



March 17, 2016

By U.S. Mail and E-mail

Chair José Huizar and Members of the Planning and Land Use
Management Committee
c/o City Clerk, Room 395
200 North Spring Street
Los Angeles, CA 90012-4801

**Re: Target Project at Sunset and Western
Vermont/Western Transit Oriented District Specific Plan /
Station Neighborhood Area Plan (SNAP)
Planning Case No. CPC-2015-74-GPA-SP-CUB-SPP-SPR
City Council File No. 16-0033
PLUM Agenda of March 22, 2016**

Honorable Chair Huizar and Members of the Committee:

This firm represents Target Corporation, applicant for the above-entitled project. Before you again today are a plan amendment and related permits, along with several appeals.

This Committee and the full City Council are already familiar with this project, having approved it unanimously three times and having considered (but continued) it again last month. Physically, it remains the same project that the City previously approved: a Target store above a parking structure, with a pedestrian- and transit-oriented plaza and retail uses at street level. The parking structure will be hidden behind the store and the street-level retail. The plaza will provide a kiosk with transit information and give pedestrians a place to stroll. The street-level retail (not part of the Target store) will provide enticing destinations for local residents. The project was designed this way to meet the requests of the City's decision-makers, in order to give the community more than just a store.

When the City Council approved this project in 2010, 2012, and 2013, it included some "exceptions" from the local specific plan (usually called "SNAP"). A court invalidated several of the exceptions. The proposal before you today differs from past approvals in that it includes an amendment to SNAP that would render the exceptions unnecessary. It is, however, the same project that the City's decision-makers requested and repeatedly approved.

Target has appealed two conditions. One condition relates to childcare. SNAP allows this type of project either to build a facility or pay a fee in lieu. In its appeal, Target proposed either to pay the fee or to reimburse employees directly for their childcare expenses; either would be a more effective and simpler way to meet the City's goals than the condition imposed by the Planning Commission. In light of subsequent discussions, however, Target would prefer that the City Council simply reinstate the original language from the proposed SNAP amendment and

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entitlement condition; that language gave Target the option of paying a fee, consistent with what SNAP has always allowed. We understand that the City has already begun seeking consultants to perform a peer review of the nexus study Target submitted.

The other condition Target appealed relates to defending the City from litigation challenging these approvals. The condition that the City Council previously imposed protects the City by requiring that Target defend it from challenges to the entitlements. The proposed new condition unnecessarily takes control of the defense away from the entity with a stake in it -- i.e., Target. The proposed condition also charges Target twice for the City to provide a defense that Target's own counsel will be providing anyway.

Finally, also before you today are appeals filed by several opponents of the project. Target's detailed responses are in an attachment to this letter. The other appeals are, to be polite, creative, and to be blunt, lack any merit. They reflect the obstructionist attitude that accomplishes no more than blocking the creation of jobs while running up the cost of living in Los Angeles. Target's project will bring over 200 jobs to the City along with millions of dollars in fees and taxes. It will help provide affordable goods to local consumers. It is time to allow the employees to be hired and the store to open.

Thank you for your consideration. Representatives of Target will appear at your hearing.

Very truly yours,



Richard A. Schulman
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ATTACHMENT: RESPONSES TO APPEALS BY OPPONENTS

To preserve readability of the following text, legal citations have been placed in footnotes.

1. Issues relating to the analysis done under the California Environmental Quality Act ("CEQA").

Background: The City certified an environmental impact report ("EIR") for this project in 2013. Opponents challenged the adequacy of the EIR in court and lost; the trial court upheld the EIR. Opponents appealed but did not argue the adequacy of the EIR to the Court of Appeal, which means the trial court's decision upholding the EIR is final.¹ The proposal currently before the Committee and City Council uses an "addendum" to update the EIR.²

Arguments:

(a) Opponents claim that a new EIR is necessary because the project has changed, i.e., by including the SNAP amendment (to include what one opponent calls a new "typology"). However, a new EIR is only necessary for changes with consequences to the physical environment (i.e., impacts or mitigation measures),³ while the SNAP amendment is paper allowing the physical project to proceed. The physical project, and thus its impacts on the environment, has not changed, so an addendum is proper.⁴

(b) Opponents claim that a new EIR is necessary because a court invalidated the updated Hollywood Community Plan after the City Council had certified this EIR. However, the EIR for this project had already addressed its conformance with both the old and the new versions of the Hollywood plan,⁵ so there is no need for another analysis.

(c) Opponents claim, as a variation on the theory relating to the Hollywood Community Plan, that the original EIR was flawed because the new Hollywood Community Plan had relied on invalid population data. However, that challenges the original EIR, which it is too late to challenge.⁶ Moreover, those data, accurate or not, did not figure into the project's EIR,⁷ a point proven by the addendum's conclusion that the project's impacts are unchanged. As noted above, the EIR for this project evaluated the project against both the old and proposed community plans.

¹ E.g., *Roe v. McDonald's Corp.* (2005) 129 Cal.App.4th 1107, 1114.

² 14 Cal.Code Regs. ["CEQA Guidelines"] §15164.

³ E.g., *River Valley Preservation Project v. Metropolitan Transit Development Board* (1995) 37 Cal.App.4th 154, 174-178.

⁴ E.g., *Fort Mojave Indian Tribe v. Department of Health Services* (1995) 38 Cal.App.4th 1574, 1605-1606.

⁵ Draft EIR, pages IV.G-41–IV.G-65; Final EIR, pages IV-13–IV-17.

⁶ E.g., PUBLIC RESOURCES CODE §21167; *River Valley, supra*, 37 Cal.App.4th at 178; *Snarled Traffic Obstructs Progress v. City and County of San Francisco* (1999) 74 Cal.App.4th 793, 797n2.

⁷ Also, e.g., EIR pages IV.A-8–IV.A-9.

(d) Opponents claim that the original EIR was adopted illegally because of “an unlawful voting pact.” The claim is fanciful to say the least. Moreover, the trial court rejected the opponents’ procedural claims, and, in any event, it is too late to challenge the original EIR.⁸

2. Issues relating to the SNAP amendment itself.

Background: SNAP (more precisely, the Vermont/Western Transit Oriented District Specific Plan (Station Neighborhood Area Plan)) is a specific plan governing the area that includes the project site. It currently includes Subareas A through E; the site is in Subarea C. The City previously approved the project with exceptions from some of SNAP’s requirements, but the trial court invalidated some of the exceptions. The proposed amendment would add a Subarea F and apply it to this site. The regulations of Subarea F would allow the project to proceed without needing any exceptions.

Arguments:

(a) Opponents claim that the City cannot create Subarea F. The notion that this action is illegal in itself would mean that the City Council cannot pass new laws or repeal old ones, which is absurd.⁹

(b) Opponents claim that the new Subarea F could apply to other parcels. Part of this claim is based on twisting the words of the amendment, but a picture is worth a thousand words: the map in the amended SNAP shows that the only property actually to be placed in Subarea F now is Target’s. The application of the new Subarea F to other properties – just as the application of some other zone to those properties – is pure speculation with no legal value.¹⁰

(c) Opponents claim that the trial court found that the project did not comply with SNAP. However, the trial court’s only such conclusions concerned the technical findings for the exceptions; in fact, the trial court upheld the EIR, upheld the findings for the EIR (including about land use compatibility), and rejected the other claims. The SNAP amendment would render exceptions unnecessary and result in the project being fully compliant with SNAP.

3. Issues relating to the City’s general plan.

Background: State law requires that the City have a general plan consisting, at a minimum, of “elements” on specific topics such as land use and noise.¹¹ The City also has community plans for some of its communities, such as Hollywood.

⁸ E.g., PUBLIC RESOURCES CODE §21167.

⁹ E.g., *Carty v. City of Ojai* (1978) 77 Cal.App.3d 329, 342.

¹⁰ E.g., *Apartment Association of Greater Los Angeles v. City of Los Angeles* (2001) 90 Cal.App.4th 1162, 1176.

¹¹ GOVERNMENT CODE §65302.

Arguments:

(a) Opponents claim that, because the updated Hollywood Community Plan was invalidated, the City has no plan on which it can rely. As noted above, though, the EIR had evaluated the project against both possible versions of the Hollywood Community Plan. Moreover, as the opponents themselves note, the 1988 version is in effect.

