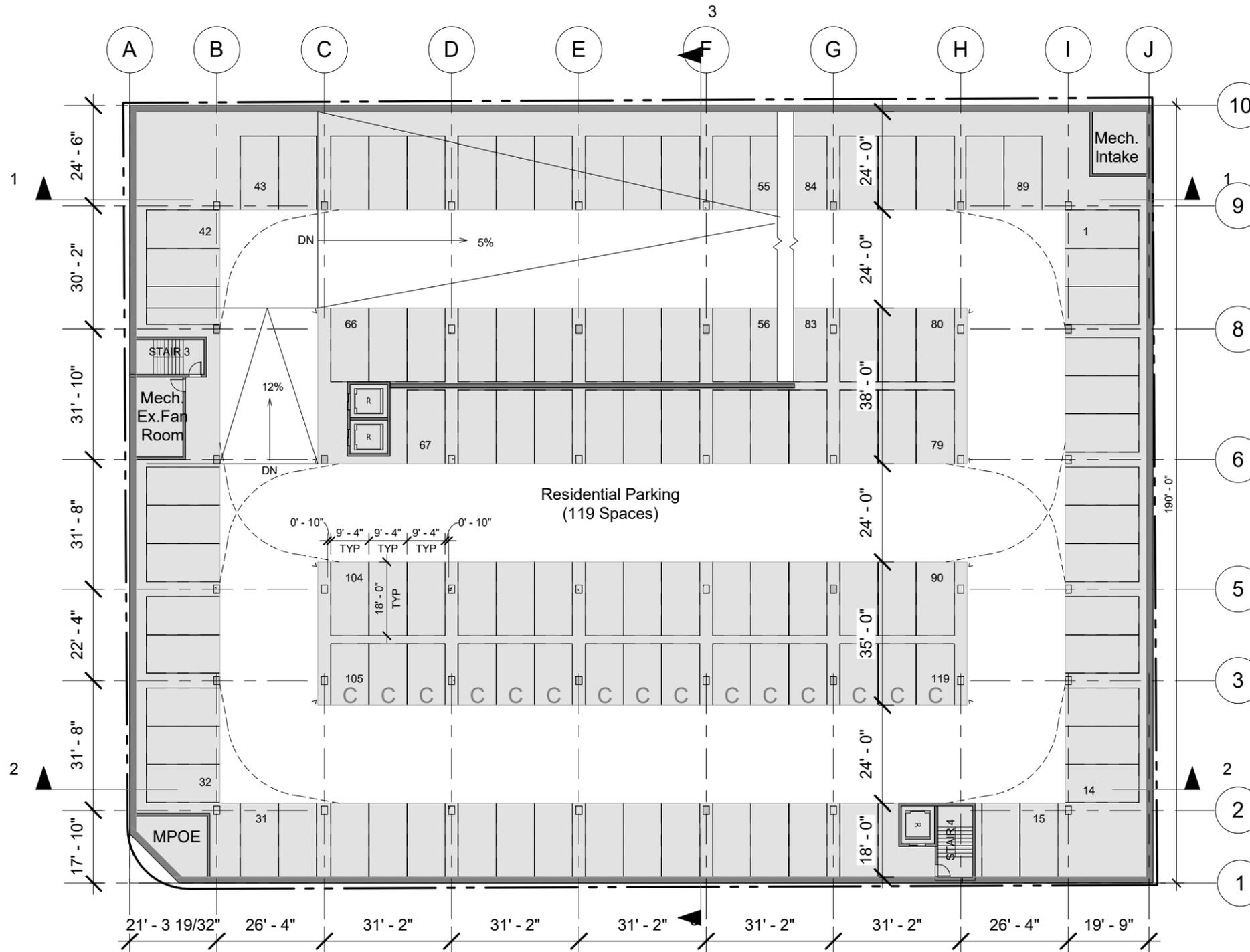
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PARKING:

STANDARD	104
COMPACT	15
ACCESSIBLE	00
TOTAL	119

A11



B3 Level Plan

01/08/2020

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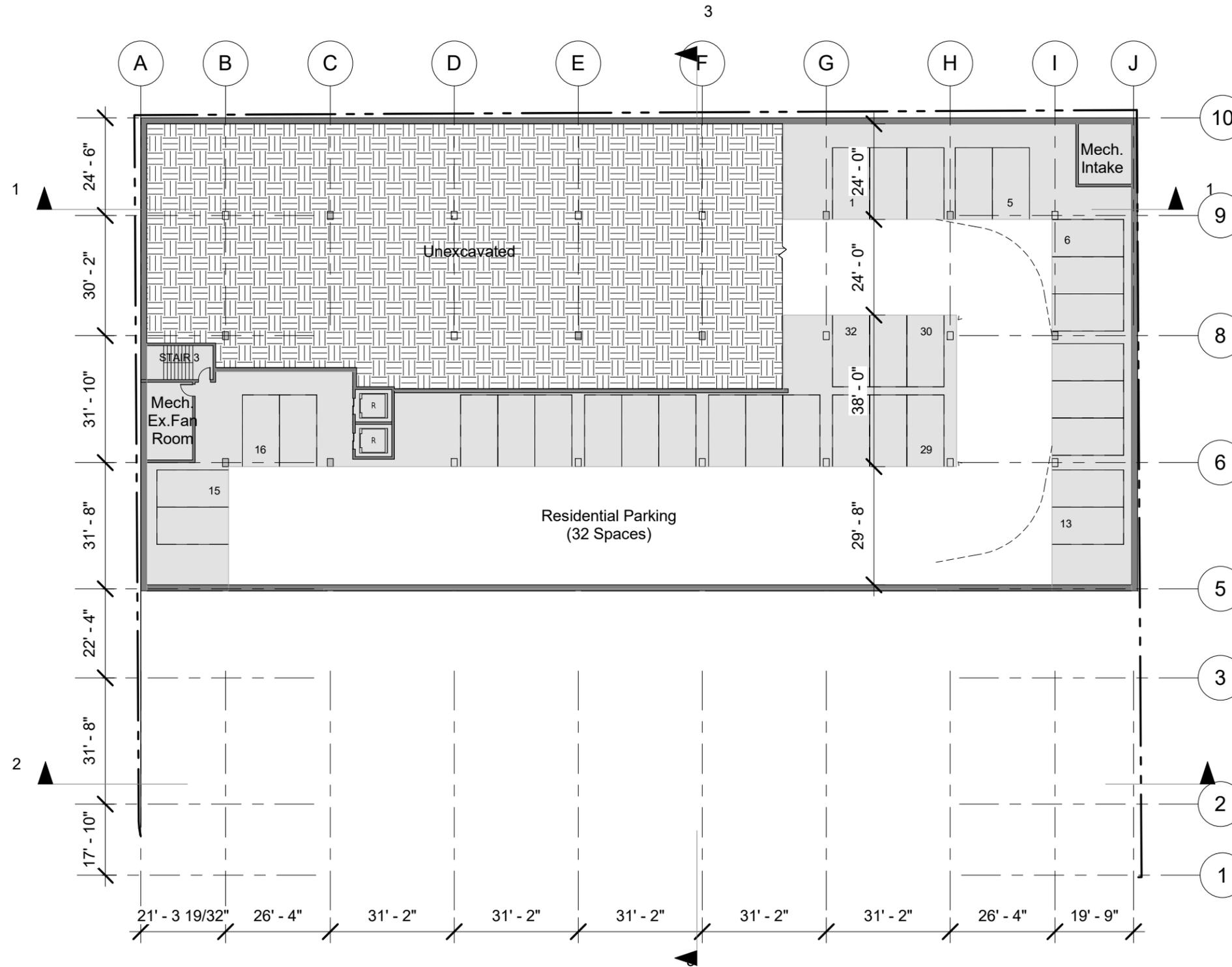
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PARKING:

STANDARD	32
COMPACT	00
ACCESSIBLE	00
TOTAL	32

A12



B4 Level Plan

01/08/2020

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- MATERIAL LEGEND**
- A1 STUCCO - WHITE
 - A2 STUCCO - LIGHT GREY
 - A3 STUCCO - DARK GREY
 - A4 STUCCO - BLACK
 - B1 GLASS GUARDRAIL
 - B2 PERFORATED METAL GUARDRAIL
 - B3 CABLE GUARDRAIL
 - C1 PERFORATED METAL PANELS
 - C2 PERFORATED METAL GATE/FENCE
 - D1 VINYL WINDOW
 - E1 STOREFRONT WINDOW
 - E2 OPERABLE STOREFRONT
 - F LOUVRES
 - G WALL GRAPHIC
 - H CONCRETE
 - I BOARD FORMED

A13

Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



North Elevation - Option 1

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 - B2 PERFORATED METAL GUARDRAIL
 - B3 CABLE GUARDRAIL
 - C1 PERFORATED METAL PANELS
 - C2 PERFORATED METAL GATE/FENCE
 - D1 VINYL WINDOW
 - E1 STOREFRONT WINDOW
 - E2 OPERABLE STOREFRONT
 - F LOUVRES
 - G WALL GRAPHIC
 - H CONCRETE
 - I BOARD FORMED

A14

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Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



East Elevation - Option 1

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- A4 STUCCO - BLACK
- B1 GLASS GUARDRAIL
- B2 PERFORATED METAL GUARDRAIL
- B3 CABLE GUARDRAIL
- C1 PERFORATED METAL PANELS
- C2 PERFORATED METAL GATE/FENCE
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- E1 STOREFRONT WINDOW
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- I BOARD FORMED

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Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



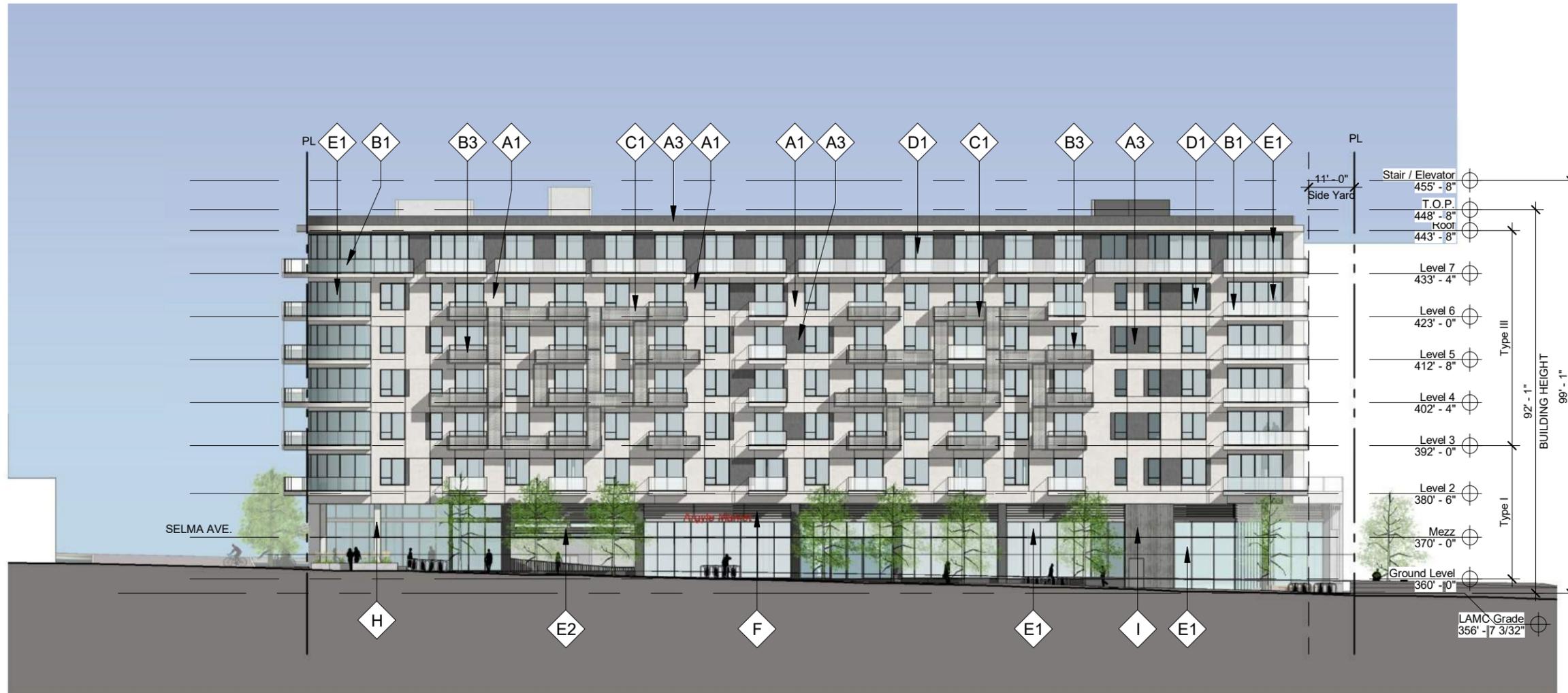
South Elevation - Option 1

01/08/2020

A15

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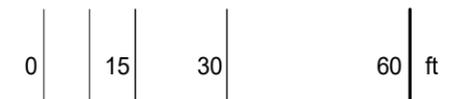
- MATERIAL LEGEND**
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 - A4 STUCCO - BLACK
 - B1 GLASS GUARDRAIL
 - B2 PERFORATED METAL GUARDRAIL
 - B3 CABLE GUARDRAIL
 - C1 PERFORATED METAL PANELS
 - C2 PERFORATED METAL GATE/FENCE
 - D1 VINYL WINDOW
 - E1 STOREFRONT WINDOW
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 - F LOUVRES
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 - H CONCRETE
 - I BOARD FORMED

A16

Modera Argyle
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MILL CREEK RESIDENTIAL

Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



West Elevation - Option 1

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MATERIAL LEGEND

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- A3 STUCCO - DARK GREY
- A4 STUCCO - BLACK
- B1 GLASS GUARDRAIL
- B2 PERFORATED METAL GUARDRAIL
- B3 CABLE GUARDRAIL
- C1 PERFORATED METAL PANELS
- C2 PERFORATED METAL GATE/FENCE
- D1 VINYL WINDOW
- E1 STOREFRONT WINDOW
- E2 OPERABLE STOREFRONT
- F LOUVRES
- G WALL GRAPHIC
- H CONCRETE
- I BOARD FORMED

A17

Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



North Elevation - Option 2

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 - G WALL GRAPHIC
 - H CONCRETE
 - I BOARD FORMED

A18

Modera Argyle
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Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



East Elevation - Option 2

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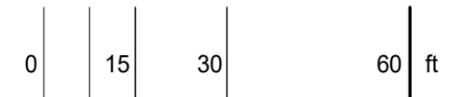


MATERIAL LEGEND

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- A3 STUCCO - DARK GREY
- A4 STUCCO - BLACK
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- E2 OPERABLE STOREFRONT
- F LOUVRES
- G WALL GRAPHIC
- H CONCRETE
- I BOARD FORMED

A19

Note: Allowable balcony encroachment into public R.O.W. per CBC 3202.3.3
 Allowable balcony projections in rear yards per LAMC 12.22.C.20(d)



South Elevation - Option 2

Modera Argyle

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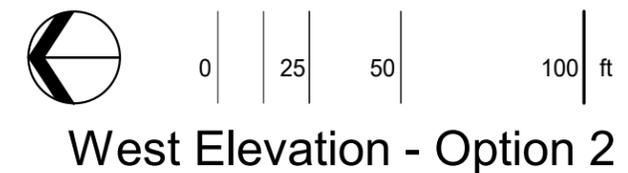
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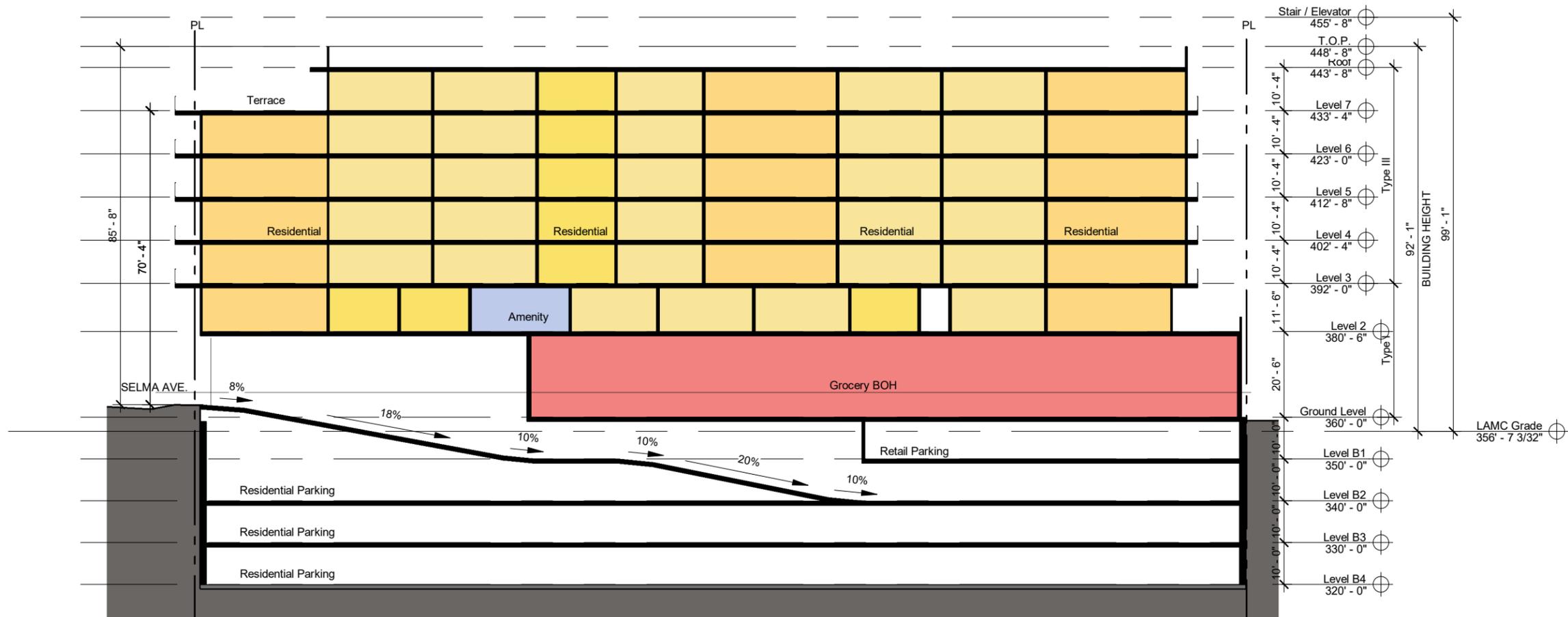
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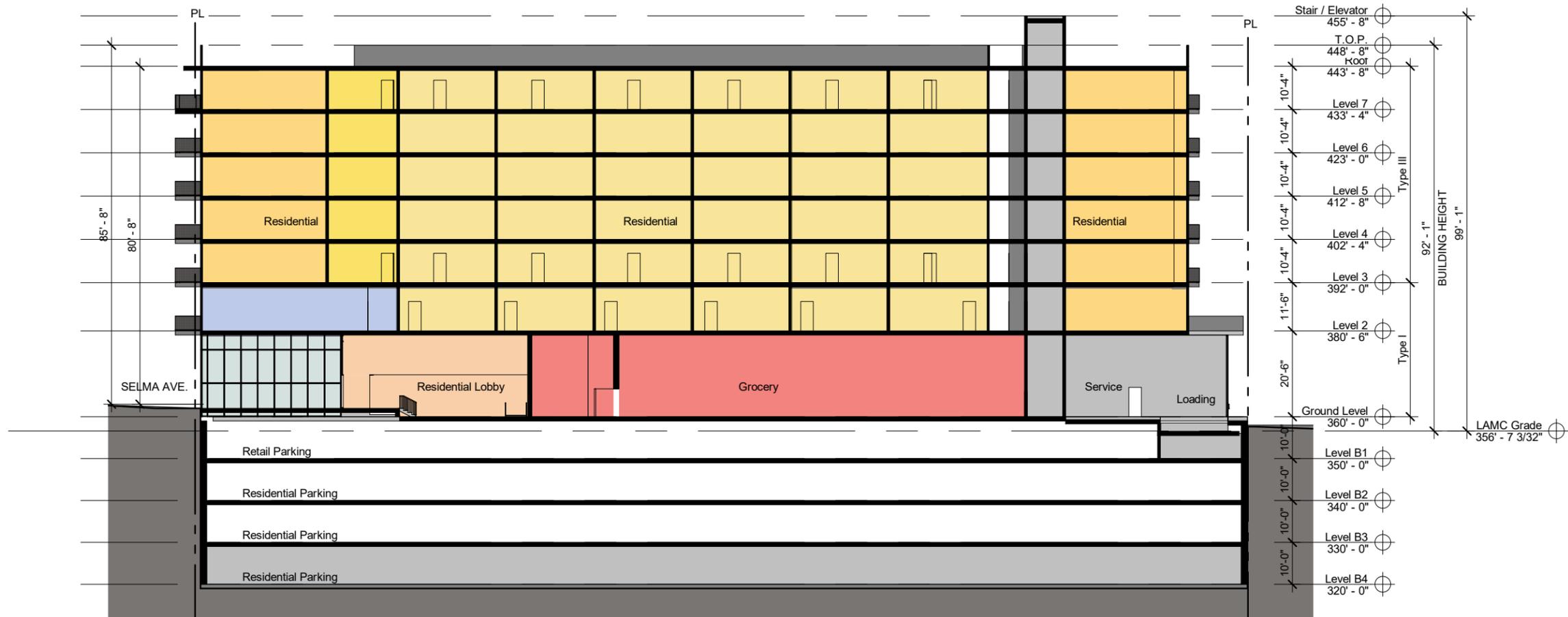
Building Section 1

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A21

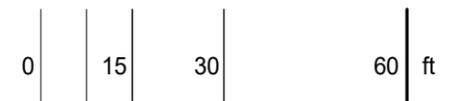
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Building Section 2

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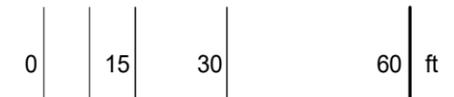
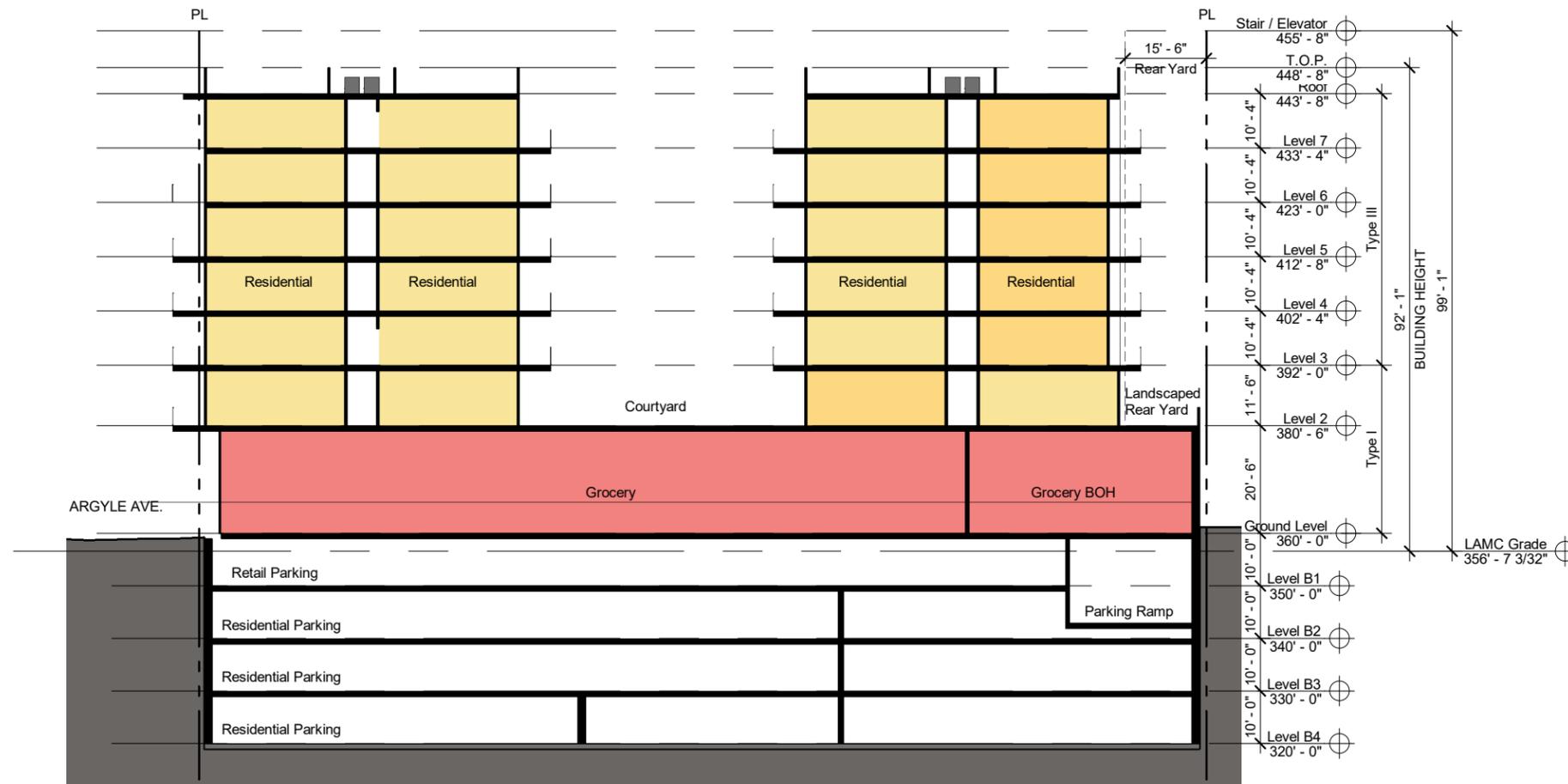
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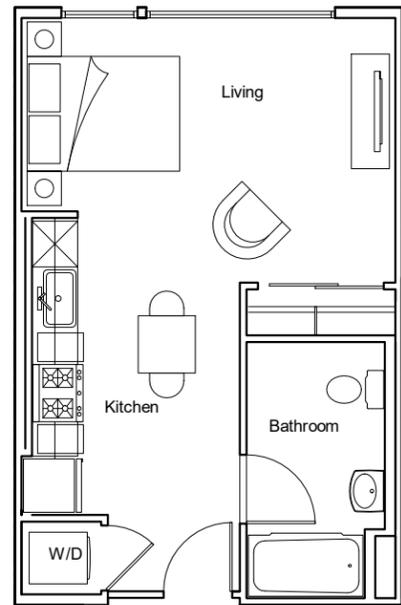
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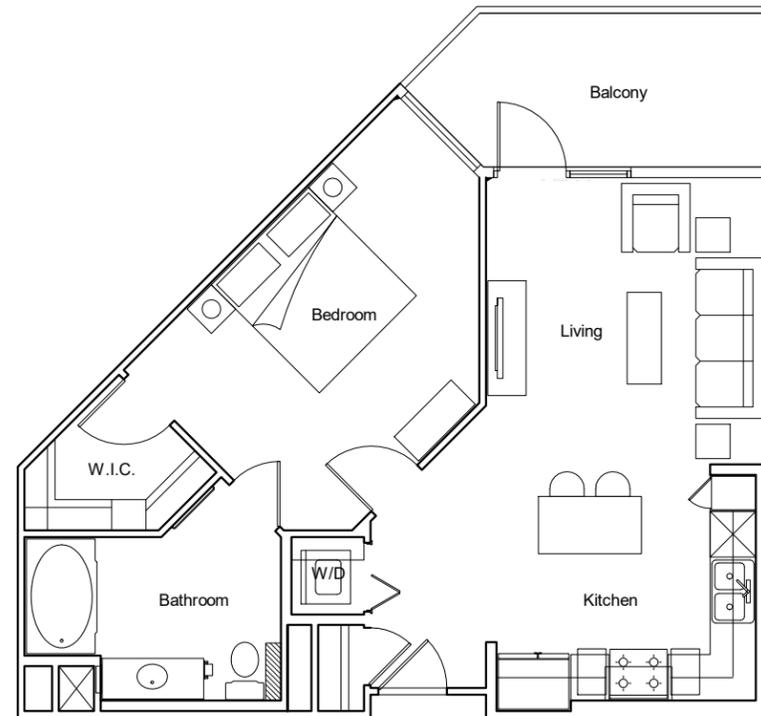
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S1 Unit
 (< 3 Habitable Rooms)*



S2 Unit
 (< 3 Habitable Rooms)*

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*For Open Space Purposes



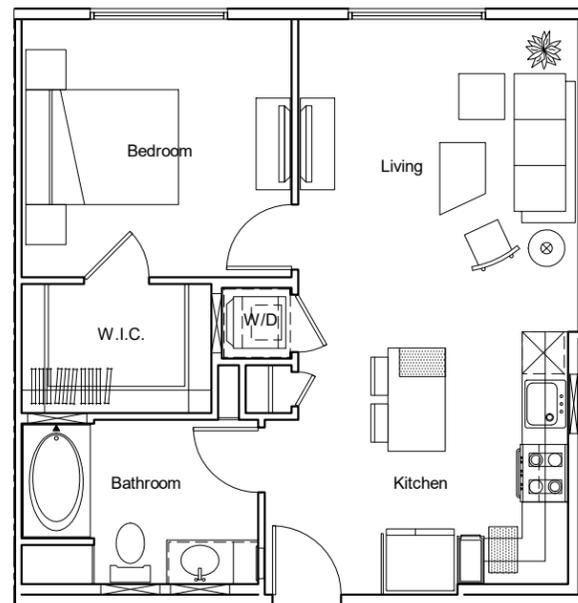
Unit Plans

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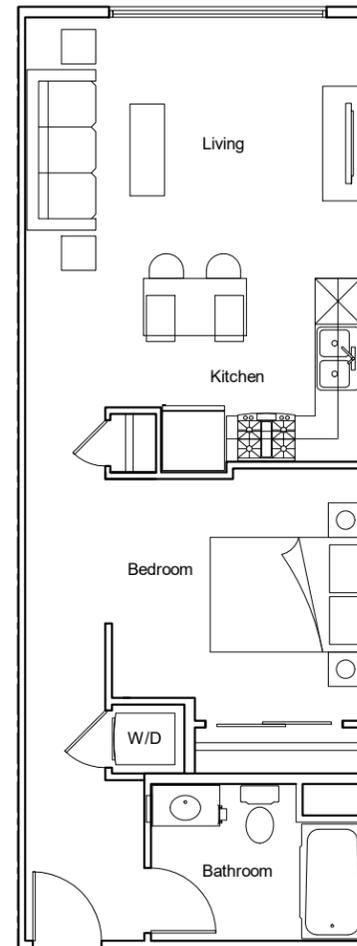
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A1 Unit
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A2 Unit
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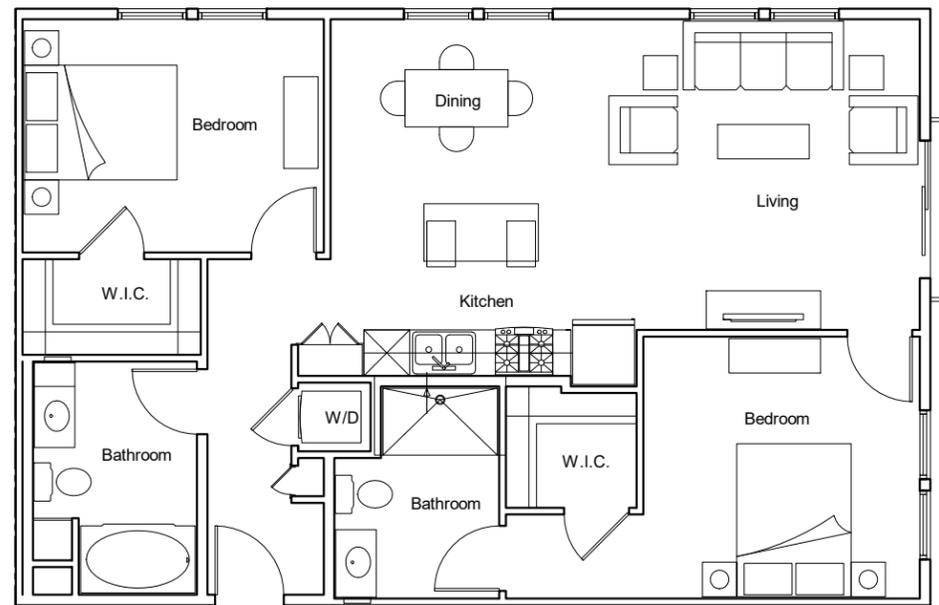
Unit Plans

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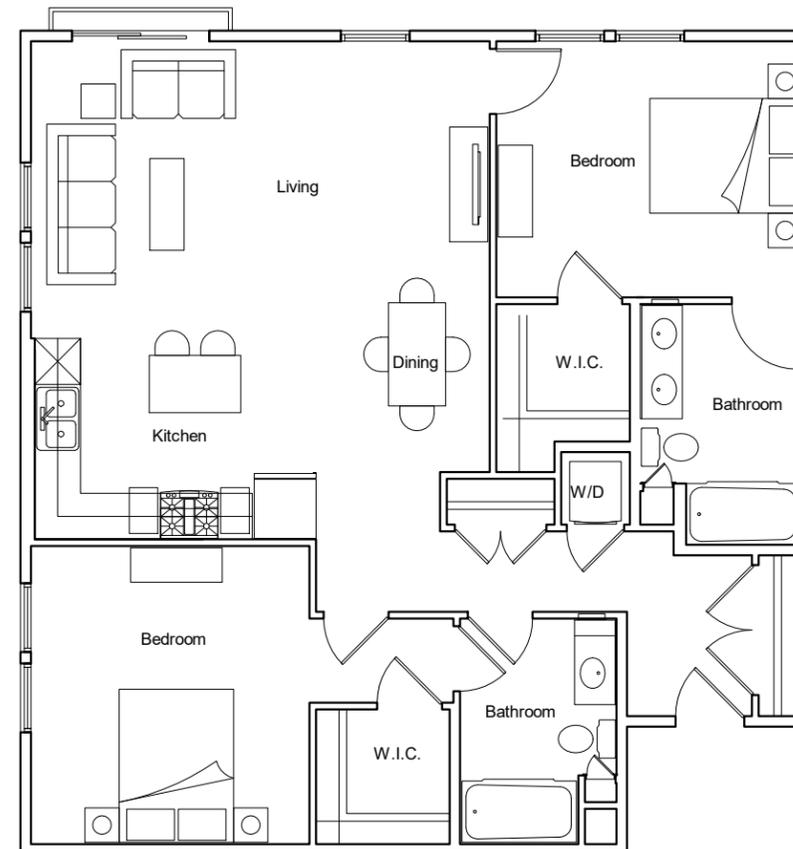
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B1 Unit
 (= 3 Habitable Rooms)*