(b) Opponents argue that the rejection of the proposed “Commerce Element” means the City’s general plan is inadequate because it is incomplete, and that therefore the project cannot be approved. The opponents’ theory that the Commerce Element has been invalidated is rather tenuous, but in any event a Commerce Element is not a required element of a plan;¹² consequently, its absence does not mean the plan is inadequate. Optional plan elements are, in a word, optional. Again, there is a valid plan with which the project complies.

4. Issues relating to the Site Plan Review.

Background: One of the project permits is a site plan review (“SPR”). SPRs require that the City make factual findings such as compatibility with the surrounding area.¹³ The City Council repeatedly found that these facts were true each time it approved the project.

Arguments:

(a) Opponents claim that the project is not consistent with its surroundings or compatible with neighboring properties. However, these are subjective matters for the City Council, and the City Council has repeatedly found that the project is appropriate – indeed, beneficial – at this site.

These claims are worth a separate note about the opponents’ bad faith and obstructionism because they were asserted by the lead plaintiff in the pending litigation: Doug Haines for the La Mirada Avenue Neighborhood Association of Hollywood (“LMA”), represented by attorney Robert Silverstein. In court, LMA did not argue against the SPR for the original project, which (except for the amendment to SNAP mooted the need for exceptions) was effectively the same as the one now proposed. Many of LMA’s specific statements are patently false. For example, LMA claims that school fees are paid only from residential development, but the governing law charges both residential and commercial development.¹⁴ Similarly, LMA claims that Target tried to “weasel out of” paying for childcare, citing a page from the draft EIR. However, LMA knows that was a mistake that was corrected in the final EIR,¹⁵ as Target’s applications had always sought to comply with the childcare requirement by paying a fee as allowed by SNAP.¹⁶ LMA knows this because it not only had a copy of the record; it *prepared* it.

¹² GOVERNMENT CODE §65302.

¹³ LOS ANGELES MUNICIPAL CODE §16.05F.

¹⁴ GOVERNMENT CODE §65995(b)(2).

¹⁵ Final EIR, page IV-18.

¹⁶ See Target’s applications, e.g., pages 4255-4256 and 8578 of the administrative record in the pending litigation.

5. Issues relating to the conditional use permit allowing the sale of alcoholic beverages (the “CUB” in the case number).

Background: One of the project permits is a CUB allowing the sale of alcoholic beverages. To approve a CUB, the City must find, in addition to other matters, that the permit will not harm community welfare, will not result in an “undue concentration” of liquor sales sites in the area, and will not harm nearby residentially-zoned areas.¹⁷ Each of these findings is discretionary – i.e., it is up to the City Council to find the facts and balance the factors. The Council repeatedly found that these facts were true each time it approved a liquor permit along with the other project entitlements.

Arguments:

One problem with opponents’ arguments relating to the CUB is that they jumbled the issues. Several claims that are grouped under “undue concentration” are actually part of a different finding in the Municipal Code. The following untangles the issues by matching them with the relevant finding.

(a) Opponents argue that granting this CUB would result in the area having an undue concentration of liquor permits in a high-crime area. However, neither the number of permits nor the crime rate is “undue” for a commercial area like this. Moreover, all but three of the currently-licensed businesses are located on the opposite ends of the census tracts from Target; of those three, all are east of Western Avenue and only one is a liquor store. The Police Department has not opposed the permit and Target’s staff gets special training to control liquor sales.

(b) Opponents argue that the location is near “sensitive uses.” The most similar finding is whether the use will “detrimentally affect nearby residentially zoned communities” considering the distance to homes, churches, schools, and the like.¹⁸ Although such uses do exist in the area, there is no evidence that this will “detrimentally affect” them. As noted above, the Police Department has not opposed this license and Target’s staff gets special training. This also relates to the first required finding, as no evidence exists that this particular CUB will “adversely affect” the welfare of the community.

(c) Opponents argue that state law requires denial of the CUB because of the characteristics of the neighborhood. This complaint again confuses several matters – most importantly, it confuses the City use permit with a license from the State. The State’s decision is discretionary,¹⁹ and “mere proximity” to sensitive uses is insufficient to deny a license.²⁰ Again, there is no evidence of actual harm. As the enclosed map shows, opponents’ claim that the

¹⁷ LOS ANGELES MUNICIPAL CODE §12.24W.1(a).

¹⁸ LOS ANGELES MUNICIPAL CODE §12.24W.1(a)(2).

¹⁹ BUSINESS & PROFESSIONS CODE §23789.

²⁰ *E.g., Martin v. Alcoholic Beverage Control Appeals Board* (1961) 55 Cal.2d 867, 875.

project is within 100' of residences is simply inaccurate;²¹ even if the claim were accurate, proximity to residences is irrelevant if the operation will not interfere with residents' "quiet enjoyment,"²² which it will not. Finally, even if opponents' other claims were true, the license could still be issued if the City finds that the "public convenience or necessity" allows it, and the City Council would make that decision *in a later hearing* as part of the State's process.²³

(d) Opponents claim that the City could not legally grant the CUB without a termination date. Although termination dates are common, nothing in the law requires them, nor have the opponents shown any such legal requirement. In fact, Target's counsel is aware of other permits that have been granted in the area without a termination date.

(e) Finally, opponents claim that it was improper not to include "standard" conditions such as banning sales of single cans of beer. The City is not required to impose those conditions. In fact, those conditions are under the control of the State, making it improper for the City to impose them – a conclusion with which the City Attorney, City Zoning Administrator, and a Superior Court judge all concur.²⁴

Copies of cited pages from the pending litigation (cited in notes 5, 7, 15, and 16), the map showing that the site is not near homes (cited in note 21), and the City Attorney letter (cited in note 24) are attached.

²¹ See enclosed map. Distances were measured pursuant to 4 CAL.CODE REGS. §61.4.

²² 4 CAL. CODE REGS. §61.4.

²³ BUSINESS & PROFESSIONS CODE §23958.4(b)(2).

²⁴ Letter from Terry P. Kaufmann Macias to Linda Lucks dated January 14, 2014, with enclosures.

Footnote 5

Draft EIR, pages IV.G-41–IV.G-65; Final EIR, pages IV-13–IV-17

6) Hollywood Community Plan**a) Consistency with Community Plan Land Use Designation**

The Community Plan is part of the Land Use Element of the Citywide General Plan, and sets forth specific land use requirements and required entitlements for projects in a specific community within the City. The Hollywood Community Plan designates the project site as Highway Oriented Commercial. The definition of the Highway Oriented Commercial land use classification is defined as commercial/retail, which has access to major, and secondary streets, as to serve commercial needs outside centers and districts. The proposed project's development of a three-level commercial retail use with a Target anchor store with incorporated parking, conforms to the definition of the Highway Oriented Commercial land use classification since it would provide a medium-density commercial development on Sunset Boulevard and Western Avenue, which are considered major and secondary streets. The project FAR of 1.15:1 is consistent with the land use designation for the project site, as well as the zoning and density allowances, and is therefore consistent with the zoning and design requirements for commercial development in the project area as set forth in the Community Plan. Overall, this type of development would be consistent with the Highway Oriented Commercial land use designation.

b) Consistency with Community Plan Objectives

As shown in Table IV.G-5 (Comparison of Hollywood Community Plan Objectives to Proposed Project Characteristics), the proposed project would implement Community Plan policies, thereby assisting the City in meeting many of the Community Plan's objectives. It should be noted that the City of Los Angeles has initiated a program to update all 35 community plans. The City Planning Department has prepared an update to the Hollywood Community Plan, which builds on the 1996 General Plan Framework Element as well as more recent planning theory associated with smart growth, transit oriented development and the planning and land use response to reduction of greenhouse gas emissions, including Senate Bill (SB) 375. The purpose of the Community Plan updates is to evaluate existing land use policies and programs and to revise them as appropriate to guide future development consistent with current planning practice. The REVISED Draft Hollywood Community Plan has not been adopted and is currently in the environmental review process. As the Community Plan will be adopted in the near future Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), has been included in this analysis. The proposed project would implement a number of REVISED Draft Community Plan goals, policies, and strategies, thereby assisting the City in meeting many of the REVISED Draft Community Plan's goals.