B2 Unit
 (= 3 Habitable Rooms)*

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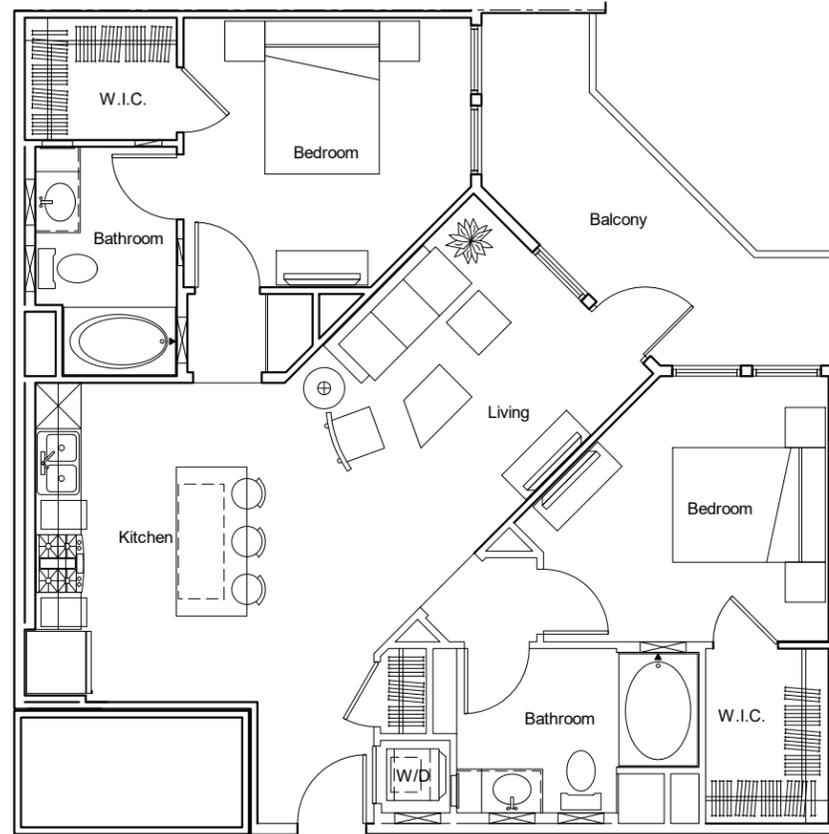
Unit Plans

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A26

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B5 Unit
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Unit Plans

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A27

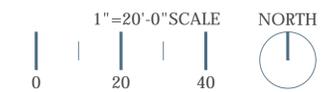
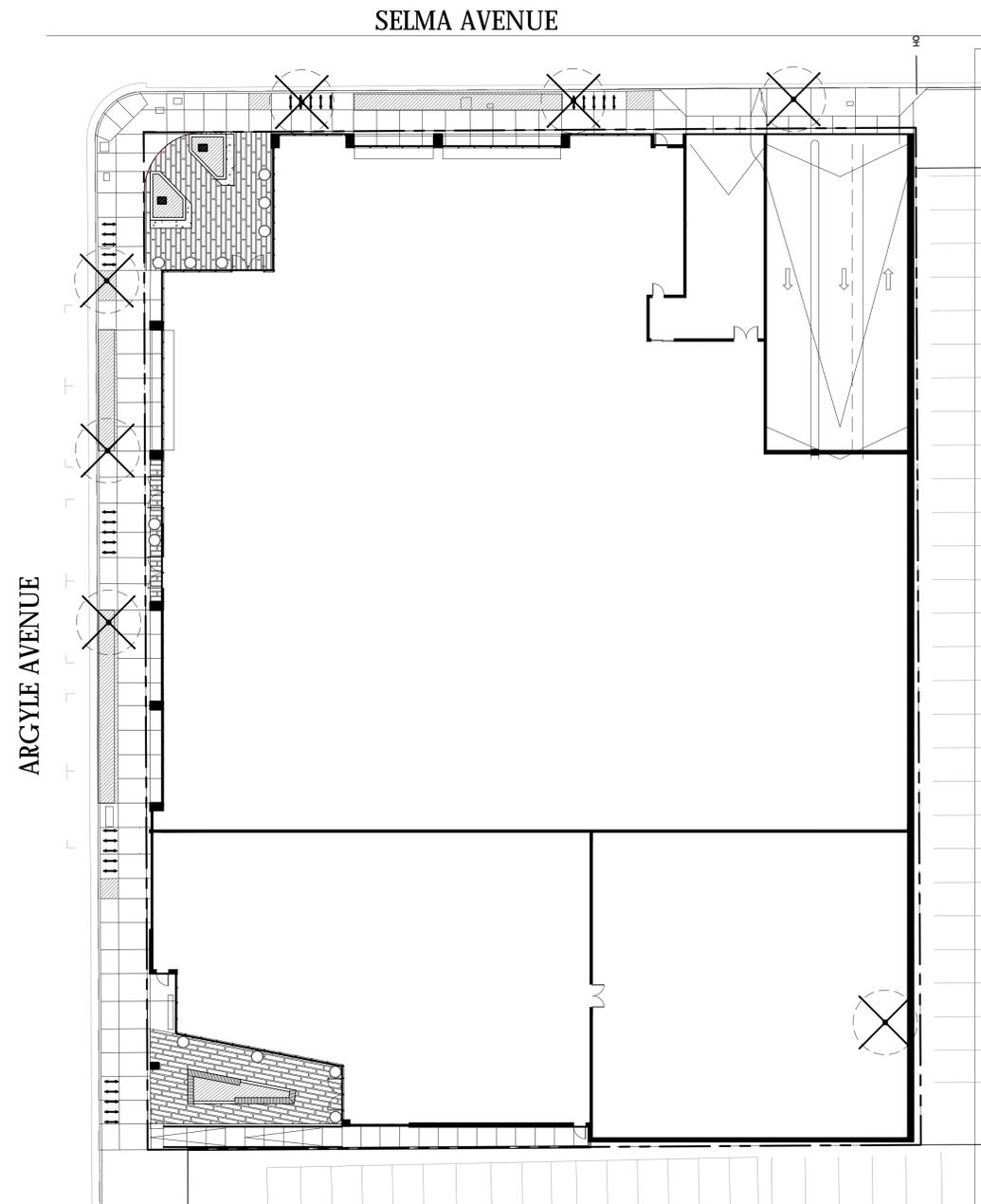
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TREE REPLACEMENT TO BE REQUIRED
IN ACCORDANCE WITH URBAN
FORESTRY DIVISION POLICIES

Trees Required	
Street Trees	7
Onsite Trees	62
Total Required	69

Tree Provided	
Street Trees	13
Onsite Trees	59
Total Provided	72



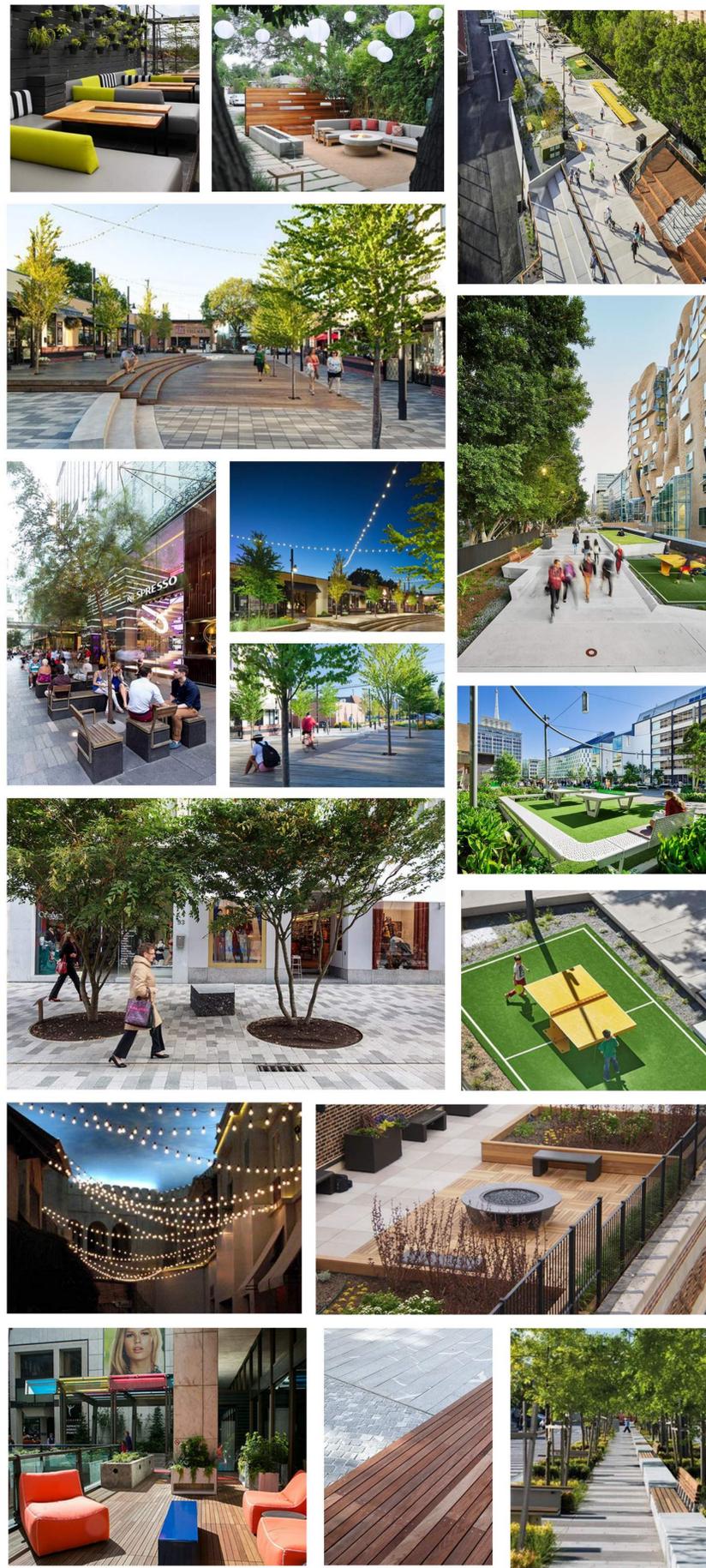
PRELIMINARY PLANTING LEGEND

TREES					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	WUCOLS	REMARKS
	ARBUTUS X 'MARINA'	STRAWBERRY TREE	24" BOX	LOW	MULTI-TRUNK
	CERCIS OCCIDENTALIS	WESTERN REDBUD	36" BOX	LOW	MULTI-TRUNK TRIMMED UP 3 FEET
	DRACAENA DRACO	DRAGON TREE	24" BOX	VERY LOW	
	GINKGO BILOBA 'AUTUMN GOLD'	AUTUMN GOLD MAIDENHAIR TREE	36" BOX	MED	ARGYLE AVE. STREET TREE
	LAGERSTROEMIA INDICA X FAUREI 'NATCHEZ'	NATCHEZ CRAPE MYRTLE	36" BOX	MED	
	MAGNOLIA GRANDIFLORA	SOUTHERN MAGNOLIA	36" BOX	MED	SELMA AVE. STREET TREE
	OLEA EUROPAEA 'SWAN HILL'	SWAN HILL OLIVE	36" BOX	LOW	
	PARKINSONIA X 'DESERT MUSEUM'	DESERT MUSEUM PALO VERDE	36" BOX	VERY LOW	MULTI-TRUNK
	PHOENIX DACTYLIFERA 'MEDJOOOL'	MEDJOOOL DATE PALM	16" BTH	LOW	
	PODOCARPUS HENKELII	LONG-LEAFED YELLOW-WOOD	24" BOX	MED	
	PRUNUS CAROLINIANA 'BRIGHT N TIGHT'	BRIGHT N TIGHT CAROLINA LAUREL	24" BOX	MED	

SHRUBS					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	WUCOLS	REMARKS
	ACACIA COGNATA 'COUSIN ITT'	COUSIN ITT WATTLE	5 GAL.	MED	
	AGAVE ATTENUATA 'NOVA'	FOXTAIL AGAVE	15 GAL.	LOW	
	AGAVE DESMETTIANA VARIEGATA	VARIEGATED DWARF AGAVE	5 GAL.	LOW	
	AGAVE X 'BLUE GLOW'	BLUE GLOW AGAVE	5 GAL.	LOW	
	ALOE SPINOSISSIMA	SPIDER ALOE	5 GAL.	LOW	
	BOUGAINVILLEA 'OO-LA-LA'	OO-LA-LA BOUGAINVILLEA	5 GAL.	LOW	
	CHONDROPETALUM ELEPHANTINUM	LARGE CAPE RUSH	5 GAL.	LOW	
	CRASSULA CAPITELLA 'CAMPFIRE'	CAMPFIRE CRASSULA	5 GAL.	LOW	
	DIANELLA REVOLUTA 'LITTLE REV'	LITTLE REV FLAX LILY	5 GAL.	LOW	
	EUPHORBIA TIRUCALI 'STICKS ON FIRE'	RED PENCIL TREE	15 GAL.	VERY LOW	
	FESTUCA GLAUCA	BLUE FESCUE	5 GAL.	LOW	
	FURCRAEA FOETIDA 'MEDIOPITCA'	VARIEGATED FALSE AGAVE	15 GAL.	LOW	
	LEUCADENDRON 'JESTER'	SUNSHINE CONEBUSH	15 GAL.	LOW	
	LOMANDRA LONGIFOLIA 'BREEZE'	DWARF MAT RUSH	5 GAL.	LOW	
	PHORMIUM 'PLATT'S BLACK'	NEW ZEALAND FLAX	15 GAL.	MED	
	PITTOSPORUM TENUIFOLIUM 'SILVER SHEEN'	SILVER SHEEN PITTOSPORUM	15 GAL.	MED	
	SALVIA CLEVELANDII	BLUE SAGE	5 GAL.	VERY LOW	
	SEDUM SPECTABILE 'AUTUMN JOY'	SHOWY STONECROP	5 GAL.	LOW	
	SENECIO MANDRALISCAE	BLUE CHALKSTICKS	1 GAL.	LOW	

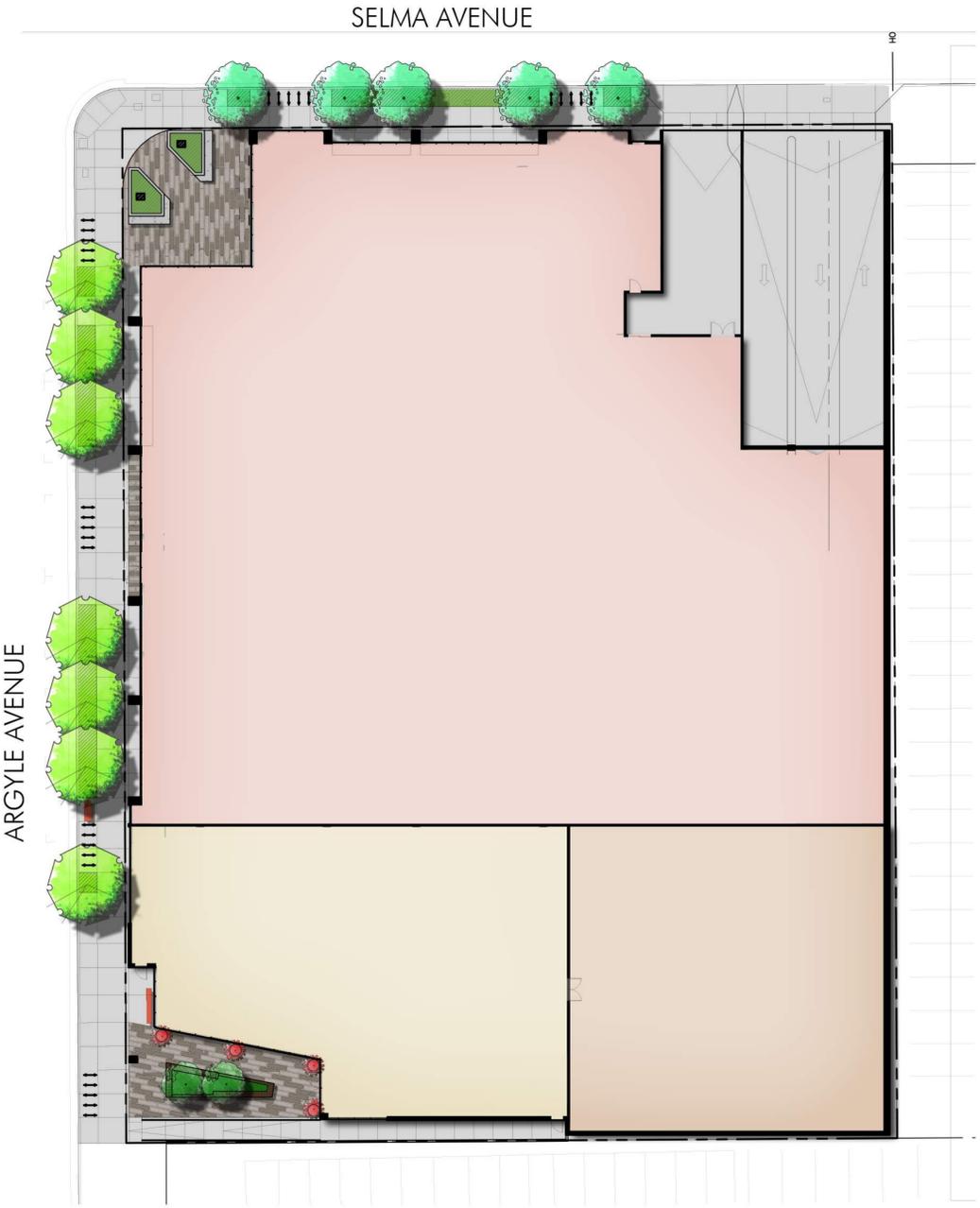
VINES AND ESPALIERS					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	WUCOLS	REMARKS
	DISTICITS BUCCINATORIA	BLOOD RED TRUMPET VINE	5 GAL.	MED	ATTACH TO WALL