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City of Los Angeles

January 2012

Table IV.G-5
Comparison of Hollywood Community Plan Objectives to Proposed Project Characteristics*

Objectives	Consistency of the Proposed Project
<p>Objective 1: To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area; to further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.</p>	<p>Consistent. Development of the proposed project would support continued development of Hollywood as a regional center because it would provide a three-level commercial retail use with a Target anchor store with incorporated parking, on Sunset Boulevard and Western Avenue, which are both considered major and secondary streets. Furthermore, the proposed project would support this objective by providing concentrated development and enhanced activity adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 feet north of the project site). The Proposed Project would be consistent with this objective.</p>
<p>Objective 4: To promote economic well being and public convenience through:</p> <p>a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.</p>	<p>Consistent. Development of the proposed project would include the construction of commercial uses, including retail and restaurant uses. The proposed project's development of a three-level commercial retail use with a Target anchor store with incorporated parking, conforms to the definition of the Highway Oriented Commercial land use classification. Furthermore, the project FAR would be consistent with the land use designation for the project site, as well as the zoning and density allowances, and is therefore consistent with the zoning and design requirements for commercial development in the project area as set forth in the Community Plan. The proposed project would be consistent with this objective.</p>
<p>Objective 6: To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic; and to encourage the expansion and improvement of public transportation service.</p>	<p>Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Furthermore, the location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this objective. Therefore, the proposed project would be consistent with this objective.</p>
<p>* This table lists only those objectives that are applicable to the proposed project. Source: Hollywood Community Plan adopted December 13, 1988; EcoTierra Consulting, 2011.</p>	

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January 2012

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
Land Use Plan	
Goal LU.1: Conserve viable neighborhoods, industrial districts, pedestrian-oriented districts, historic/cultural resources and alleys.	Consistent. As indicated in the REVISED Draft Community Plan, the proposed project is not located within an industrial district with distinctive cultural resources, a historic neighborhood, neighborhoods planned for single family uses, areas with distinctive topography, such as hillside areas, the existing alley system, or existing pedestrian-oriented districts. Therefore, the proposed project would be consistent with this goal.
Policy LU.1.4: Maintain the Vermont-Western Station Neighborhood Area Plan, a transit-oriented plan in East Hollywood which encourages growth around metro rail stations and protects residential neighborhoods.	Consistent. The project site is located within the Vermont/Western SNAP, which identifies the project site as "Community Center". As discussed in more detail below, the proposed project would not be consistent with the certain specific development standards/design guidelines contained within the SNAP. The City would need to grant the proposed project Specific Plan Exceptions with respect to these standards/guidelines. The proposed project would be consistent with all other provisions of the SNAP. Overall, the granting of the requested exceptions to the SNAP would not conflict with the principles, intent, and goals of the SNAP. Therefore, the proposed project would be consistent with this policy.
Policy LU.2.12: Incentivize jobs and housing growth around transit nodes and along transit corridors.	Consistent: The commercial component of the proposed project would generate approximately 250 full and part time jobs. ¹⁹ The location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this objective. Therefore, the proposed project would be consistent with this policy.
Policy LU.2.25: Promote aesthetically pleasing commercial signage, limiting the use of billboards, pole signs, and cabinet signs.	Consistent: The proposed project would incorporate project identity signs and address signs, which would be compliant with LAMC §§ 12.11.5-B.4 and 14.4.4-E. Furthermore, all signage would be subject to review by the appropriate City entities. Therefore, the proposed project would be consistent with this policy.

¹⁹ Target Corporation employee counts, March 2011.

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January 2012

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
<p>Goal LU.3: Make streets walkable.</p>	<p>Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scaled retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. A vertical pedestrian core on the east side of the building facing Sunset Boulevard would connect all the levels above ground to the street and provides easy pedestrian access from Sunset Boulevard and Western Avenue. Furthermore, pedestrian walkways from the parking area and to the building entrances would be identifiable with the use of landscape and hardscape materials, lighting, and signage. The proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this goal.</p>
<p>Policy LU.3.1: Widen sidewalks to a minimum of 15 feet, or maintain existing sidewalk widths of 15 feet, along major and secondary highways with high levels of pedestrian traffic. Support the adoption of Modified Street Standards for the sake of reserving sidewalks which are already wide (15 feet or wider) and widening sidewalks which are narrow (less than 15 feet).</p>	<p>Not Consistent: All sidewalks would be continuous and straight or relatively straight and designed to be able to accommodate pedestrian flow and provide for pedestrian safety. The sidewalks surrounding the project site will maintain their current width of approximately 10 feet, which are considered narrow by definition in the REVISED Draft Community Plan. However, the existing sidewalk width does not impede walkability. In addition, the proposed ground floor retail uses would be designed specifically to accommodate and promote access by pedestrians.</p>
<p>Policy LU.3.3: Encourage the use of sidewalk pavement materials which maintain flat, walkable surfaces.</p>	<p>Consistent: All sidewalks would be constructed of pavement materials to maintain a flat walkable surface and accommodate pedestrian flow. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy LU.3.4: Design sidewalks that make pedestrians feel welcome and safe by minimizing the conflict between cars, buses and pedestrians.</p>	<p>Consistent: All sidewalks would be continuous and straight or relatively straight and designed to be able to accommodate pedestrian flow and provide for pedestrian safety. There would be curb cuts within the sidewalks surrounding the project site for the main customer vehicle access points to the retail garage with a right in/right out access off Western Avenue, a full access driveway off De Longpre Avenue, and an exit only driveway on St. Andrews Place. However, the proposed project access points are similar to the existing site access points and would not create any additional curb cuts. Therefore, the proposed project would be consistent with this policy.</p>

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January 2012

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU.3.5: Discourage curb-cuts next to sidewalks on streets with a high level of pedestrian traffic, when alternative access exists.	Consistent: The proposed project would provide clear and convenient access for pedestrians and locating the main customer vehicle access points to the retail garage with a right in/right out access off Western Avenue, a full access driveway off De Longpre Avenue, and an exit only driveway on St. Andrews Place. The width of driveways would meet and not exceed the standard width identified as necessary to accommodate vehicles and all parking areas would be illuminated with adequate, uniform, and glare-free lighting. Therefore, the proposed project would be consistent with this policy.
Policy LU.3.6: Discourage the siting of parking lots next to sidewalks which carry high volumes of pedestrian traffic.	Consistent: The main customer vehicle access points to the retail garage are being proposed off Western Avenue, off De Longpre Avenue, and off St. Andrews Place. Deliveries for the Target store would occur from De Longpre Avenue, which is at the rear of the project site. Facing Sunset Boulevard and Western Avenue the project proposes small pedestrian scale retail and restaurant uses to provide a street frontage for pedestrians, while the parking would be located directly behind these uses. Therefore, the proposed project would be consistent with this policy.
Policy LU.3.8: Provide pedestrian amenities to invite walking.	Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines. Therefore, the proposed project would be consistent with this policy.
Policy LU.3.9: Encourage the planting of street trees for shade.	Consistent: The proposed project would incorporate landscaping, including new street trees adjacent to the project site, that would be designed to facilitate pedestrian movement where appropriate, provide separation between service areas and public zones, provide shade coverage along the perimeter of the project site, and define edges throughout the varying elements of the proposed project. Therefore, the proposed project would be consistent with this policy.

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City of Los Angeles

January 2012

**Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics***

Goals, Policies, and Programs	Consistency of the Proposed Project
<p>Policy LU.3.10: Promote tree wells that provide sufficient space for tree roots to grow.</p>	<p>Consistent: The proposed project would incorporate landscaping, including street trees in natural soil at grade level. Tree wells would only be used to provide openings in the sidewalk for tree planting and would not be limited in depth. Landscaping would be planted to provide sufficient space for tree roots to grow. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy LU.3.11: Encourage street benches for resting.</p>	<p>Consistent: The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines and the Specific Plan. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy LU.3.15: Maintain streets which are well-lighted and clean with safe, clearly marked street crossings.</p>	<p>Consistent: The proposed project would provide small pedestrian scaled retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Streetlights would be maintained along the perimeter of the project site. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy LU.3.17: Encourage public art, landscaping, street furniture and plazas which encourage pedestrians to linger in designated spaces.</p>	<p>Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines and the Specific Plan. Therefore, the proposed project would be consistent with this policy.</p>

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City of Los Angeles

January 2012

**Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics***

Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU.3.21: Encourage building designs which create interesting, attractive walking environments on streets with high pedestrian activity.	Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this policy.
Policy LU.3.22: Promote well-designed retail with transparent facades to allow visibility of commercial uses.	Consistent: The proposed project would incorporate façade transparency at the ground level on each of the three frontages of the property, excluding St. Andrews Place. Transparent building elements consisting of openings, doors, and windows would occupy 54 percent of the ground floor façade along Sunset Boulevard, 50 percent of the ground floor façade along Western Avenue, and 26 percent along De Longpre Avenue. Therefore, the proposed project would be consistent with this policy.
Policy LU.3.23: Encourage large commercial projects to consider designs which break up the floor plate, providing pedestrian connections, and human scale design features, such as plazas, greenspace or a public focal point. Discourage "superblocks".	Consistent: Substantial openings, open areas, glazed elements and display windows have been incorporated on the upper levels of the proposed project. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU3.24: Promote pedestrian-friendly land uses along streets with high pedestrian activity.	Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines. Therefore, the proposed project would be consistent with this policy.
Policy LU3.27: Encourage extended hour active commercial uses and discourage concentrations of commercial uses which have limited operating hours in areas with high pedestrian activity.	Consistent: The Target store operating hours would typically be from 6 AM to 12 AM, with business hours of 7 AM to 11 p.m, but may vary depending on the business need. The operating hours for the retail shops and restaurants that front Sunset Boulevard and Western Avenue have not been determined at this time but are anticipated to be similar to the proposed operating hours of the Target store. Therefore, the proposed project would be consistent with this policy.
Policy LU4.5: Improve available rights-of-way throughout the Plan Area with landscaping, benches, and walkways and bikeways for low-intensity recreational uses.	Consistent: Employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines. Therefore, the proposed project would be consistent with this policy.
Policy LU4.15: Recognize street trees as an important feature which improves the quality of open space in Hollywood.	Consistent: The proposed project would incorporate landscaping, including new street trees adjacent to the project site, that would be designed to facilitate pedestrian movement where appropriate, provide separation between service areas and public zones, provide shade coverage along the perimeter of the project site, and define edges throughout the varying elements of the proposed project. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU.4.19: Encourage the construction of public plazas, in addition to greenspaces.	Consistent: The proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this policy.
Goal LU.5: Encourage sustainable land use and building design.	Consistent: The proposed project would provide on-site shops and services for employees (e.g., food services) that would reduce the need for vehicle trips. Furthermore, the proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 22 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this goal.
Policy LU.5.1: Promote sustainable land use, streetscape and building policies to protect the environment and public health. Require large projects to address sustainable development.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 22 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.2: Promote land use policies which support mobility options to reduce auto dependence. Promote the General Plan Framework's transit-oriented development policies which encourage compact, mixed-use development near transit to reduce vehicle trips and improve air quality.	Consistent: The proposed project's proximity to public transportation and proposed residential and commercial uses would reduce vehicle miles traveled for employees and customers. The project site is served by the Metro, the LADOT Dash service, and the Metro Rail Red Line. Additionally, the proposed project would provide on-site shops and services for employees (e.g., food services) that would further reduce the need for vehicle trips. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.3: Promote building policies which minimize use of toxic chemicals, minimize waste through use of recycled materials and support the use of clean, efficient, renewable energy. Implement City policies to promote Green Building practices for new construction of residential, commercial and industrial structures, and public facilities.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption and promote the use of recycled building materials. LEED rated buildings use key resources more efficiently, promote recycling and reduce waste generation when compared to conventional buildings built only to Title 24 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU.5.5: Promote the planting of street trees to provide comfortable, shady walking environments, cooling, and absorption of carbon dioxide.	Consistent: The proposed project would incorporate landscaping, including street trees that would provide comfortable, shady walking areas. New street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.6: Support policies which conserve water, recharge local groundwater aquifers and reduce the pollution of water resources. Meet increases in the demand for water through conservation and recycling.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) the Applicant would pursue a LEED certification, which includes water efficient landscaping, innovative wastewater technologies, and water use reduction. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.7: Maximize the use of recycled water, including the capture and reuse of stormwater.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) the Applicant would pursue a LEED certification, which includes water efficient landscaping, innovative wastewater technologies, and water use reduction, including, use of low-impact development measures using innovative design to filter and infiltrate stormwater runoff and reduce water sent to sewer systems. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.9: Encourage the use of permeable materials for the paving of sidewalks and driveways, when feasible.	Consistent: The proposed project would incorporate permeable materials for the paving of sidewalks and driveways to reduce the amount of runoff from the project site. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.12: Promote recycling and waste reduction. Support recycling centers which transform waste disposal into resource recovery and economic development opportunities.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption, which includes recycling of electronic waste generated through returned products and replacement of company-owned electronics and implementation of a store-based cardboard recycling program, managed in coordination with distribution centers. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 22 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy LU.5.14: Encourage recycling of construction material, both during construction and building operation, including composting of food waste. Encourage dismantling and reuse of materials rather than demolition and dumping.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption, which includes recycling of concrete and cardboard waste generated during construction and use of recycled construction materials, including recycled steel framing, crushed-concrete sub-base in parking lots, fly ash-based concrete and recycled content in joists and joist girders. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 24 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. The City has recently passed Ordinance 181,519, effective February 12, 2011, that requires construction and demolition waste generated within the City of Los Angeles to be taken to a City certified construction and demolition waste processing facility. Therefore, the proposed project would be consistent with this policy.
Policy LU.5.27: Encourage the use of fire-resistant building design, materials and siting.	Consistent: The proposed project has been designed to be constructed with fire-resistant building materials. Furthermore, as part of the approval process, the Applicant would be required to submit the project's plans to the LAFD for review (refer to Section IV.J.2 [Public Services - Fire Protection]). This would ensure compliance with LAMC required fire protection, life, and safety provisions. During this review, the LAFD would determine the need for additional fire safety or other requirements. Therefore, the proposed project would be consistent with this policy.
Mobility Plan	
Policy M.1.3: Implement signalization improvements to facilitate traffic flow.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. These traffic signal hardware upgrades are needed to provide for enhanced operation of the City's ATSAC signal system and to allow LADOT to manage traffic in direct response to real-time traffic flow. With the implementation of the proposed mitigation measures, all significant traffic impacts will be reduced to a level of less than significant. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy M.1.4: Install Automated Traffic Surveillance and Control (ATSAC) at all signalized intersections and all intersections along Major Class II and Secondary Highways in Hollywood.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) as part of the mitigation, the traffic signal controllers will be upgraded to a type 2070 at the intersections of Western Avenue and Russell Avenue, Western Avenue and Santa Monica Boulevard, Sunset Boulevard and St. Andrews Place, and Wilton Place and Hollywood Boulevard. Therefore, the proposed project would be consistent with this policy.
Policy M.1.6: Utilize traffic operations techniques to increase the capacity of the roadway network in response to changing traffic volumes.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. With the implementation of the proposed mitigation measures, all significant traffic impacts will be reduced to a level of less than significant. Therefore, the proposed project would be consistent with this policy.
Policy M.1.10: Identify and implement intersection improvements on all Major Class II and Secondary Highways, and along some Collector streets, throughout the Hollywood Community Plan Area.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. These mitigation measures will improve Sunset Boulevard, a Major Class II highway. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
<p>Policy M.1.15: Maintain the street system to facilitate the movement of current and future traffic volumes, as well as emergency services: Support the maintenance and rehabilitation of all Highways and Streets</p>	<p>Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. Furthermore, increases in traffic would not greatly affect emergency vehicles since the drivers of emergency vehicles normally have a variety of options for avoiding traffic, such as using their sirens to clear a path of travel or driving in the lanes of opposing traffic. With the implementation of the proposed mitigation measures, all significant traffic impacts will be reduced to a level of less than significant, thereby maintaining the current movement of traffic. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy M.1.28: Encourage projects located at intersections served by different transit modes, or intersections which Metro identifies as major transfer nodes, to provide transit amenities such as shade trees, countdown crosswalk signals, bus shelters, bicycle racks or lockers and stamped crosswalks.</p>	<p>Consistent: The location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this policy. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy M.1.39: Provide vehicle ingress and egress to project sites that minimize interference with bus traffic. Minimize driveways along streets served by articulated buses.</p>	<p>Consistent: The location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. The main customer vehicle access points to the retail garage would be with a right in/right out access off Western Avenue, a full access driveway off De Longpre Avenue, and an exit only driveway on St. Andrews Place. None of these are located within immediate vicinity of Metro bus line stops. Therefore, the proposed project would be consistent with this policy.</p>
<p>Policy M.1.53: Support the provision of bicycle amenities at markets and shopping centers.</p>	<p>Consistent. The proposed project would provide 28 bicycle parking spaces on-site. Therefore, the proposed project would be consistent with this policy.</p>