- LANDSCAPE NOTES:**
- LANDSCAPE SHALL BE DESIGNED, DOCUMENTED, INSTALLED AND MAINTAINED IN CONFORMANCE TO THE GUIDELINES FOR IMPLEMENTATION OF THE CITY OF LOS ANGELES WATER EFFICIENT LANDSCAPE REGULATIONS.
 - ANY TREE WITHIN 5 FEET OF HARDSCAPE AREA SHALL RECEIVE ROOT CONTROL BARRIERS.
 - ALL PLANTER AREAS SHALL RECEIVE 2" LAYER OF TOP MULCH.
- IRRIGATION NOTES:**
- AUTOMATIC IRRIGATION CONTROLLERS WITH SOIL MOISTURE SENSORS / RAIN SENSORS SHALL BE UTILIZED
 - IRRIGATION SYSTEM SHALL BE DESIGNED TO PREVENT RUNOFF, LOW HEAD DRAINAGE, AND OVERSPRAY
 - THE DESIGN OF THE IRRIGATION SYSTEM SHALL CONFORM TO THE HYDRO ZONES OF THE LANDSCAPE DESIGN PLAN

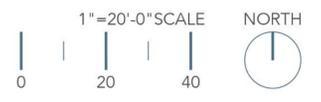


OPEN SPACE LANDSCAPE SUMMARY

- OPEN SPACE AREA:**
 - Total Open Space Required: 28,450 sf (Per plans by Architect, sheet A1)
 - Common Open Space Required: 14,225 sf (Per plans by Architect, sheet A1)
- OPEN SPACE LANDSCAPE AREA REQUIRED:**
 - 25% OF COMMON OPEN SPACE
 - (0.25 X 14,225 sf) = 3,556 sf Required
- OPEN SPACE LANDSCAPE AREA PROVIDED:**
 - Ground Level: 886 sf
 - Podium Level: 4,963 sf
 - Total Landscape Area Provided: 5,849 sf (41.1%)



MODERA ARGYLE
HOLLYWOOD | CA
 MILL CREEK RESIDENTIAL | 16-106
 DATE 12 | 12 | 19



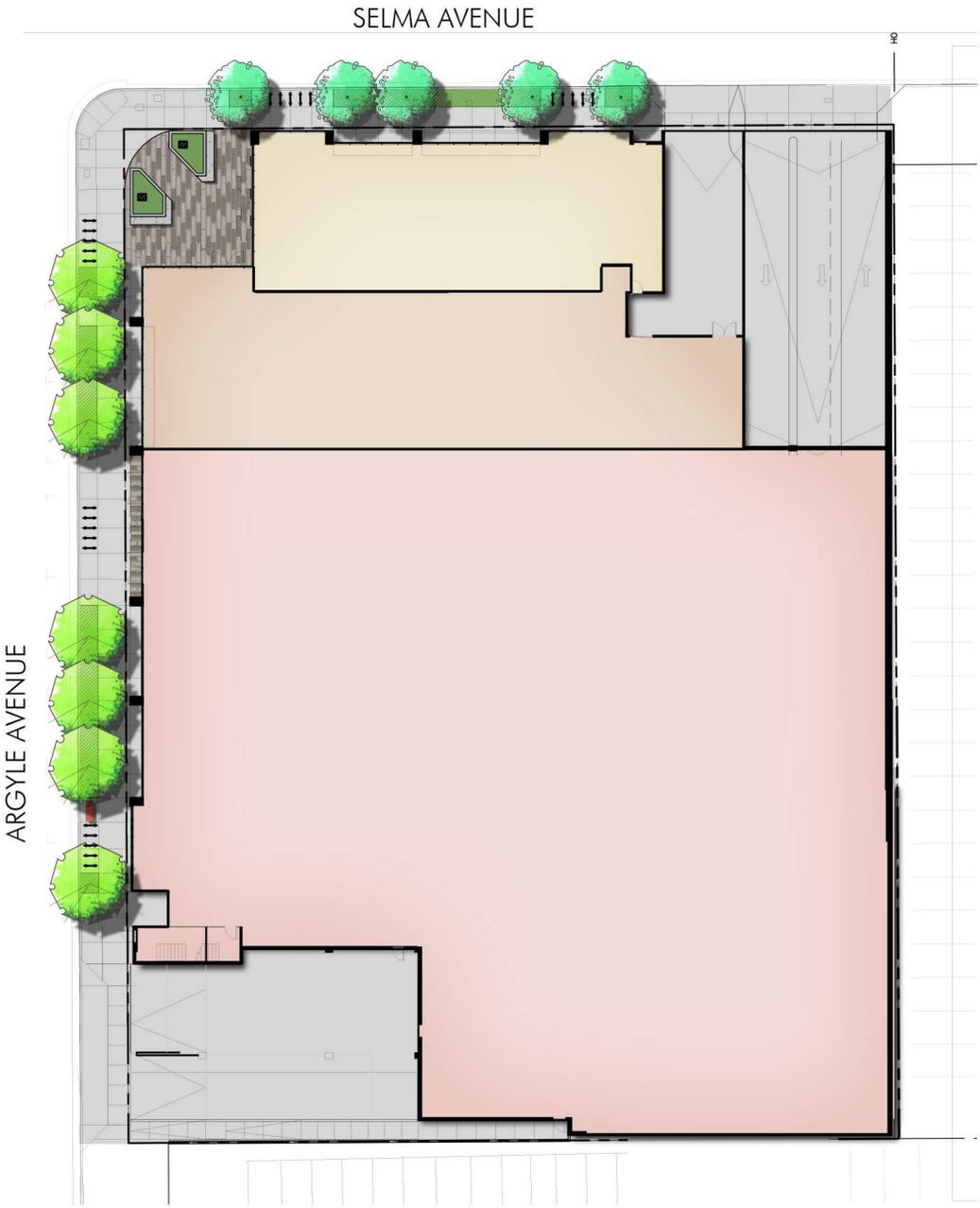
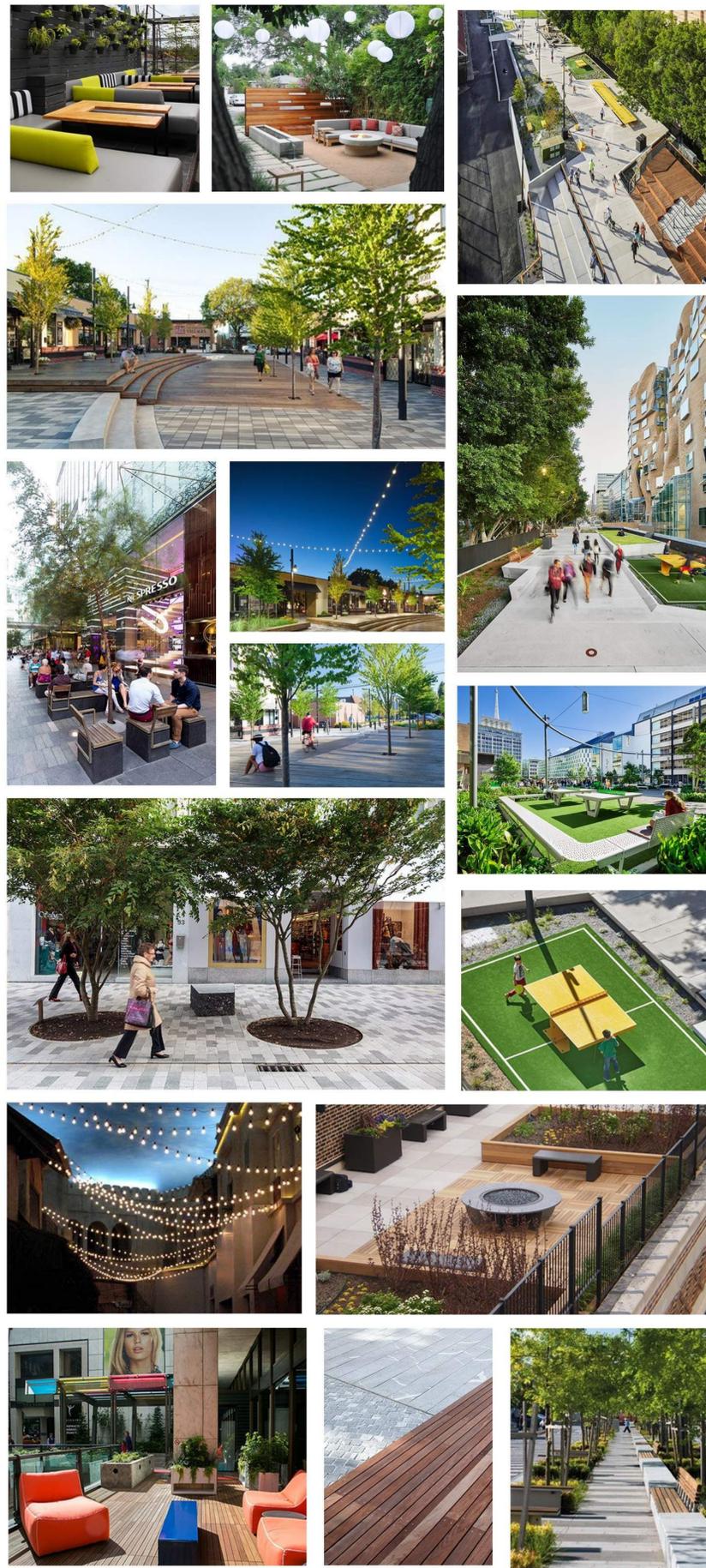
PRELIMINARY PLANTING LEGEND

TREES					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	WUCOLS	REMARKS
	ARBUTUS X 'MARINA'	STRAWBERRY TREE	24" BOX	LOW	MULTI-TRUNK
	CERCIS OCCIDENTALIS	WESTERN REDBUD	36" BOX	LOW	MULTI-TRUNK TRIMMED UP 3 FEET
	DRACAENA DRACO	DRAGON TREE	24" BOX	VERY LOW	
	GINKGO BILOBA 'AUTUMN GOLD'	AUTUMN GOLD MAIDENHAIR TREE	36" BOX	MED	ARGYLE AVE. STREET TREE
	LAGERSTROEMIA INDICA X FAUREI 'NATCHEZ'	NATCHEZ CRAPE MYRTLE	36" BOX	MED	
	MAGNOLIA GRANDIFLORA	SOUTHERN MAGNOLIA	36" BOX	MED	SELMA AVE. STREET TREE
	OLEA EUROPAEA 'SWAN HILL'	SWAN HILL OLIVE	36" BOX	LOW	
	PARKINSONIA X 'DESERT MUSEUM'	DESERT MUSEUM PALO VERDE	36" BOX	VERY LOW	MULTI-TRUNK
	PHOENIX DACTYLIFERA 'MEDJOOOL'	MEDJOOOL DATE PALM	16" BTH	LOW	
	PODOCARPUS HENKELII	LONG-LEAFED YELLOW-WOOD	24" BOX	MED	
	PRUNUS CAROLINIANA 'BRIGHT N TIGHT'	BRIGHT N TIGHT CAROLINA LAUREL	24" BOX	MED	

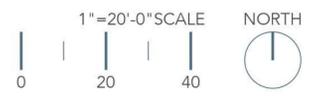
SHRUBS					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	WUCOLS	REMARKS
	ACACIA COGNATA 'COUSIN ITT'	COUSIN ITT WATTLE	5 GAL.	MED	
	AGAVE ATTENUATA 'NOVA'	FOXTAIL AGAVE	15 GAL.	LOW	
	AGAVE DESMETTIANA VARIEGATA	VARIEGATED DWARF AGAVE	5 GAL.	LOW	
	AGAVE X 'BLUE GLOW'	BLUE GLOW AGAVE	5 GAL.	LOW	
	ALOE SPINOSISSIMA	SPIDER ALOE	5 GAL.	LOW	
	BOUGAINVILLEA 'OO-LA-LA'	OO-LA-LA BOUGAINVILLEA	5 GAL.	LOW	
	CHONDROPETALUM ELEPHANTINUM	LARGE CAPE RUSH	5 GAL.	LOW	
	CRASSULA CAPITELLA 'CAMPFIRE'	CAMPFIRE CRASSULA	5 GAL.	LOW	
	DIANELLA REVOLUTA 'LITTLE REV'	LITTLE REV FLAX LILY	5 GAL.	LOW	
	EUPHORBIA TIRUCALI 'STICKS ON FIRE'	RED PENCIL TREE	15 GAL.	VERY LOW	
	FESTUCA GLAUCA	BLUE FESCUE	5 GAL.	LOW	
	FURCRAEA FOETIDA 'MEDIOPITCA'	VARIEGATED FALSE AGAVE	15 GAL.	LOW	
	LEUCADENDRON 'JESTER'	SUNSHINE CONEBUSH	15 GAL.	LOW	
	LOMANDRA LONGIFOLIA 'BREEZE'	DWARF MAT RUSH	5 GAL.	LOW	
	PHORMIUM 'PLATT'S BLACK'	NEW ZEALAND FLAX	15 GAL.	MED	
	PITTIOSPORUM TENUIFOLIUM 'SILVER SHEEN'	SILVER SHEEN PITTIOSPORUM	15 GAL.	MED	
	SALVIA CLEVELANDII	BLUE SAGE	5 GAL.	VERY LOW	
	SEDUM SPECTABILE 'AUTUMN JOY'	SHOWY STONECROP	5 GAL.	LOW	
	SENECIO MANDRALISCAE	BLUE CHALKSTICKS	1 GAL.	LOW	

VINES AND ESPALIERS					
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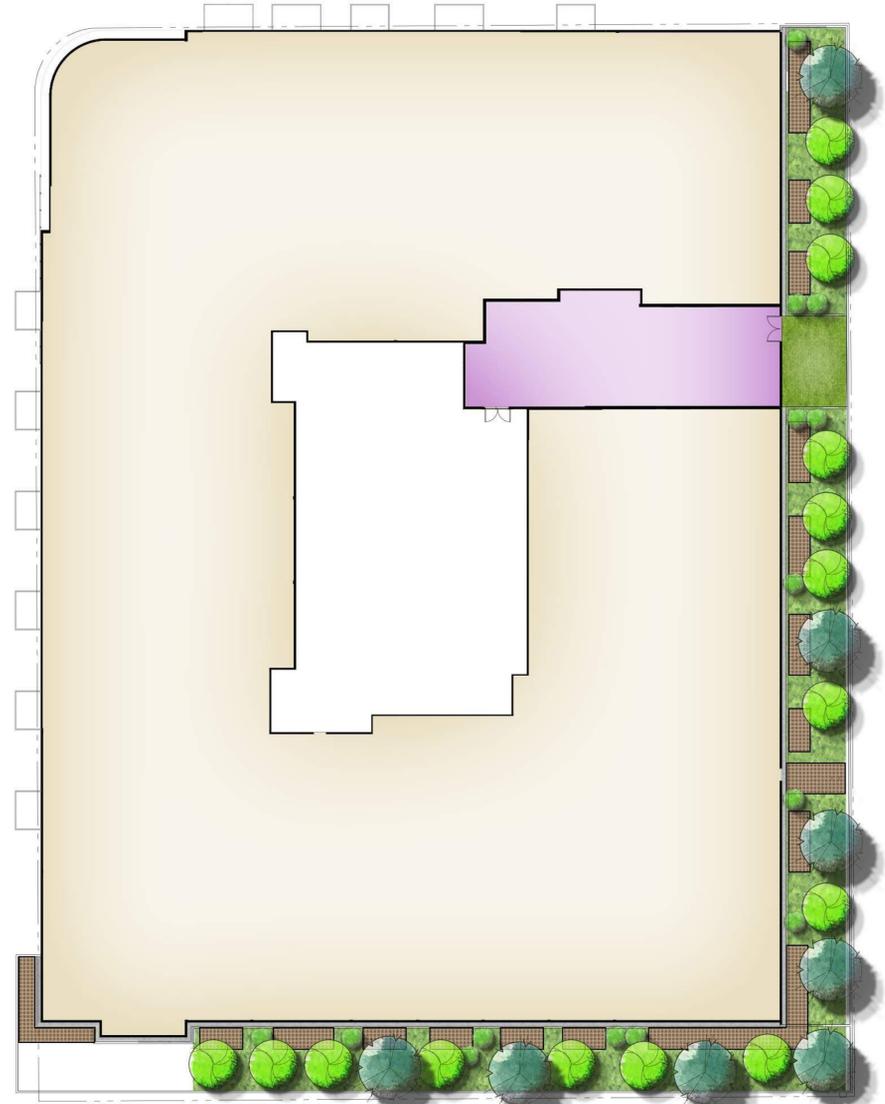
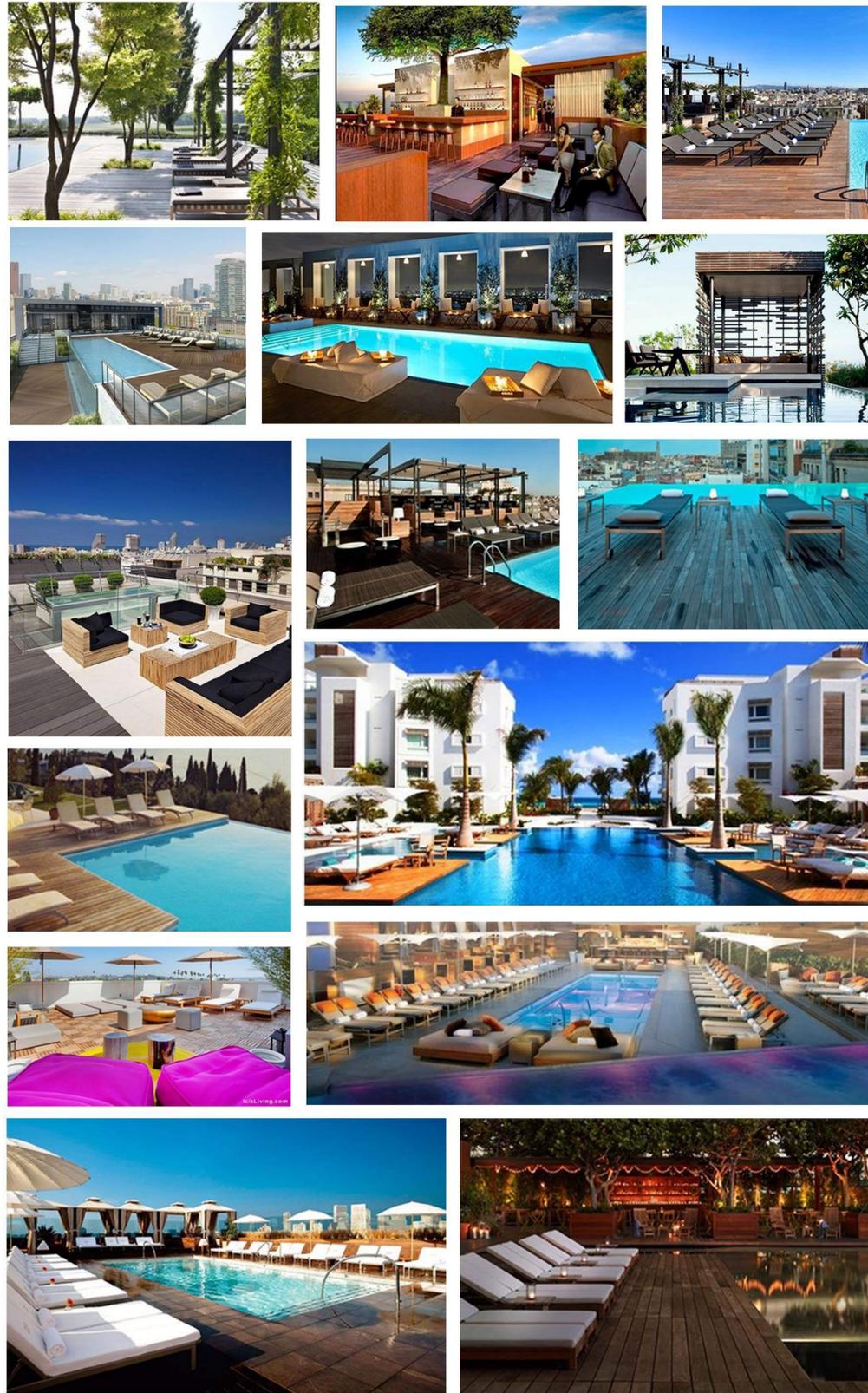
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	LOMANDRA LONGIFOLIA 'BREEZE'	DWARF MAT RUSH	5 GAL.	LOW	
	PHORMIUM 'PLATT'S BLACK'	NEW ZEALAND FLAX	15 GAL.	MED	
	PITTIOSPORUM TENUIFOLIUM 'SILVER SHEEN'	SILVER SHEEN PITTIOSPORUM	15 GAL.	MED	
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PODIUM
1" = 20'-0" SCALE
0 20 40



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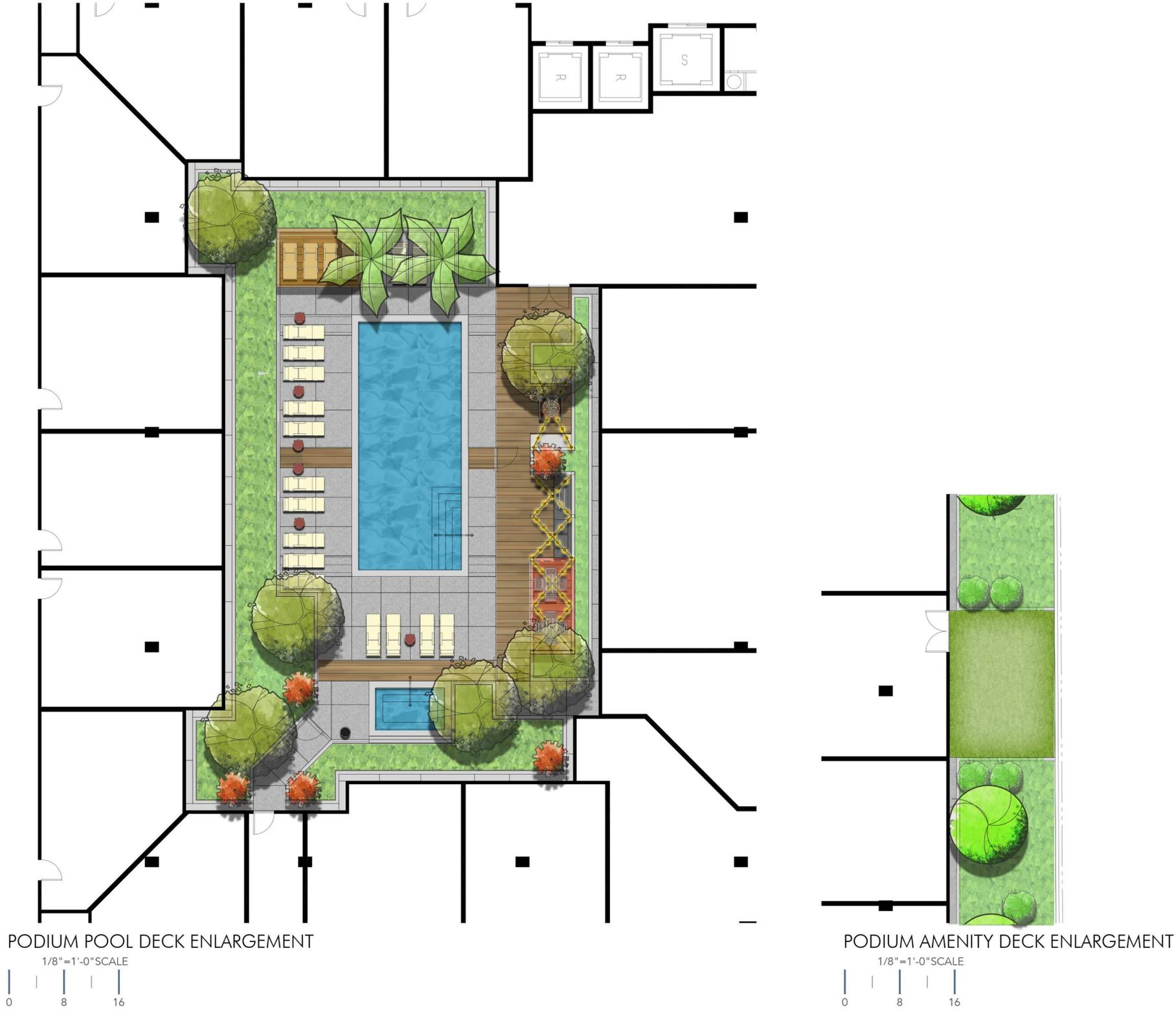
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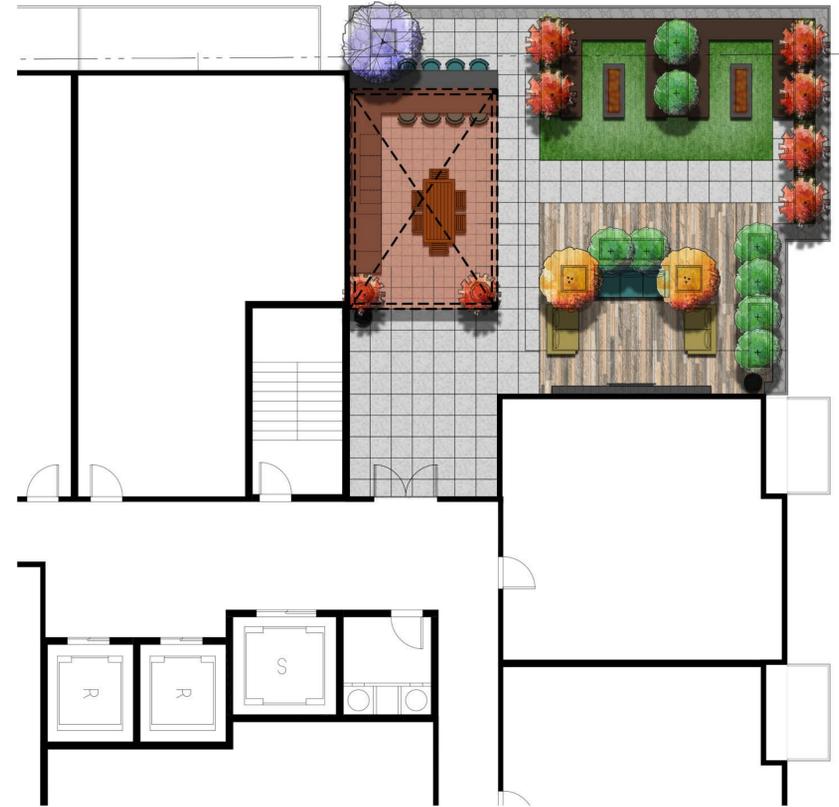
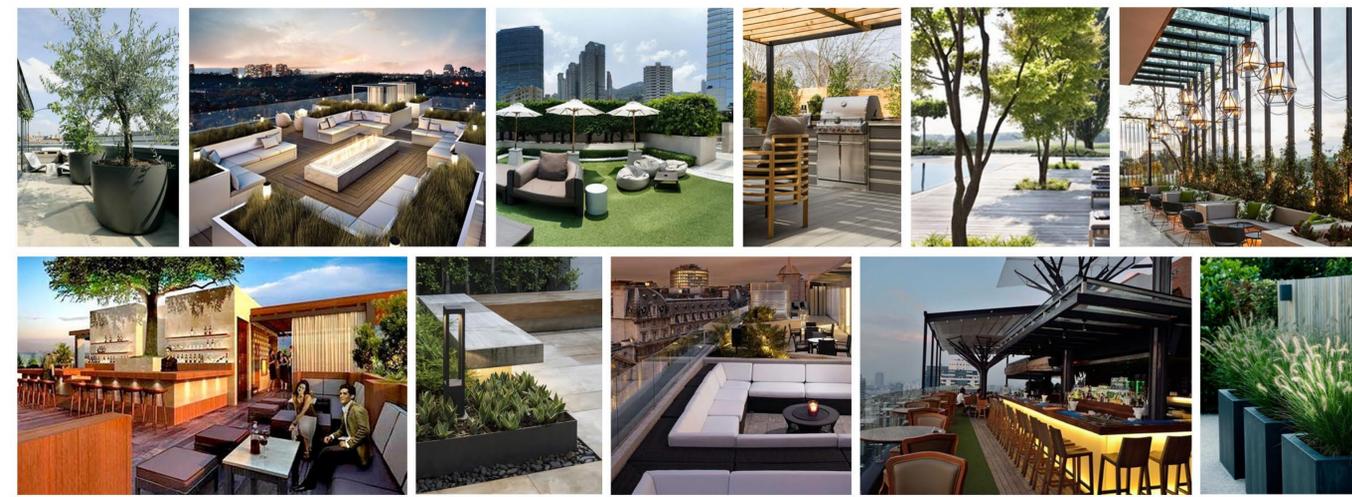
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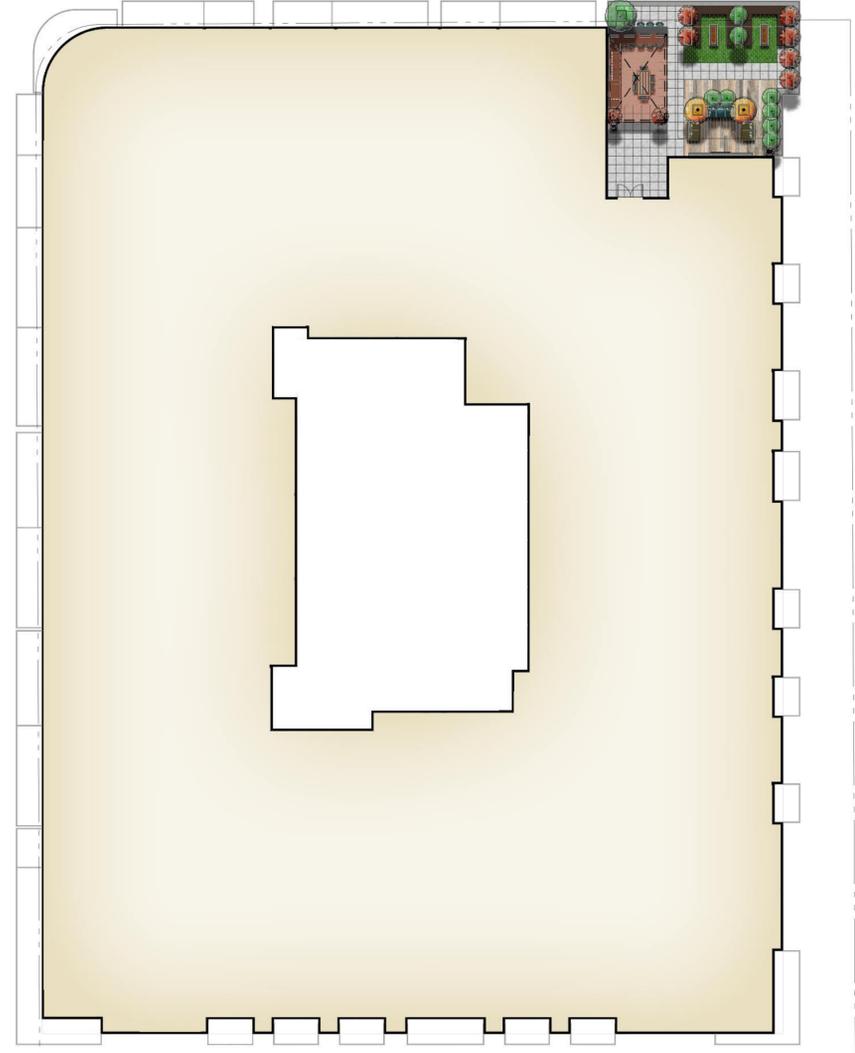
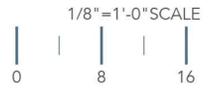
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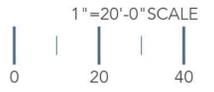
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ROOF DECK ENLARGEMENT



ROOF LEVEL



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MODERA ARGYLE

HOLLYWOOD | CA

MILL CREEK RESIDENTIAL | 16-106

DATE 12 | 12 | 19





Perspective View from North West Corner



Perspective View from North East Corner



Perspective View from Argyle Avenue



Perspective Corner View

Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

Perspective Views - Option 1

01/08/2020

A2a



Perspective View from North West Corner



Perspective View from North East Corner



Perspective View from Argyle Avenue



Perspective Corner View

Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

Perspective Views - Option 2

01/08/2020

A2b



Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

View from Corner of Selma and Argyle Avenue

Perspective

01/08/2020

A28

ARCHITECTS

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Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

View from Corner of Selma and Argyle - Day

Perspective

01/08/2020

A29

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Modera Argyle

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Project #1804432.00

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View from Selma and Argyle - Night

Note: Lighting Colors are conceptual and are subject to change.

Perspective

01/08/2020

A30

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Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

View of South East Corner - Option 1

Perspective

01/08/2020

A31

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Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

MILL CREEK RESIDENTIAL

View of South East Corner - Option 2

Perspective

01/08/2020

A32

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Modera Argyle

1546 Argyle Avenue, Los Angeles, CA
Project #1804432.00

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A33

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Perspective

01/08/2020

IV. Mitigation Monitoring Program

1. Introduction

This Mitigation Monitoring Program (MMP) has been prepared for the Modera Argyle Project (Project) pursuant to Public Resources Code Section 21081.6, which requires a Lead Agency to adopt a “reporting or monitoring program for changes to the project or conditions of project approval, adopted in order to mitigate or avoid significant effects on the environment.” In addition, Section 15097(a) of the CEQA Guidelines requires a public agency to adopt a program for monitoring or reporting mitigation measures and project revisions, which it has required to mitigate or avoid significant environmental effects. This MMP has been prepared in compliance with the requirements of CEQA, including Public Resources Code Section 21081.6, and CEQA Guidelines Section 15097.

The evaluation of the Project’s impacts in this Environmental Impact Report (EIR) takes into consideration the Project design features and applies mitigation measures needed to avoid or reduce potentially significant environmental impacts. This MMP is designed to monitor implementation of the Project design features and mitigation measures identified in the EIR for the Project.

The City of Los Angeles (City) is the Lead Agency for the Project and therefore is responsible for administering and implementing the MMP. It is noted that while certain agencies outside of the City may be listed herein as the monitoring/enforcement agencies for individual Project design features and mitigation measures, the City, as Lead Agency for the Project, is responsible for overseeing and enforcing implementation of the MMP as a whole.