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy M.1.79: Implement a double left-turn lane, eastbound and westbound, on Sunset Boulevard at Western Avenue.	Consistent: The City recommendations for Sunset Boulevard are to provide the dedication necessary to accommodate an additional and future eastbound left-turn lane from Sunset Boulevard to northbound Western Avenue. As a result, the proposed project shall provide a 40-foot half width roadway within a 55-foot half width right-of-way along Sunset Boulevard between St. Andrews Place and Western Avenue that would be dedicated to a future second turn lane. Therefore, the proposed project would be consistent with this policy.
Policy M.1.89: Monitor "cut-through" traffic patterns and spillover parking from adjacent commercial areas as growth continues over time.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) the amount of daily project-related trips along the residential streets was estimated. No significant neighborhood impacts would occur as a result of traffic generated by the proposed project. Therefore, the proposed project would be consistent with this policy.
Policy M.1.90: Use parking resources efficiently.	Consistent: Parking for the proposed project would be provided in a parking structure comprised of two levels of parking. The project proposes 458 parking stalls, which exceeds this requirement by 72 parking spaces. Furthermore, the Vermont/Western Specific Plan would limit the proposed project to 386 parking spaces. Therefore, the proposed project necessitates a Specific Plan Exception to allow for the additional 72 parking spaces. Therefore, the proposed project would be consistent with this policy.
Policy M.1.105: Develop new off-street public parking resources, including parking structures and underground parking, in accordance with design standards.	Consistent: Parking for the proposed project would be provided in a parking structure comprised of two levels of parking. Therefore, the proposed project would be consistent with this policy.
Community Facilities and Infrastructure	
Policy CF.5.10: Maintain sufficient police facilities and personnel to protect the Hollywood community from criminal activity and reduce the incidence of crime.	Consistent: As part of the approval process (refer to Section IV.J.1 [Public Services - Police Protection]), the Applicant would be required to submit the Project's plans to the LAPD for review. During this review, the LAPD would confirm that the design of the Project meets the Departments' standards for safety, including landscaping and lighting. Additionally, the Project would implement an on-site security plan that would reduce the need for police services. The Project would also generate revenues for the City General Fund that could be used to support police facilities and personnel. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy CF.5.11: Consult with the Police Department as part of the review of new development projects and proposed land use changes to determine law enforcement needs and demands.	Consistent: As part of the approval process, the Applicant would be required to submit the project's plans to the LAPD for review (refer to Section IV.J.1 [Public Services - Police Protection]). Furthermore, the Project would comply with <i>The Design Out Crime Guidelines: Crime Prevention Through Environmental Design</i> , published by the LAPD, which would minimize the proposed project's impacts on police services. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.14: Provide adequate lighting around residential, commercial and industrial buildings, and park, school and recreational areas to improve security.	Consistent: As part of the approval process (refer to Section IV.J.1 [Public Services - Police Protection]), the Applicant would be required to submit the Project's plans to the LAPD for review. During this review, the LAPD would confirm that the design of the Project meets the Departments' standards for safety, including landscaping and lighting. Additionally, the Project would implement an on-site security plan that would reduce the need for police services. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.15: Ensure that landscaping around buildings does not impede visibility and provide hidden places, which could foster criminal activity. Implement principles of the City of Los Angeles Crime Prevention through Environmental Design (CPTED) Guidelines.	Consistent: As part of the approval process, the Applicant would be required to submit the project's plans to the LAPD for review (refer to Section IV.J.1 [Public Services - Police Protection]). Furthermore, the Project would comply with <i>The Design Out Crime Guidelines: Crime Prevention Through Environmental Design</i> , published by the LAPD, which would minimize the proposed project's impacts on police services. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.17: Maintain fire protection services and emergency medical services which are sufficient to ensure the safety of Hollywood residents, visitors and businesses.	Consistent: As part of the approval process, the Applicant would be required to submit the project's plans to the LAFD for review (refer to Section IV.J.2 [Public Services - Fire Protection]). This would ensure compliance with LAMC required fire protection, life, and safety provisions. During this review, the LAFD would determine the need for additional fire safety or other requirements. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.18: Coordinate with the City of Los Angeles Fire Department during the review of significant development projects and General Plan amendments affecting land use to determine the impacts on service demands.	Consistent: As part of the approval process, the Applicant would be required to submit the project's plans to the LAFD for review (refer to Section IV.J.2 [Public Services - Fire Protection]). This would ensure compliance with LAMC required fire protection, life, and safety provisions. During this review, the LAFD would determine the need for additional fire safety or other requirements. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy CF.5.20: Maintain adequate library facilities and services that meet the needs of residents and businesses.	Consistent: The proposed project, which would provide commercial uses and would not introduce any permanent residents to the project area, and as such, would not be anticipated to increase the demand for library facilities in the vicinity; in general, employees of commercial sites are less likely to patronize libraries during working hours, as they are more likely to use library facilities near their homes during non-work hours. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.73: Support the appropriate expansion, upgrade and/or improvement of the local water distribution system.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) according to the Ten-Year Capital Improvement Program for the Fiscal Years 2003-2012 of the Water Services Organization (WSO) of the LADWP, the WSO is in a 10-year process of capital upgrades to the water infrastructure system of the City. Through this program, the WSO can provide reliable sources of water to the residents of the City and to the proposed project. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.74: Continue to require water conservation measures, as recommended by LADWP.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) the Applicant would pursue a LEED certification, which includes water efficient landscaping, innovative wastewater technologies, and water use reduction. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.78: Require that development be connected to the City's sewer system and ensure that adequate capacity is available for the treatment of generated wastewater flows and the safe disposal of generated sludge.	Consistent: As discussed in Section IV.K.1 (Utilities-Wastewater) before the Department of Building and Safety formally accepts a set of plans and specifications for a project for plan check, the LADPW must first determine if there is allotted sewer capacity available for the project. At the request of the project Applicant, the Department of Building and Safety may accept the proposed project's plans and specifications as acceptable for plan check even if the proposed project has been placed on the waiting list and a sewer permit has not yet been obtained from LADPW, with the understanding that the proposed project will not be able to connect to the City's wastewater system until capacity is available and a sewer permit issued. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.79: Support strict water conservation measures.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) the Applicant would meet LEED certification requirements, which includes water efficient landscaping, innovative wastewater technologies, and water use reduction. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
Policy CF.5.80: Encourage development projects to incorporate features that reduce on-site wastewater output.	Consistent: As discussed in Section IV.K.2 (Utilities-Water) the Applicant would meet LEED certification requirements, which includes innovative wastewater technologies. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.85: Promote recycling and waste reduction. Support recycling centers that transform waste disposal into resource recovery and economic development opportunities.	Consistent: The proposed project has been designed to meet the LEED certification requirements to reduce energy consumption, which includes recycling of electronic waste generated through returned products and replacement of company-owned electronics and replacement of company-owned electronics and implementation of a store-based cardboard recycling program, managed in coordination with distribution centers. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 24 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.86: Encourage recycling of construction material, both during construction and building operation. Encourage dismantling and reuse of materials rather than demolition and dumping.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption, which includes recycling of concrete and cardboard waste generated during construction and use of recycled construction materials, including recycled steel framing, crushed-concrete sub-base in parking lots, fly ash-based concrete and recycled content in joists and joist girders. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 22 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. The City has recently passed a new ordinance regarding construction debris disposal, which includes recycling of construction debris. Therefore, the proposed project would be consistent with this policy.
Policy CF.5.88: Work with LADWP to ensure that adequate electrical facilities are available to meet the demand of existing and future developments and to encourage energy-efficient practices and technology.	Consistent: The LADWP would supply the entire proposed project from the existing 34.5-kV system. Electrical conduits, wiring and associated infrastructure would be brought from existing LADWP lines in the surrounding streets to the project site during construction. Furthermore, the proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption and would be subject to the State Energy Conservation Standards contained in Title 24 of the CCR. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.