2. Purpose

It is the intent of this MMP to:

1. Verify compliance with the project design features and mitigation measures identified in the EIR;
2. Provide a framework to document implementation of the identified project design features and mitigation measures;

3. Provide a record of mitigation requirements;
4. Identify monitoring and enforcement agencies;
5. Establish and clarify administrative procedures for the clearance of project design features and mitigation measures;
6. Establish the frequency and duration of monitoring; and
7. Utilize the existing agency review processes wherever feasible.

3. Organization

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

- Enforcement Agency—the agency with the power to enforce the Project design feature or mitigation measure.
- Monitoring Agency—the agency to which reports involving feasibility, compliance, implementation, and development are made.
- Monitoring Phase—the phase of the Project during which the Project design feature or mitigation measure shall be monitored.
- Monitoring Frequency—the frequency at which the Project design feature or mitigation measure shall be monitored.
- Action Indicating Compliance—the action by which the Enforcement Agency or Monitoring Agency indicates that compliance with the identified Project design feature or required mitigation measure has been implemented.

4. Administrative Procedures and Enforcement

This MMP shall be enforced throughout all phases of the Project. The Applicant shall be responsible for implementing each Project design feature and mitigation measure and shall be obligated to provide certification, as identified below, to the appropriate Monitoring and Enforcement Agencies identified for each Project design feature and mitigation measure. The Applicant shall maintain records demonstrating compliance with each Project design feature and mitigation measure, as required. Such records shall be made available to the City upon request.

During the construction phase and prior to the issuance of building permits, the Applicant shall retain an independent Construction Monitor (either via the City or through a third-party consultant), approved by the Department of City Planning, who shall be responsible for monitoring implementation of Project design features and mitigation measures during construction activities consistent with the monitoring phase and frequency set forth in this MMP.

The Construction Monitor shall prepare documentation of the Applicant's compliance with the Project design features and mitigation measures every 90 days during construction in a form satisfactory to the Department of City Planning. The documentation must be signed by the Applicant and Construction Monitor and be included as part of the Applicant's Annual Compliance Report. The Construction Monitor shall be obligated to immediately notify the Applicant of any non-compliance with the Project design features and mitigation measures. If the Applicant does not correct any non-compliance within two days from the time of notification, the Construction Monitor shall be obligated to report such non-compliance to the Enforcement Agency. Any continued non-compliance shall be appropriately addressed by the Enforcement Agency.

5. Program Modification

After review and approval of the final MMP by the Lead Agency, minor changes and modifications to the MMP are permitted, but can only be made subject to City approval. The Lead Agency, in conjunction with any appropriate agencies or departments, will determine the adequacy of any proposed change or modification. This flexibility is necessary in light of the nature of the MMP and the need to protect the environment. No changes will be permitted unless the MMP continues to satisfy the requirements of CEQA, as determined by the Lead Agency.

The Project shall be in substantial conformance with the Project design features and mitigation measures contained in this MMP. The enforcing departments or agencies may determine substantial conformance with Project design features and mitigation measures in the MMP in their reasonable discretion. If the department or agency cannot find substantial conformance, a Project design feature or mitigation measure may be modified or deleted as follows: the enforcing department or agency, or the decision maker for a subsequent discretionary project related approval finds that the modification or deletion complies with CEQA, including CEQA Guidelines Sections 15162 and 15164, which could include the preparation of an addendum or subsequent environmental clearance, if necessary, to analyze the impacts from the modifications to or deletion of any Project design feature or mitigation measure. Any addendum or subsequent CEQA clearance that may be required in connection with the modification or deletion shall explain why the Project design feature or mitigation measure is no longer needed, not feasible, or the other basis for modifying or deleting the Project design feature or mitigation measure. Under this process, the

modification or deletion of a Project design feature or mitigation measure shall not, in and of itself, require a modification to any Project discretionary approval unless the Director of Planning also finds that the change to the Project design feature(s) or mitigation measure(s) results in a substantial change to the Project or the non-environmental conditions of approval.

6. Mitigation Monitoring Program

A. Air Quality

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

B. Cultural Resources

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

CUL-MM-1: A qualified archaeologist shall be retained to perform periodic inspections of excavation and grading activities at the Project Site. The frequency of inspections shall be based on consultation with the archaeologist and the City of Los Angeles Department of City Planning and shall depend on the rate of excavation and grading activities and the materials being excavated. If archaeological materials are encountered, the archaeologist shall temporarily divert or redirect grading and excavation activities in the area of the exposed material to facilitate evaluation and, if necessary, salvage. The archaeologist shall then assess the discovered material(s) and prepare a survey, study or report evaluating the impact. The Applicant shall then comply with the recommendations of the evaluating archaeologist, and a copy of the archaeological survey report shall be submitted to the Department of City Planning. Ground-disturbing activities may resume once the archaeologist's recommendations have been implemented to the satisfaction of the archaeologist.

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Construction
- **Monitoring Frequency:** To be determined by consultation with archaeologist if resource(s) are discovered
- **Action Indicating Compliance:** If unanticipated discoveries are found, submittal of compliance report by a qualified archaeologist

CUL-MM-2: A qualified paleontologist shall be retained to perform periodic inspections of excavation and grading activities at the Project Site. The frequency of inspections shall be based on consultation with the paleontologist and the City of Los Angeles Department of City Planning and shall depend on the rate of excavation and grading activities and the materials being excavated. If paleontological materials are encountered, the paleontologist shall temporarily divert or redirect grading and excavation activities in the area of the exposed material to facilitate evaluation and, if necessary, salvage. The paleontologist shall then assess the discovered material(s) and prepare a survey, study or report evaluating the impact. The Applicant shall then comply with the recommendations of the evaluating paleontologist, and a copy of the paleontological survey report shall be submitted to the Los Angeles County Natural History Museum. Ground-disturbing activities may resume once the paleontologist's recommendations have been implemented to the satisfaction of the paleontologist.

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Construction
- **Monitoring Frequency:** To be determined by consultation with paleontologist if resource(s) are discovered
- **Action Indicating Compliance:** If unanticipated discoveries are found, submittal of compliance report by a qualified paleontologist

C. Greenhouse Gas Emissions

(1) Project Design Features

GHG-PDF-1: The design of the new buildings shall incorporate features of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) program to be capable of meeting the standards of LEED® Certified or equivalent green building standards. Specific sustainability features that are integrated into the Project design to enable the Project to achieve LEED® Certified certification shall include, but are not limited to the following:

- a. Exceeding Title 24, Part 6, California Energy Code baseline standard requirements by 10 percent for energy efficiency, based on the 2016 Building Energy Efficiency Standards requirements.
 - b. Use of Energy Star-labeled products and appliances.
 - c. Use of light-emitting diode (LED) lighting or other energy-efficient lighting technologies, such as occupancy sensors or daylight harvesting and dimming controls, where appropriate, to reduce electricity use.
 - d. Water-efficient plantings with drought-tolerant species;
 - e. Fenestration designed for solar orientation; and
 - f. Pedestrian- and bicycle-friendly design with short-term and long-term bicycle parking.
- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
 - **Monitoring Agency:** City of Los Angeles Department of Building and Safety
 - **Monitoring Phase:** Pre-construction; pre-operation
 - **Monitoring Frequency:** Once at Project plan check; once during field inspection
 - **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

GHG-PDF-2: The Project would prohibit the use of natural gas-fueled fireplaces in the proposed residential units.

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

- **Monitoring Phase:** Pre-construction; construction
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

GHG-PDF-3: The Applicant shall provide at least 20 percent of the total code-required parking spaces provided for all types of parking facilities, but in no case less than one location, capable of supporting future electric vehicle supply equipment (EVSE). Plans shall indicate the proposed type and location(s) of EVSE and also include raceway method(s), wiring schematics and electrical calculations to verify that the electrical system has sufficient capacity to simultaneously charge all electric vehicles (EVs) at all designated EV charging locations at their full rated amperage. Plan design shall be based upon Level 2 or greater EVSE at its maximum operating capacity. Only raceways and related components are required to be installed at the time of construction. When the application of the 20 percent results in a fractional space, round up to the next whole number. A label stating “EV CAPABLE” shall be posted in a conspicuous place at the service panel or subpanel and next to the raceway termination point.

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Department of City Planning
- **Monitoring Phase:** Pre-construction; pre-operation
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

GHG-PDF-4: A minimum of 5 percent of the total code-required parking spaces shall be equipped with EV charging stations. Project plans shall indicate the proposed type and location(s) of charging stations. Plan design shall be based on Level 2 or greater EVSE at its maximum operating capacity. When the application of the 5-percent requirement results in a fractional space, round up to the next whole number.

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

- **Monitoring Phase:** Pre-construction; pre-operation
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

D. Hazards and Hazardous Materials

(1) Project Design Features

HAZ-PDF-1: Preparation of a Soil Management Plan (SMP): Prior to the issuance of a grading permit, a qualified environmental professional as defined by 40 CFR 312.10 shall be retained to prepare an SMP.¹ The SMP shall document the historical conditions known about the Project Site and be prepared and executed in compliance with all applicable regulatory requirements. The SMP shall:

- Be implemented during soil disturbing construction activities (excavation and/or grading) to address any residual soil contamination and to ensure that any contaminated soils are properly identified, excavated, and disposed of off-site or remediated on-site.
- Include practices that are consistent with the California Division of Occupational Safety and Health regulations, California Code of Regulations, Title 8, as well as Certified Unified Program Agency remediation standards that are protective of the planned use.
- Document the historical conditions known about the Project Site and be prepared and executed in compliance with all applicable regulatory requirements;

¹ *To be considered a qualified environmental professional, a person must hold a current Professional Engineer's or Professional Geologist's license or registration from a state, tribe, or U.S. territory (or the Commonwealth of Puerto Rico) and have the equivalent of three years of full-time relevant experience; or be licensed or certified by the federal government, a state, tribe, or U.S. territory (or the Commonwealth of Puerto Rico) to perform environmental inquiries as defined in Section 312.21 and have the equivalent of three years of full-time relevant experience; or a have Baccalaureate or higher degree from an accredited institution of higher education in a discipline of engineering or science and the equivalent of five years of full-time relevant experience; or have the equivalent of ten years full-time experience.*

- Address any residual soil contamination and to ensure that any contaminated soils are properly identified, excavated, and disposed of off-site or remediated on-site.
- Require that a qualified environmental professional or their designated representative be present on the Project Site during grading and excavation activities to sample and screen any potential residual soil contamination should it be encountered.

The qualified environmental professional shall use visual identification (such as discolored soils) and/or a screening (organic vapor) meter to identify any residual soil contamination. If potential residual soil contamination is observed based on the visual identification or the screening meter, excavation and grading within such area shall be temporarily halted and redirected around the area until the contamination is evaluated by the qualified environmental professional using appropriate sampling and analytical techniques. The nature and extent of contamination shall be determined and the appropriate handling, disposal, and/or treatment of the contaminated soil shall be implemented in accordance with all applicable regulatory requirements.

The SMP also shall provide/include, as applicable, the following:

- Protocols and procedures for properly handling contaminated soil that may be encountered and to protect human health and the environment during soil disturbing construction activities (excavation and/or grading);
- Procedures for segregation of visibly impacted soil/characterization/off-site disposal (if encountered), health and safety training, soil stockpile management (if conducted), import fill placement (if needed), and environmental site controls for stormwater and dust during the development activities;
- Action levels and air monitoring procedures for worker and community safety.
- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Pre-construction; construction
- **Monitoring Frequency:** Periodically during construction
- **Action Indicating Compliance:** Field inspection sign-off

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

E. Land Use and Planning

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

F. Noise

(1) Project Design Features

NOI-PDF-1: Power construction equipment (including combustion engines), fixed or mobile, shall be equipped with state-of-the-art noise shielding and muffling devices (consistent with manufacturers' standards). All equipment shall be properly maintained to assure that no additional noise, due to worn or improperly maintained parts, would be generated.

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Construction
- **Monitoring Frequency:** Periodically during construction
- **Action Indicating Compliance:** Field inspection sign-off

NOI-PDF-2: Where power poles are available, electricity from power poles and/or solar powered generators rather than temporary diesel or gasoline generators shall be used during construction.

- **Enforcement Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Construction
- **Monitoring Frequency:** Periodically during construction

- **Action Indicating Compliance:** Field inspection sign-off
- NOI-PDF-3:** Project construction would not include the use of driven (impact) pile systems.
- **Enforcement Agency:** City of Los Angeles Department of Building and Safety
 - **Monitoring Agency:** City of Los Angeles Department of Building and Safety
 - **Monitoring Phase:** Construction
 - **Monitoring Frequency:** Periodically during construction
 - **Action Indicating Compliance:** Field inspection sign-off
- NOI-PDF-4:** All outdoor mounted mechanical equipment would be enclosed or screened from off-site noise-sensitive receptors.
- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
 - **Monitoring Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
 - **Monitoring Phase:** Pre-construction, construction
 - **Monitoring Frequency:** Once at Project plan check; once at field inspection
 - **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy
- NOI-PDF-5:** Loading and trash collecting areas would be screened from off-site noise-sensitive receptors.
- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
 - **Monitoring Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
 - **Monitoring Phase:** Pre-construction, construction
 - **Monitoring Frequency:** Once at Project plan check; once at field inspection
 - **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy
- NOI-PDF-6:** Outdoor amplified sound systems (e.g., speaker and stereo systems, amplification systems, or other sound-producing devices) would be designed so as not to exceed the maximum noise level of: (i) 75 dBA

(L_{eq-1hr}) at a distance of 25 feet from the amplified sound systems at the ground level outdoor patio area; and (ii) 85 dBA (L_{eq-1hr}) at a distance of 25 feet at the second level outdoor pool and courtyard and at the Level 7 amenity terrace.

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Post-construction
- **Monitoring Frequency:** Once at Project plan check; once at field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

(2) Mitigation Measures

NOI-MM-1: A temporary and impermeable sound barrier shall be erected at the locations listed below. At plan check, building plans shall include documentation prepared by a noise consultant verifying compliance with this measure.

- Along the western property line of the Project Site between the Project construction areas and the Camden Apartments building (receptor location R2). The temporary sound barrier shall be designed to provide a minimum 11-dBA noise reduction at the ground level of receptor location R2.
- Along the northern property line of the Project Site between the Project construction areas and the hotel building on Argyle Street (receptor location R4). The temporary sound barrier shall be designed to provide a minimum 5-dBA noise reduction at the ground level of receptor location R4.
- Along the eastern property line of the Project Site between the Project construction areas and the Hollywood Proper Residences building (receptor location R5). The temporary sound barrier shall be designed to provide a minimum 6-dBA noise reduction at the ground level of receptor location R5. [Note: This mitigation is only needed if the Palladium Residences development, which would adequately attenuate the Project's on-site construction noise at receptor location R5, has not been built prior to Project construction].
- Along the southern property line of the Project Site between the construction areas and new mixed-use development located

adjacent to the south of the Project Site (receptor location R1). The temporary sound barrier shall be designed to provide a minimum 15-dBA noise reduction at ground level of receptor location R1.²

- **Enforcement Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Pre-construction; construction
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; submittal of compliance report from qualified noise consultant; issuance of Certificate of Occupancy

G.1. Public Services—Fire Protection

(1) Project Design Features

FIR-PDF-1: Automatic fire sprinkler systems shall be installed in all new buildings.

- **Enforcement Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Fire Department
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Fire Department
- **Monitoring Phase:** Pre-construction, Pre-operation
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan approval and issuance of applicable building permit; issuance of Certificate of Occupancy

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

² *This mitigation is only needed if the proposed development is built and occupied prior to or during Project construction.*

G.2. Public Services—Police Protection

(1) Project Design Features

POL-PDF-1: During construction, the Project Applicant or its successor shall implement appropriate temporary security measures, including, but not limited to, security fencing, low-level security lighting, and locked entry. During construction activities, the Project's contractor will document the security measures being implemented.

- **Enforcement Agency:** City of Los Angeles Police Department; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Construction
- **Monitoring Frequency:** Once during field inspection
- **Action Indicating Compliance:** Field inspection sign-off

POL-PDF-2: The Project shall design building entrances and exits, spaces around buildings, and pedestrian walkways to be open and in view of surrounding sites. Lobby areas shall be made visible from the public streets or entry ways. Publicly accessible facilities shall be located strategically, in convenient and accessible locations, in order to increase use and the perception of safety, not in areas that are remote from areas of frequent activity. The Project shall also design public spaces to be easily patrolled and accessed by on-site security personnel.

- **Enforcement Agency:** City of Los Angeles Police Department; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Pre-construction; post-construction
- **Monitoring Frequency:** Once at Project plan check; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit; issuance of Certificate of Occupancy

POL-PDF-3: Prior to the issuance of a building permit, the Project Applicant or its successor shall consult with LAPD's Crime Prevention Unit regarding the incorporation of any additional crime prevention features appropriate for the design of the Project.

- **Enforcement Agency:** City of Los Angeles Police Department; City of Los Angeles Department of City Planning
- **Monitoring Agency:** City of Los Angeles Department of Department of City Planning
- **Monitoring Phase:** Pre-construction
- **Monitoring Frequency:** Once at Project plan check prior to the issuance of applicable building permit
- **Action Indicating Compliance:** Plan check approval and issuance of applicable building permit

POL-PDF-4: During operation, the Project shall include access controls in the forms of private on-site security, a closed circuit security camera system, and keycard entry for the residential building and the residential parking areas.

- **Enforcement Agency:** City of Los Angeles Police Department, City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Department of City Planning
- **Monitoring Phase:** Operation
- **Monitoring Frequency:** Annually
- **Action Indicating Compliance:** Documentation of private on-site security in annual compliance report.

POL-PDF-5: During operation, Project residents shall be provided information on local Neighborhood Watch groups and the like and encouraged to participate in community groups and workshops, strengthening the connections between Project residents and their neighbors in the community.

- **Enforcement Agency:** City of Los Angeles Police Department, City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Department of City Planning
- **Monitoring Phase:** Operation
- **Monitoring Frequency:** Annually
- **Action Indicating Compliance:** Documentation of private on-site security in annual compliance report.

POL-PDF-6: During operation, the Project shall provide security to monitor entrances and exits, manage and monitor the fire/life/safety systems, patrol the perimeter of the property, and control and monitor activities in the public spaces and private outdoor areas. Contact information for

on-site security staff shall be prominently displayed throughout the project.

- **Enforcement Agency:** City of Los Angeles Police Department, City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of Building and Safety; City of Los Angeles Department of City Planning
- **Monitoring Phase:** Operation
- **Monitoring Frequency:** Annually
- **Action Indicating Compliance:** Documentation of private on-site security in annual compliance report.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

G.3. Public Services—Schools

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

G.4. Public Services—Parks and Recreation

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

G.5. Public Services—Libraries

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

H. Transportation

(1) Project Design Features

TR-PDF-1: Prior to the start of construction, the Project Applicant will prepare a Construction Traffic Management Plan and submit it to LADOT for review and approval. The Construction Traffic Management Plan will include street closure information, a detour plan, haul routes, and a staging plan. The Construction Traffic Management Plan will also include a Worksite Traffic Control Plan, which will facilitate traffic and pedestrian movement, and minimize the potential conflicts between construction activities, street traffic, bicyclists, and pedestrians. Furthermore, the Construction Traffic Management Plan will include, but not be limited to, the following measures:

- Advance, bilingual notification of adjacent property owners and occupants of upcoming construction activities, including durations and daily hours of operation.
- Temporary pedestrian, bicycle, and vehicular traffic controls during all construction activities adjacent to Argyle Avenue and Selma Avenue, to ensure traffic safety on public rights of way. These controls shall include, but not be limited to, flag people trained in pedestrian and bicycle safety at the Project Site's driveways.
- Temporary traffic control during all construction activities adjacent to public rights-of-way to improve traffic flow on public roadways (e.g., flag men).
- Scheduling of construction activities to reduce the effect on traffic flow on surrounding arterial streets.
- Potential sequencing of construction activity for the Project to reduce the amount of construction-related traffic on arterial streets.
- Containment of construction activity within the Project Site boundaries, per the Worksite Traffic Control Plan.
- Prohibition on construction-related vehicles/equipment parking on surrounding public streets.
- Coordination with Metro to address the relocation of the bus layover stop located east of Argyle Avenue along Selma Avenue adjacent to the Project Site.

- Safety precautions for pedestrians and bicyclists through such measures as alternate routing and protection barriers shall be implemented as appropriate.
- Schedule delivery of construction materials and hauling/transport of oversize loads to non-peak travel periods, to the extent possible. No hauling or transport shall be allowed during nighttime hours, Sundays, or federal holidays unless required by Caltrans or LADOT.
- Installation of appropriate traffic signs around the Project Site to ensure pedestrian, bicycle, and vehicle safety.
- No staging of hauling trucks on any streets adjacent to the Project, unless specifically approved as a condition of an approved haul route.
- Spacing of trucks so as to discourage a convoy effect.
- Installation of truck crossing signs within 300 feet of the exit of the Project Site in each direction.
- Securing of loads by trimming and watering or covering to prevent the spilling or blowing of the earth material.
- Cleaning of trucks and loads at the export site to prevent blowing dirt and spilling of loose earth.
- Maintenance of a log documenting the dates of hauling and the number of trips (i.e., trucks) per day available on the job site at all times.
- Identification of a construction manager and provision of a telephone number for any inquiries or complaints from residents regarding construction activities. The telephone number shall be posted at the site readily visible to any interested party during site preparation, grading, and construction.
- **Enforcement Agency:** City of Los Angeles Department of Transportation
- **Monitoring Agency:** City of Los Angeles Department of Transportation
- **Monitoring Phase:** Pre-construction; construction
- **Monitoring Frequency:** Once at Project plan check prior to issuance of grading or building permit; once during field inspection
- **Action Indicating Compliance:** Plan check approval and issuance of grading permit; field inspection sign-off

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

I. Tribal Cultural Resources

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

J.1. Utilities and Service Systems—Water Supply and Infrastructure

(1) Project Design Features

WAT-PDF-1: The Project design shall incorporate the following design features to support water conservation in excess of LAMC requirements:

- Residential bathroom faucets with a maximum flow rate of 1.0 gallon per minute and kitchen faucets with a maximum flow rate of 1.5 gallons per minute. No more than one showerhead per shower stall, with a flow rate no greater than 1.75 gallons per minute.
- Non-residential restroom faucets with a maximum flow rate of 0.5 gallon per minute and non-residential kitchen faucets (except restaurant kitchens) with a maximum flow rate of 1.5 gallons per minute. Restaurant kitchen faucets shall have pre-rinse self-closing spray heads with a maximum flow rate of 1.6 gallons per minute.
- Non-residential restroom faucets of a self-closing design (i.e., that would automatically turn off when not in use).
- High-efficiency clothes washers either within individual units (with water factor of 6.0 or less) and/or in common laundry rooms (commercial washers with water factor of 7.5 or less).
- Installation of tankless and on-demand water heaters in commercial kitchens and restrooms.
- Individual metering and billing for water use of all residential uses and exploration of such metering for commercial spaces.

- Installation of a leak detection system for any swimming pool, Jacuzzi, or other comparable spa equipment introduced on-site.
- Use of landscape contouring to minimize precipitation runoff.
- Use of LID flow-through planters within common site areas that are not located above subterranean parking, where required.
- **Enforcement Agency:** City of Los Angeles Department of Water and Power; City of Los Angeles Department of Building and Safety
- **Monitoring Agency:** City of Los Angeles Department of City Planning; City of Los Angeles Department of Building and Safety
- **Monitoring Phase:** Pre-construction; construction
- **Monitoring Frequency:** Once at Project plan check; once prior to issuance of Certificate of Occupancy
- **Action Indicating Compliance:** Plan approval and issuance of applicable building permit; issuance of Certificate of Occupancy

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

J.2. Utilities and Service Systems—Wastewater

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

K. Energy Conservation and Infrastructure

(1) Project Design Features

No Project design features are identified in the EIR for this environmental issue.

(2) Mitigation Measures

No mitigation measures are identified in the EIR for this environmental issue.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCEExhibit C
CPC-2016-37421546 N Argyle Av
DOT Case No. CEN 17-45715

Date: April 26, 2018

To: Luciralia Ibarra, Senior City Planner
Department of City Planning

From: Wes Pringle, Transportation Engineer
Department of Transportation

Subject: **TRANSPORTATION IMPACT ASSESSMENT FOR THE MODERA ARGYLE MIXED-USE PROJECT LOCATED AT 1546 NORTH ARGYLE AVENUE (ENV-2016-3743-EIR/CPC-2016-3742-GPA-VZC-HD-DB-MCUP-SPR/VTT-74566)**

The Department of Transportation (DOT) has reviewed the transportation impact study, dated March 2018, prepared by Gibson Transportation Consulting, Inc. for the proposed Modera Argyle mixed-use project located at 1546 North Argyle Avenue. In order to evaluate the effects of the project's traffic on the available transportation infrastructure, the significance of the project's traffic impacts is measured in terms of change to the volume-to-capacity (V/C) ratio between the "future no project" and the "future with project" scenarios. This change in the V/C ratio is compared to DOT's established threshold standards to assess the project-related traffic impacts. Based on DOT's current traffic impact criteria¹, the transportation study included the detailed analysis of 22 signalized intersections and seven unsignalized intersections and determined that none of these study intersections would be significantly impacted by project-related traffic prior to mitigation. This report summarizes the results of the transportation analysis (see **Attachment 1**), which accounted for other known development projects in evaluating potential cumulative impacts and adequately evaluated the project's traffic impacts on the surrounding community.

DISCUSSION AND FINDINGS

A. Project Description

The project proposes to demolish the existing office, retail, and warehouse uses, as well as the associated surface parking lot and construct the Modera Argyle mixed-use development consisting of up to 276 apartment units and approximately 24,000 square feet of ground floor commercial uses that would contain 9,000 square feet of retail uses and 15,000 square feet of restaurant uses located on the southeast corner of Argyle Avenue and Selma Avenue. The transportation impact analysis also considered an alternate project option (Supermarket Option) where the ground floor commercial space is developed with a 27,000 square foot supermarket. The project would provide parking on-site in a multi-level parking garage. Access to the parking garage would be provided via a full-access driveway along Selma Avenue. Access to the loading area would be provided by a driveway west of the parking garage driveway on Selma Avenue as illustrated in **Attachment 2**. The project is expected to be completed by 2023.

¹ Per the DOT Traffic Study Policies and Procedures, a significant impact is identified as an increase in the Critical Movement Analysis (CMA) value, due to project-related traffic, of 0.01 or more when the final ("with project") Level of Service (LOS) is LOS E or F; an increase of 0.020 or more when the final LOS is LOS D; or an increase of 0.040 or more when the final LOS is LOS C.

B. Trip Generation

The project is estimated to generate a net increase of approximately 2,013 daily trips, 170 trips during the a.m. peak hour and 179 trips during the p.m. peak hour; the project under the Supermarket Option is estimated to generate a net increase of approximately 1,971 daily trips, 117 trips during the a.m. peak hour and 192 trips during the p.m. peak hour. The trip generation estimates, summarized in **Attachment 3**, are based on rates and formulas published by the Institute of Transportation Engineers (ITE) Trip Generation, 9th Edition, 2012. These trip generation rates are typically derived from surveys of similar stand-alone (single) land use projects in suburban areas with little to no transit service. Therefore, DOT's transportation impact study guidelines allow projects to reduce their total trip generation to account for potential transit usage to and from the site and for the internal-trip making opportunities that are afforded by mixed-use projects. Consistent with these guidelines, the estimated trip generation includes trip credits to account for the mixed-use nature of the project and for the expected transit mode share.

C. Freeway Analysis

The traffic study included a freeway impact analysis that was prepared in accordance with the State-mandated Congestion Management Program (CMP) administered by the Los Angeles County Metropolitan Transportation Authority (MTA). According to this analysis, the project would not result in significant traffic impacts on any of the evaluated freeway mainline segments. To comply with the Freeway Analysis Agreement executed between Caltrans and DOT in December 2015, the study also included a screening analysis to determine if additional evaluation of freeway mainline and ramp segments was necessary beyond the CMP requirements. Exceeding one of the four screening criteria would require the applicant to work directly with Caltrans to prepare more detailed freeway analyses. The project did meet the threshold defined in the agreement; therefore, additional freeway analysis is required and included in the traffic study.

PROJECT REQUIREMENTS

A. Gower Street & US 101 Southbound Off-Ramp/Yucca Street

In the preparation of traffic studies, DOT guidelines indicate that unsignalized intersections should be evaluated solely to determine the need for the installation of a traffic signal or other traffic control device. When choosing which unsignalized intersections to evaluate in the study, intersections that are adjacent to the project or that are integral to the project's site access and circulation plan, or that can facilitate pedestrian access should be identified.

The traffic study evaluated seven unsignalized intersections and included traffic signal warrant analyses for four of those intersections. In accordance with the guidelines established under the *California Manual of Uniform Traffic Control Devices*, Gower Street & US 101 Southbound Off-Ramp/Yucca Street meets a warrant threshold for signalization. However, the satisfaction of a traffic signal warrant does not in itself require the installation of a signal. Other factors relative to safety, traffic flow, signal spacing, coordination, etc. should be considered.

Since the intersection of Gower Street & US 101 Southbound Off-Ramp/Yucca Street is also under the jurisdiction of Caltrans, any improvements within Caltrans right-of-way would need to be approved by Caltrans. The developer will need to work with and get the approval of both Caltrans and LADOT for a new traffic signal at Gower Street & US 101 Southbound Off-Ramp/Yucca Street. If a new traffic signal is approved, the applicant should be required to plan, design, and install a new traffic signal at the intersection through the Bureau of Engineering (BOE) B-permit process. Prior to commencing design work on this new traffic signal, the applicant should work with DOT's Hollywood-Wilshire District Office to seek final approval of the traffic signal warrants and issuance of a Traffic Control Report authorizing the installation of the traffic signal. The traffic signal warrant analysis shall be prepared pursuant to Section 353 of DOT's Manual of Policies and Procedures and submitted by the applicant to DOT for review. All costs of design, construction, and installation shall be borne by the developer. It should be noted that installation of a traffic signal at Gower Street & US 101 Southbound Off-Ramp/Yucca Street is planned as part of another development.

B. Construction Impacts

DOT recommends that a construction work site traffic control plan be submitted to DOT's Citywide Temporary Traffic Control Section or Permit Plan Review Section for review and approval prior to the start of any construction work. Refer to <http://ladot.lacity.org/what-we-do/plan-review> to determine which section to coordinate review of the work site traffic control plan. The plan should show the location of any roadway or sidewalk closures, traffic detours, haul routes, hours of operation, protective devices, warning signs and access to abutting properties. DOT also recommends that all construction related traffic be restricted to off-peak hours.

C. Highway Dedication and Street Widening Requirements

On September 7, 2016, the City Council adopted the Mobility Plan 2035 which is the new Mobility Element of the General Plan. A key feature of the updated plan is to revise street standards in an effort to provide a more enhanced balance between traffic flow and other important street functions including transit routes and stops, pedestrian environments, bicycle routes, building design and site access, etc. The applicant should check with BOE's Land Development Group to determine the specific highway dedication, street widening and/or sidewalk requirements for this project. Per the new Mobility Element, **Argyle Avenue** and **Selma Avenue**, both Local Streets, would require an 18-foot half-width roadway within a 30-foot half-width right-of-way.

D. Parking Requirement

The project would provide the minimum code-required parking spaces within an on-site parking garage: 364 for automobiles and 328 for bicycles. Under the Supermarket Option, the project would provide a minimum of 370 automobile and 322 bicycle parking spaces. The developer should check with the Department of Building and Safety on the number of parking spaces needed.

E. Project Access and Circulation

Access to the project would be provided by driveways along Selma Avenue as illustrated in **Attachment 2**. The review of this study does not constitute approval of the driveway dimensions, access and circulation scheme, and loading/unloading area for the project. Any

changes to the project's site access, circulation scheme, or loading/unloading area after issuance of this report would require separate review and approval and should be coordinated with DOT's Citywide Planning Coordination Section at 201 N. Figueroa Street, 5th Floor, Room 550, at (213) 482-7024. The applicant should contact DOT for driveway width and internal circulation requirements prior to the commencement of building or parking layout design efforts so that such traffic flow considerations are designed and incorporated early into the building and parking layout plans. If any project driveway will be signalized, the applicant should contact DOT's Permit Plan Review Section ladot.planprocessing@lacity.org for review of the traffic signal plan. All new driveways should be Case 2 driveways and 30 feet for two-way operations and any security gates should be a minimum 30 feet from the property line. All delivery truck loading and unloading should take place on site with no vehicles having to back into the project via any of the project driveways and should be restricted to off-peak hours only. Should the project include a supermarket, DOT recommends that a dock manager and/or flag person be employed to assist delivery truck access to the loading area. DOT may recommend additional requirements once a complete review of the loading operations is conducted.

F. Development Review Fees

An ordinance adding Section 19.15 to the Los Angeles Municipal Code relative to application fees paid to DOT for permit issuance activities was adopted by the Los Angeles City Council in 2009 and updated in 2014. This ordinance identifies specific fees for traffic study review, condition clearance, and permit issuance. The applicant shall comply with any applicable fees per this ordinance.

If you have any questions, please contact Eileen Hunt of my staff at (213) 972-8481.

Attachments

K:\Letters\2018\CEN17-45715_1546 Argyle_Modera Argyle MU_ts_ltr.doc

c: Amy Ablakat, Council District No. 13
Carl Mills, BOE Development Services
Bhuvan Bajaj, Hollywood-Wilshire District Office, DOT
Taimour Tanavoli, Case Management Office, DOT
Emily Wong, Gibson Transportation Consulting, Inc.