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Policy CF.5.91: Support efforts to promote the use of clean, renewable energy that is diverse in technology and location to decrease dependence on fossil fuels, reduce emissions of greenhouse gases, and increase the reliability of the power supply.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption and would be subject to the State Energy Conservation Standards contained in Title 24 of the CCR. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this policy.
Urban Design Guidelines	
Goal 1: Implementing the General Plan and the Citywide General Plan Framework	Consistent: As shown in Table IV.G-4 (Consistency of the Proposed Project with the Applicable Objectives and Policies of the City of Los Angeles General Plan Framework Element) the proposed project would implement and be consistent with the applicable goals and policies of the General Plan. Therefore, the proposed project would be consistent with this policy.
Goal 4: Creating neighborhoods that promote movement for pedestrians and bicyclists and that place less emphasis on the car.	Consistent: The proposed project's proximity to public transportation and proposed residential and commercial uses would reduce vehicle miles traveled for employees and customers. The project site is served by the Metro, the LADOT Dash service, and the Metro Rail Red Line. Additionally, the proposed project would provide on-site shops and services for employees (e.g., food services) that would further reduce the need for vehicle trips. Therefore, the proposed project would be consistent with this policy.
BUILDING ORIENTATION CHECKLIST FOR COMMERCIAL USES	
Objective: Support a quality streetscape by providing cohesive relationships between a building's orientation, site layout, and the public right-of-way. (This checklist, along with those that follow, provides strategies and guidelines that should be considered in the design of projects, but are advisory in nature only).	
Strategy 3: Buildings should be compatible with the existing circulation system in order to create strong edges and transition spaces.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. The project access points would be aligned with existing streets and coordinated with adjacent uses through LADOT review of driveway locations. Therefore, the proposed project would be consistent with this strategy.

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Goals, Policies, and Programs	Consistency of the Proposed Project
<p>Strategy 5: Building setback should be consistent with the prevailing front and side yard setbacks, or at the front property line (where possible). Exceptions for public areas include plazas, courtyards, outdoor dining areas, arcades, or other.</p>	<p>Consistent: Pursuant to LAMC Sections 12.14.C front yard setbacks are not required for commercial uses within the C2 zone. As the project would occupy the entire block bounded by Sunset Boulevard, Western Avenue, De Longpre Avenue and St. Andrews Place, it would be designed to provide a consistent setback at all project edges. In addition, the project would be consistent with the only instance where an adjacent use could be considered to establish a precedential setback (i.e., no setback is provided at the Covenant House located south of the project site on Western Avenue, across De Longpre Avenue²⁰.) Furthermore, side and rear yard setbacks are not required for buildings used exclusively for commercial purposes. Therefore, the proposed project would be consistent with this strategy.</p>
<p>Strategy 8: Buildings should be oriented to provide breaks for pedestrian throughways where appropriate. Ideally, clear lines of sight from the front to the rear of the parcel should be placed every 200 linear feet of building frontage.</p>	<p>Consistent: The proposed project would provide small pedestrian scale retail uses at street level to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Furthermore, the proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this strategy.</p>
<p>SCALE, HEIGHT AND MASSING CHECKLIST FOR COMMERCIAL USES Objective: Enhance neighborhood character through understanding the importance of a structure's physical form, and by complementing the existing built environment.</p>	
<p>Strategy 4: To break massing, utilize multiple planes, setbacks and architectural treatments such as recessed windows, columns, moldings and projections.</p>	<p>Consistent: The proposed project consists of modern and geometric elements, utilizing materials such as concrete, metal and glazing elements. The design seeks to use bold horizontal and vertical surfaces using simple forms through a variety of materials in order to create visual interest. Roof lines are broken up by varying horizontal and vertical planes such as entrance towers, and signage towers that are functional as well visually striking. Therefore, the proposed project would be consistent with this strategy.</p>
<p>CIRCULATION, PARKING AND LOADING CHECKLIST FOR COMMERCIAL USES</p>	
<p>Strategy 1: Excessively wide driveways should be avoided.</p>	<p>Consistent: The width of driveways would meet and not exceed the standard width identified as necessary to accommodate vehicles and all parking areas would be illuminated with adequate, uniform, and glare-free lighting. Therefore, the proposed project would be consistent with this strategy.</p>

²⁰ The Home Depot building located west of the project site on Sunset Boulevard, across St. Andrews Place, is separated from the project site by a surface parking lot.

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Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 2: Cars and delivery/service trucks should be provided separate entrances to facilitate circulation	Consistent: The main customer vehicle access points to the retail garage are being proposed off Western Avenue, off De Longpre Avenue, and off St. Andrews Place. Deliveries for the Target store would occur from De Longpre Avenue, via a separate entrance from the customer vehicle access point on De Longpre Avenue, into a separate loading dock area, which is off street and internal to the project site. Therefore, the proposed project would be consistent with this strategy.
Strategy 5: Required parking and loading area should be located away from primary streets, so as to maintain the street wall for pedestrians. Alley-loading areas are encouraged.	Consistent: The main customer vehicle access points to the retail garage are being proposed off Western Avenue, off De Longpre Avenue, and off St. Andrews Place. Deliveries for the Target store would occur from De Longpre Avenue, which is at the rear of the project site. Facing Sunset Boulevard and Western Avenue the project proposes small pedestrian scale retail and restaurant uses to provide a street frontage for pedestrians, while the parking would be located directly behind these uses. Therefore, the proposed project would be consistent with this strategy.
Strategy 6: Curb cuts less than 150 feet apart are not encouraged.	Consistent: The main customer vehicle access points to the retail garage are being proposed off Western Avenue, off De Longpre Avenue, and off St. Andrews Place. The proposed project does not include curb cuts less than 150 feet apart. Therefore, the proposed project would be consistent with this strategy.
Strategy 7: Driveways are not encouraged along the primary frontage unless they cannot be practically placed elsewhere.	Consistent: The main customer vehicle access points to the retail garage are being proposed off Western Avenue, off De Longpre Avenue, and off St. Andrews Place. The proposed project does not include driveway access along Sunset Boulevard. Therefore, the proposed project would be consistent with this strategy.
Strategy 8: When necessary, decorative bollards or portable planters should be used to restrict vehicle traffic from the sidewalk.	Consistent: The project would include architectural features, such as planters, storefront balconies, outdoor plazas, and other articulated elements to the exterior façade. Therefore, the proposed project would be consistent with this strategy.
PEDESTRIAN AMENITIES CHECKLIST FOR COMMERCIAL USES	
Strategy 1: Walkways should be provided from entry to sidewalk; paving materials and color should be consistent with the surrounding neighborhood.	Consistent: Varying building materials are proposed such as concrete, steel glazing, metal panels, and other such contemporary materials to provide consistency with the recent development that has occurred near the project site. Therefore, the proposed project would be consistent with this strategy.