TABLE 10
FUTURE WITH PROJECT CONDITIONS (YEAR 2023)
SIGNIFICANT IMPACT ANALYSIS AT SIGNALIZED INTERSECTIONS

No.	Intersection	Peak Hour	Future without Project Conditions		Future with Project Conditions			
			V/C	LOS	V/C	LOS	Change in V/C	Significant Impact
1.	Vine Street & Franklin Avenue / US-101 SB Off-Ramp	AM	0.369	A	0.371	A	0.002	NO
		PM	0.445	A	0.446	A	0.001	NO
2.	Argyle Avenue & Franklin Avenue / US-101 NB On-Ramp	AM	0.888	D	0.897	D	0.009	NO
		PM	0.943	E	0.947	E	0.004	NO
3.	Gower Street & Franklin Avenue	AM	0.713	C	0.717	C	0.004	NO
		PM	0.804	D	0.808	D	0.004	NO
4.	Ivar Avenue & Yucca Street	AM	0.262	A	0.262	A	0.000	NO
		PM	0.325	A	0.325	A	0.000	NO
5.	Vine Street & Yucca Street	AM	0.603	B	0.605	B	0.002	NO
		PM	0.597	A	0.603	B	0.006	NO
6.	Argyle Avenue & Yucca Street	AM	0.279	A	0.281	A	0.002	NO
		PM	0.453	A	0.456	A	0.003	NO
7.	Gower Street & Carlos Avenue	AM	0.375	A	0.376	A	0.001	NO
		PM	0.306	A	0.307	A	0.001	NO
8.	Ivar Avenue & Hollywood Boulevard	AM	0.629	B	0.632	B	0.003	NO
		PM	0.621	B	0.623	B	0.002	NO
9.	Vine Street & Hollywood Boulevard	AM	0.904	F *	0.909	F *	0.005	NO
		PM	0.897	F *	0.906	F *	0.009	NO
10.	Argyle Avenue & Hollywood Boulevard	AM	0.630	B	0.636	B	0.006	NO
		PM	0.695	B	0.702	C	0.007	NO
11.	Gower Street & Hollywood Boulevard	AM	0.843	D	0.847	D	0.004	NO
		PM	0.843	D	0.852	D	0.009	NO
12.	Ivar Avenue & Selma Avenue	AM	0.279	A	0.285	A	0.006	NO
		PM	0.307	A	0.325	A	0.018	NO
13.	Vine Street & Selma Avenue	AM	0.645	B	0.662	B	0.017	NO
		PM	0.628	B	0.659	B	0.031	NO
14.	Argyle Avenue & Selma Avenue	AM	0.443	A	0.499	A	0.056	NO
		PM	0.383	A	0.405	A	0.022	NO
15.	Gower Street & Selma Avenue	AM	0.685	B	0.695	B	0.010	NO
		PM	0.631	B	0.643	B	0.012	NO
16.	Vine Street & Sunset Boulevard	AM	0.957	F *	0.960	F *	0.003	NO
		PM	1.109	F *	1.114	F *	0.005	NO
17.	Argyle Avenue & Sunset Boulevard	AM	0.485	A	0.497	A	0.012	NO
		PM	0.449	A	0.465	A	0.016	NO
18.	El Centro Avenue & Sunset Boulevard	AM	0.507	A	0.518	A	0.011	NO
		PM	0.695	B	0.705	C	0.010	NO
19.	Gower Street & Sunset Boulevard	AM	1.007	F	1.013	F	0.006	NO
		PM	1.028	F	1.033	F	0.005	NO
20.	Bronson Avenue & Sunset Boulevard	AM	0.860	D	0.861	D	0.001	NO
		PM	0.885	D	0.889	D	0.004	NO
21.	Van Ness Avenue & Sunset Boulevard	AM	0.746	C	0.747	C	0.001	NO
		PM	0.940	E	0.943	E	0.003	NO
22.	Wilton Place & Sunset Boulevard	AM	0.605	B	0.606	B	0.001	NO
		PM	0.737	C	0.739	C	0.002	NO

Notes

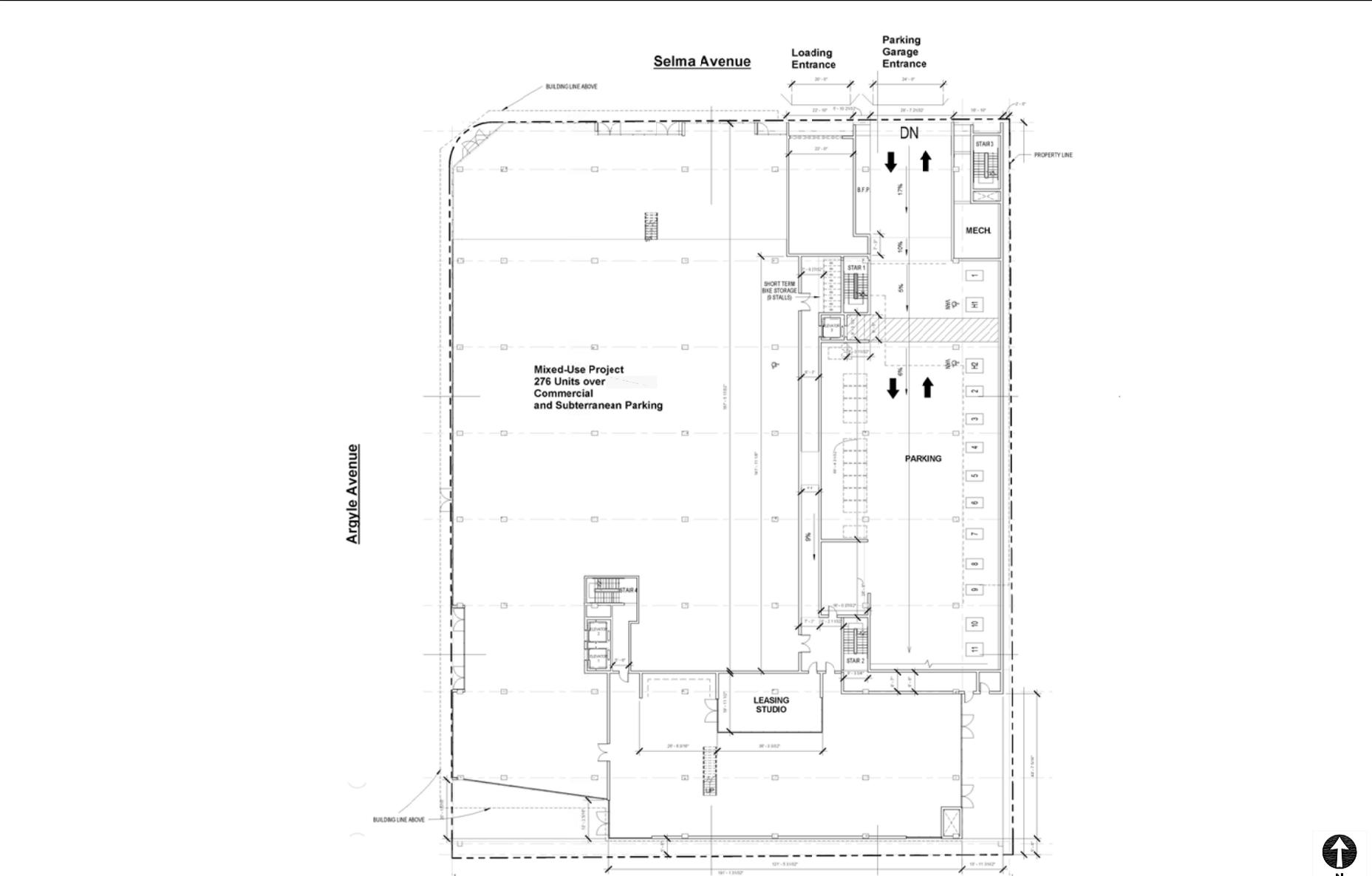
* LOS based on field observations, as the CMA methodology for individual intersections does not in every case account for vehicular queues along corridors, pedestrian, conflicts, etc., and thus, the calculated average operating conditions may appear better than is observed.

**TABLE 16
FUTURE WITH PROJECT CONDITIONS (YEAR 2023) - SUPERMARKET OPTION
SIGNIFICANT IMPACT ANALYSIS AT SIGNALIZED INTERSECTIONS**

No.	Intersection	Peak Hour	Future without Project Conditions		Future with Project Conditions			
			V/C	LOS	V/C	LOS	Change in V/C	Significant Impact
1.	Vine Street & Franklin Avenue / US-101 SB Off-Ramp	AM	0.369	A	0.371	A	0.002	NO
		PM	0.445	A	0.446	A	0.001	NO
2.	Argyle Avenue & Franklin Avenue / US-101 NB On-Ramp	AM	0.888	D	0.896	D	0.008	NO
		PM	0.943	E	0.947	E	0.004	NO
3.	Gower Street & Franklin Avenue	AM	0.713	C	0.716	C	0.003	NO
		PM	0.804	D	0.808	D	0.004	NO
4.	Ivar Avenue & Yucca Street	AM	0.262	A	0.262	A	0.000	NO
		PM	0.325	A	0.325	A	0.000	NO
5.	Vine Street & Yucca Street	AM	0.603	B	0.604	B	0.001	NO
		PM	0.597	A	0.603	B	0.006	NO
6.	Argyle Avenue & Yucca Street	AM	0.279	A	0.280	A	0.001	NO
		PM	0.453	A	0.457	A	0.004	NO
7.	Gower Street & Carlos Avenue	AM	0.375	A	0.376	A	0.001	NO
		PM	0.306	A	0.307	A	0.001	NO
8.	Ivar Avenue & Hollywood Boulevard	AM	0.629	B	0.631	B	0.002	NO
		PM	0.621	B	0.623	B	0.002	NO
9.	Vine Street & Hollywood Boulevard	AM	0.904	F *	0.906	F *	0.002	NO
		PM	0.897	F *	0.906	F *	0.009	NO
10.	Argyle Avenue & Hollywood Boulevard	AM	0.630	B	0.634	B	0.004	NO
		PM	0.695	B	0.703	C	0.008	NO
11.	Gower Street & Hollywood Boulevard	AM	0.843	D	0.845	D	0.002	NO
		PM	0.843	D	0.852	D	0.009	NO
12.	Ivar Avenue & Selma Avenue	AM	0.279	A	0.281	A	0.002	NO
		PM	0.307	A	0.325	A	0.018	NO
13.	Vine Street & Selma Avenue	AM	0.645	B	0.659	B	0.014	NO
		PM	0.628	B	0.659	B	0.031	NO
14.	Argyle Avenue & Selma Avenue	AM	0.443	A	0.487	A	0.044	NO
		PM	0.383	A	0.410	A	0.027	NO
15.	Gower Street & Selma Avenue	AM	0.685	B	0.693	B	0.008	NO
		PM	0.631	B	0.643	B	0.012	NO
16.	Vine Street & Sunset Boulevard	AM	0.957	F *	0.958	F *	0.001	NO
		PM	1.109	F *	1.114	F *	0.005	NO
17.	Argyle Avenue & Sunset Boulevard	AM	0.485	A	0.493	A	0.008	NO
		PM	0.449	A	0.466	A	0.017	NO
18.	El Centro Avenue & Sunset Boulevard	AM	0.507	A	0.515	A	0.008	NO
		PM	0.695	B	0.705	C	0.010	NO
19.	Gower Street & Sunset Boulevard	AM	1.007	F	1.010	F	0.003	NO
		PM	1.028	F	1.033	F	0.005	NO
20.	Bronson Avenue & Sunset Boulevard	AM	0.860	D	0.861	D	0.001	NO
		PM	0.885	D	0.889	D	0.004	NO
21.	Van Ness Avenue & Sunset Boulevard	AM	0.746	C	0.747	C	0.001	NO
		PM	0.940	E	0.943	E	0.003	NO
22.	Wilton Place & Sunset Boulevard	AM	0.605	B	0.606	B	0.001	NO
		PM	0.737	C	0.739	C	0.002	NO

Notes

* LOS based on field observations, as the CMA methodology for individual intersections does not in every case account for vehicular queues along corridors, pedestrian, conflicts, etc., and thus, the calculated average operating conditions may appear better than is observed.



Source: Carrier Johnson + Culture



SITE PLAN

FIGURE 1

TABLE 8
 TRIP GENERATION

Land Use	ITE Land Use Code	Size	Daily	AM Peak Hour			PM Peak Hour		
				In	Out	Total	In	Out	Total
Trip Generation Rates [a]									
Warehouse	150	per ksf	3.56	79%	21%	0.30	25%	75%	0.32
Apartment	220	per du	6.65	20%	80%	0.51	65%	35%	0.62
General Office Building	710	per ksf	11.03	88%	12%	1.56	17%	83%	1.49
Shopping Center	820	per ksf	42.7	62%	38%	0.96	48%	52%	3.71
Specialty Retail	826	per ksf	44.32	N/A	N/A	N/A	44%	56%	2.71
High-Turnover Restaurant	932	per ksf	127.15	55%	45%	10.81	60%	40%	9.85
Proposed Project									
Apartment	220	276 du	1,835	28	113	141	111	60	171
			(275)	(4)	(17)	(21)	(17)	(9)	(26)
Subtotal - Apartment			1,560	24	96	120	94	51	145
Retail	820	9 ksf	384	6	3	9	16	17	33
			(77)	(1)	(1)	(2)	(3)	(3)	(6)
			(46)	(1)	0	(1)	(2)	(2)	(4)
			(131)	(2)	(1)	(3)	(6)	(6)	(12)
Subtotal - Retail			130	2	1	3	5	6	11
Restaurant	932	15 ksf	1,907	89	73	162	89	59	148
			(381)	(18)	(15)	(33)	(18)	(12)	(30)
			(229)	(11)	(9)	(20)	(11)	(7)	(18)
			(259)	(12)	(10)	(22)	(12)	(8)	(20)
Subtotal - Restaurant			1,038	48	39	87	48	32	80
Total - Proposed Project			2,728	74	136	210	147	89	236
Existing Uses to be Removed									
Warehouse	150	32.634 ksf	116	8	2	10	3	7	10
			(17)	(1)	0	(1)	0	(1)	(1)
Subtotal - Commercial			99	7	2	9	3	6	9
Office	710	15.182 ksf	167	21	3	24	4	19	23
			(25)	(3)	0	(3)	(1)	(3)	(4)
Subtotal - Commercial			142	18	3	21	3	16	19
Commercial	826 [e]	14 ksf	620	8	5	13	17	21	38
			(93)	(1)	(1)	(2)	(3)	(3)	(6)
			(53)	(1)	0	(1)	(1)	(2)	(3)
Subtotal - Commercial			474	6	4	10	13	16	29
Total - Existing Uses to be Removed			715	31	9	40	19	38	57
Net New Project Trips			2,013	43	127	170	128	51	179

du: dwelling unit

ksf: 1,000 square feet

[a] Source: *Trip Generation, 9th Edition*, Institute of Transportation Engineers, 2012.

[b] The Project site is located within a 1/4 mile of the Metro Red Line Hollywood Vine station and a RapidBus stop, therefore a 15% transit adjustment was applied, per *Transportation Impact Study Guidelines* (LADOT, December 2016).

[c] Internal capture adjustments account for person trips made between distinct land uses within a mixed-use development without using an off-site road system.

[d] Pass-by adjustments account for Project trips made as an intermediate stop on the way from an origin to a primary trip destination without route diversion.

[e] In the absence of available AM peak hour trip rates for Specialty Retail (ITE 826) uses in *Trip Generation, 9th Edition*, AM rates for Shopping Center (ITE 820) uses were applied.

**TABLE 14
TRIP GENERATION - SUPERMARKET OPTION**

Land Use	ITE Land Use Code	Size	Daily	AM Peak Hour			PM Peak Hour		
				In	Out	Total	In	Out	Total
Trip Generation Rates [a]									
Warehouse	150	per ksf	3.56	79%	21%	0.30	25%	75%	0.32
Apartment	220	per du	6.65	20%	80%	0.51	65%	35%	0.62
General Office Building	710	per ksf	11.03	88%	12%	1.56	17%	83%	1.49
Shopping Center	820	per ksf	42.7	62%	38%	0.96	48%	52%	3.71
Specialty Retail	826	per ksf	44.32	N/A	N/A	N/A	44%	56%	2.71
Supermarket	850	per ksf	102.24	62%	38%	3.40	51%	49%	9.48
Proposed Project									
Apartment	220	276 du	1,835	28	113	141	111	60	171
Less 15% Transit/Walk-In Adjustment [b]			(275)	(4)	(17)	(21)	(17)	(9)	(26)
Subtotal - Apartment			1,560	24	96	120	94	51	145
Supermarket	850	27 ksf	2,760	57	35	92	131	125	256
Less 20% Internal Capture [c]			(552)	(11)	(7)	(18)	(26)	(25)	(51)
Less 15% Transit/Walk-In Adjustment [b]			(331)	(7)	(4)	(11)	(16)	(15)	(31)
Less 40% Pass-by Reduction [d]			(751)	(16)	(10)	(26)	(36)	(34)	(70)
Subtotal - Supermarket			1,126	23	14	37	53	51	104
Total - Proposed Project			2,686	47	110	157	147	102	249
Existing Uses to be Removed									
Warehouse	150	32.634 ksf	116	8	2	10	3	7	10
Less 15% Transit/Walk-In Adjustment [b]			(17)	(1)	0	(1)	0	(1)	(1)
Subtotal - Commercial			99	7	2	9	3	6	9
Office	710	15.182 ksf	167	21	3	24	4	19	23
Less 15% Transit/Walk-In Adjustment [b]			(25)	(3)	0	(3)	(1)	(3)	(4)
Subtotal - Commercial			142	18	3	21	3	16	19
Commercial	826 [e]	14 ksf	620	8	5	13	17	21	38
Less 15% Transit/Walk-In Adjustment [b]			(93)	(1)	(1)	(2)	(3)	(3)	(6)
Less 10% Pass-by Reduction [d]			(53)	(1)	0	(1)	(1)	(2)	(3)
Subtotal - Commercial			474	6	4	10	13	16	29
Total - Existing Uses to be Removed			715	31	9	40	19	38	57
Net New Project Trips			1,971	16	101	117	128	64	192

du: dwelling unit

ksf: 1,000 square feet

[a] Source: *Trip Generation, 9th Edition*, Institute of Transportation Engineers, 2012.

[b] The Project site is located within a 1/4 mile of the Metro Red Line Hollywood Vine station and a RapidBus stop, therefore a 15% transit adjustment was applied, per *Transportation Impact Study Guidelines* (LADOT, December 2016).

[c] Internal capture adjustments account for person trips made between distinct land uses within a mixed-use development without using an off-site road system.

[d] Pass-by adjustments account for Project trips made as an intermediate stop on the way from an origin to a primary trip destination without route diversion.

[e] In the absence of available AM peak hour trip rates for Specialty Retail (ITE 826) uses in *Trip Generation, 9th Edition*, AM rates for Shopping Center (ITE 820) uses were applied.