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**Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics***

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 2: Encourage clear and exclusive pedestrian, public transit, and bicycle linkages between separate land uses.	Consistent: A vertical pedestrian core on the east side of the building facing Sunset Boulevard would connect all the levels above ground to the street and provides easy pedestrian access from Sunset Boulevard and Western Avenue. Furthermore, pedestrian walkways from the parking area and to the building entrances would be identifiable with the use of landscape and hardscape materials, lighting, and signage. Therefore, the proposed project would be consistent with this strategy.
Strategy 3: Minimize the amount of elevation changes through careful grading so as to facilitate disabled access.	Consistent: The proposed project would include minimal elevation change to facilitate disabled access throughout the project site. Therefore, the proposed project would be consistent with this strategy.
Strategy 4: Street furniture should be consistent with the Bureau of Street Services Coordinated Street Furniture Program. Street furniture, light fixtures, awnings, tables, and umbrellas should be attractive, well-kept, and compatible with the architecture of the building.	Consistent: In addition, public amenities such as street trees, tree well covers, bike racks, trash receptacles, and benches would be provided in accordance with the SNAP guidelines and the Specific Plan. Therefore, the proposed project would be consistent with this strategy.
Strategy 5: Ground floor façades should enhance the experience of pedestrians, bicyclists, and public transit riders through utilization of transparent elements, details, and landscaped features. Transparent display windows are encouraged.	Consistent: The proposed project façade transparency at the ground level, on each of the four frontages of the property, would be comprised of the following minimum proportions of the building facades. Transparent building elements consisting of openings, doors, and windows would occupy 54 percent of the ground floor façade along Sunset Boulevard, 50 percent of the ground floor façade along Western Avenue, and 26 percent along De Longpre Avenue. Therefore, the proposed project would be consistent with this strategy.
SUSTAINABILITY CHECKLIST FOR COMMERCIAL USES	
Strategy 1: Drought tolerant or California native species shall be used for water conservation.	Consistent: The proposed project would meet LEED certification compliance standards, which would include the use of smart irrigation system to avoid over-watering of landscape and use of indigenous and/or water-appropriate plants in landscaping. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this strategy.
Strategy 2: Sustainable technology and design practices are encouraged and should promote efficiency and conservation while respecting and not interfering with the neighborhood character.	Consistent: The proposed project has been designed to meet the LEED Green Building Rating System standards to reduce energy consumption. LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to Title 22 standards. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this strategy.

**Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics***

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 3: Native and old growth trees shall be preserved.	Consistent: The existing trees along Western Avenue have caused major root damage to the sidewalk, which currently presents a hazard to pedestrians. These trees, which are not native, would be removed as part of the proposed project and new street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.
Strategy 4: Trees should be deciduous, for increased winter and decreased summer solar exposure.	Consistent: The proposed project would incorporate indigenous and/or water-appropriate plants in landscaping, including trees which are deciduous. Therefore, the proposed project would be consistent with this strategy.
Strategy 5: The planting of fire-prone trees such as eucalyptus is not recommended.	Consistent: The proposed project would incorporate indigenous and/or water-appropriate plants in landscaping. Fire-prone trees such as eucalyptus trees are not planned as part of the landscape. Therefore, the proposed project would be consistent with this strategy.
Strategy 6: Buildings should be oriented to minimize direct sun exposure and maximize wind patterns.	Consistent: The front façade of the proposed project would face Sunset Boulevard, which is oriented towards the north. Therefore, the proposed building is oriented in a direction, which minimizes direct exposure to sun. Furthermore, the proposed project would include architectural features, such as balconies, outdoor plazas and other articulated elements on the exterior façade to allow wind to breeze through the site. Therefore, the proposed project would be consistent with this strategy.
ON-SITE OPEN SPACE CHECKLIST FOR COMMERCIAL USES Objective: Strengthen the pedestrian experience and neighborhood environment by providing accessible, diverse forms of on-site open space.	
Strategy 1: Incorporate courtyards, plazas, and paseos to create public space.	Consistent: The proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this strategy.
Strategy 3: Courtyards, plazas, and paseos should utilize focal points for ease of navigation.	Consistent: The proposed project would include architectural features, such as planters, storefront, balconies, outdoor plazas and other articulated elements on the exterior façade to ease pedestrian navigation throughout the project site. Therefore, the proposed project would be consistent with this strategy.
LANDSCAPING CHECKLIST FOR COMMERCIAL USES Objective: Soften a building's edge and provide visual relief to the street by utilizing landscaped elements, while understanding their maintenance needs.	

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**Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics***

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 1: A 2-3 ft. landscaped buffer between the sidewalk and building, blank wall or other inactive use, is encouraged. Landscaped buffer should consist of drought tolerant ground cover. The use of grass is not encouraged.	Consistent: The proposed project would incorporate landscaping, including street trees, that would be designed to facilitate pedestrian movement where appropriate and used to provide separation between service areas and public zones, as well as to define edges throughout the varying elements of the proposed project. Furthermore, the proposed project would meet LEED certification compliance standards, which would include the use of indigenous and/or water-appropriate plants in landscaping. Further, all buildings would be designed and constructed in conformance with CALGreen mandatory measures. Therefore, the proposed project would be consistent with this strategy.
Strategy 2: Grade change should be kept to a minimum.	Consistent: The project site will maintain the current minimal grade change. Therefore, the proposed project would be consistent with this strategy.
Strategy 3: Landscaping should soften the visual impact of a development by screening equipment, providing shaded areas, and creating natural fences and neighborhood character. The use of clinging vines, pergolas, trellises, shrubs, hedges, and water features is strongly encouraged.	Consistent: The proposed project would comply with all applicable design standards and be designed with high regard for the surrounding development in the area. Further, all mechanical appurtenances would be concealed to the greatest extent possible. The proposed project would incorporate landscaping that would be designed to facilitate pedestrian movement where appropriate and used to provide separation between service areas and public zones, as well as to define edges throughout the varying elements of the proposed project. The proposed project would be consistent with this strategy.
Strategy 4: Tree species shall be an appropriate height and provide sufficient shade for their intended use.	Consistent: The existing trees along Western Avenue have caused major root damage to the sidewalk, which currently presents a hazard to pedestrians. These trees would be removed as part of the proposed project and new street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.
Strategy 6: Street trees should be selected considering the width of the street. Wide streets should have taller trees with taller canopies.	Consistent: The existing trees along Western Avenue have caused major root damage to the sidewalk, which currently presents a hazard to pedestrians. These trees would be removed as part of the proposed project and new street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.

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Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 7: Landscaped parkways between sidewalks and streets are encouraged. Parkway shall contain at least one 36" box tree every 25 linear feet, on center. Tree must be selected from the Street Tree List from the Bureau of Street Services. Drought tolerant ground covers are encouraged.	Consistent: The existing trees along Western Avenue have caused major root damage to the sidewalk, which currently presents a hazard to pedestrians. These trees would be removed as part of the proposed project and new street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.
Strategy 8: Street trees shall be selected to be in scale with the primary street. Tree height in parkway should be in scale with the respective buildings. Tree should not exceed 1.5 times the height of a two story building or exceed the height of a 3 story or higher building.	Consistent: The existing trees along Western Avenue have caused major root damage to the sidewalk, which currently presents a hazard to pedestrians. These trees would be removed as part of the proposed project and new street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.
Strategy 9: Street trees should provide sufficient shade and shall ensure visibility of store signage. Trees and shrubs shall be pruned to maintain visibility and sightlines at all times or should not require frequent pruning.	Consistent: Street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements. Therefore, the proposed project would be consistent with this strategy.
Strategy 11: Trees should be planted away from underground utilities. Measures should be taken to avoid lifting of sidewalks.	Consistent: Street trees would be provided adjacent to the project site, consistent with the City of Los Angeles Department of Public Works requirements, including precautionary measures to underground utilities. Therefore, the proposed project would be consistent with this strategy.
BUILDING FAÇADE CHECKLIST FOR COMMERCIAL USES	
Objective: Contribute to a richer pedestrian and neighborhood environment through distinctive design elements on all visible building facades.	
Strategy 1: Utilize architectural features such as balconies, porches, decks, awnings, arcades, trellises, color, materials, and diverse roof forms or landscape features such as trees, shrubs, and vines to create articulation and a diverse building façade.	Consistent: Substantial openings, open areas, glazed elements and display windows have been incorporated on the upper levels of the proposed project. Furthermore, the proposed project would include architectural features, such as balconies, outdoor plazas and other articulated elements on the exterior façade. The proposed project provides an unimpeded pedestrian access way along the Western Avenue frontage, along the Sunset Boulevard frontage, and an additional unimpeded pedestrian access way vis-à-vis the proposed large public plaza at the corner of Sunset Boulevard and Western Avenue. Therefore, the proposed project would be consistent with this strategy.

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Goals, Policies, and Programs	Consistency of the Proposed Project
Strategy 2: The front façades of buildings should emphasize large quantities of transparent elements to provide an interesting storefront. These include windows, doors, and shutters.	Consistent: The proposed project façade transparency at the ground level, on each of the four frontages of the property, would be comprised of the following minimum proportions of the building facades. Transparent building elements consisting of openings, doors, and windows would occupy 54 percent of the ground floor façade along Sunset Boulevard, 50 percent of the ground floor façade along Western Avenue, and 26 percent along De Longpre Avenue. Therefore, the proposed project would be consistent with this strategy.
Strategy 4: Recessed windows and doors are encouraged.	Consistent: Substantial openings, including recessed doors and display windows have been incorporated into the proposed project. Therefore, the proposed project would be consistent with this strategy.
Strategy 5: Structures such as awnings, and trellises are encouraged in order to create shaded transitions from interior to exterior spaces.	Consistent: The proposed project would provide small pedestrian scale retail uses at street level, which would include awnings on their storefronts, to provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. Therefore, the proposed project would be consistent with this strategy.
<p>* This table lists only those policies that are potentially applicable to the proposed project. Source: REVISED Draft Hollywood Community Plan draft July 2010; EcoTierra Consulting, 2011.</p>	

7) Hollywood Redevelopment Plan

a) Land Use Designation

Under the First Amendment to the Hollywood Redevelopment Plan, the land use designations of the Redevelopment Plan were updated to conform to the land use designations of the Community Plan and a mechanism was established whereby the land use designations of the Redevelopment Plan would automatically conform to any future changes in the Community Plan. Because the proposed project would be consistent with the land use designations and policies of the Community Plan, as discussed above, the proposed project would be consistent with the land use designations of the Redevelopment Plan.

b) Goals and Policies

As previously discussed, the project site is located in the Hollywood Core Transition District designated special area of the Redevelopment Plan Area. The proposed project, which proposes the development of a three-level commercial retail use with a Target anchor store, would satisfy the requirements for this land use designation under the Redevelopment Plan by providing the neighborhood with infill development of an existing site which would promote the revitalization of the community by redeveloping the site with a more contemporary and aesthetically pleasing structure, providing neighborhood services such as neighborhood retail, pharmacy and other service business, while at the

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Table IV.G-4

**Consistency of the Proposed Project with the
Applicable Objectives and Policies of the City of Los Angeles General Plan Framework Element***

	Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this objective. Therefore, the proposed project would be consistent with this goal.
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- 13) Table IV.G-5 (Comparison of Hollywood Community Plan Objectives to Proposed Project Characteristics), on page IV.G-42 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-28):

Table IV.G-5

Comparison of Hollywood Community Plan Objectives to Proposed Project Characteristics *

Objective 1: To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area; to further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.	Consistent. Development of the proposed project would support continued development of Hollywood as a regional center because it would provide a three-level commercial retail use with a Target anchor store with incorporated parking, on Sunset Boulevard and Western Avenue, which are both considered major and secondary streets. Furthermore, the proposed project would support this objective by providing concentrated development and enhanced activity adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 <u>1,402</u> feet north of the project site). The Proposed Project would be consistent with this objective.
Objective 6: To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic; and to encourage the expansion and improvement of public transportation service.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Furthermore, the location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 <u>1,402</u> feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this objective. Therefore, the proposed project would be consistent with this objective.

- 14) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-43 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-28):

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Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Policy LU.2.12: Incentivize jobs and housing growth around transit nodes and along transit corridors.	Consistent: The commercial component of the proposed project would generate approximately 250 full and part time jobs. ³ The location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 1,402 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this objective. Therefore, the proposed project would be consistent with this policy.
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- 15) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-53 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-28):

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

Policy M.1.28: Encourage projects located at intersections served by different transit modes, or intersections which Metro identifies as major transfer nodes, to provide transit amenities such as shade trees, countdown crosswalk signals, bus shelters, bicycle racks or lockers and stamped crosswalks.	Consistent: The location of the project site <u>at an intersection located</u> adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 1,402 feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. Furthermore, the development of the proposed project within a Community Center as well as a primary transit corridor served by the Metro subway, Metro bus service, DASH service, and freeways supports meets this policy. <u>The proposed project includes streetscape improvements, shade trees and additional landscaping and a new Metro bus shelter along Western Avenue.</u> Therefore, the proposed project would be consistent with this policy.
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- 16) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-54 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-28):

³ Target Corporation employee counts, March 2011.

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Table IV.G-6

Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

<p>Policy M.1.39: Provide vehicle ingress and egress to project sites that minimize interference with bus traffic. Minimize driveways along streets served by articulated buses.</p>	<p>Consistent: The location of the project site adjacent to several Metro bus lines and within walking distance to LADOT Dash service and the Metro Rail Red Line Hollywood/Western station (located approximately 1,000 <u>1,402</u> feet north of the project site) would provide adequate accessibility to work opportunities and acceptable levels of mobility. The main customer vehicle access points to the retail garage would be with a right in/right out access off Western Avenue, a full access driveway off De Longpre Avenue, and an exit only driveway on St. Andrews Place. None of these are located within immediate vicinity of Metro bus line stops. Therefore, the proposed project would be consistent with this policy.</p>
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- 17) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-44 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-33):

Table IV.G-6

Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

<p>Policy LU.3.1: Widen sidewalks to a minimum of 15 feet, or maintain existing sidewalk widths of 15 feet, along major and secondary highways with high levels of pedestrian traffic. Support the adoption of Modified Street Standards for the sake of reserving sidewalks which are already wide (15 feet or wider) and widening sidewalks which are narrow (less than 15 feet).</p>	<p>Not Consistent: All sidewalks would be continuous and straight or relatively straight and designed to be able to accommodate pedestrian flow and provide for pedestrian safety. The sidewalks <u>on the major highways adjacent to surrounding the project site (Western Avenue and Sunset Boulevard)</u> will maintain their current width of approximately 15 feet, which <u>would be consistent with the policy.</u> are considered narrow by definition in the REVISED Draft Community Plan. However, the existing sidewalk width does not impede walkability. In addition, the proposed ground floor retail uses would be designed specifically to accommodate and promote access by pedestrians.</p>
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- 18) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-52 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-35):

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Table IV.G-6

Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

Policy M.1.4: Install Automated Traffic Surveillance and Control (ATSAC) at all signalized intersections and all intersections along Major Class II and Secondary Highways in Hollywood.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) as part of the mitigation, the traffic signal controllers will be upgraded to a type 2070 at the intersections of Western Avenue and <u>Hollywood Boulevard</u> Russell Avenue, Western Avenue and Santa Monica Boulevard, and Sunset Boulevard and St. Andrews Place, and Wilton Place and Hollywood Boulevard. Therefore, the proposed project would be consistent with this policy.
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- 19) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-52 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-36):

Table IV.G-6

Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics*

Policy M.1.6: Utilize traffic operations techniques to increase the capacity of the roadway network in response to changing traffic volumes.	Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. With the implementation of the proposed mitigation measures, all significant traffic impacts will be reduced to a level of less than significant. <u>Even with implementation of the mitigation measures, impacts at two intersections would be significant and unavoidable (#11, Western Avenue and Fountain Avenue (Existing + Project impact); #12, Western Avenue and Santa Monica Boulevard (Future Cumulative + Project impact)). Nonetheless, the proposed project would include all traffic signal upgrades identified by LADOT (refer to Section IV.C [Traffic/Transportation/Parking]) and would thus be consistent with this policy to utilize traffic operations techniques to increase the capacity of the roadway network in response to changing traffic conditions.</u> Therefore, the proposed project would be consistent with this policy.
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- 20) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-53 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-37):

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

<p>Policy M.1.15: Maintain the street system to facilitate the movement of current and future traffic volumes, as well as emergency services: Support the maintenance and rehabilitation of all Highways and Streets</p>	<p>Consistent: As discussed in Section IV.C (Traffic/Transportation/Parking) a comprehensive set of transportation improvements have been required of the proposed project to mitigate the potential significant traffic impacts. Those mitigation measures consist of upgraded traffic signals, a new traffic signal, larger street dedications, on-site and off-site street widening, CCTV cameras, new traffic lanes, new system loop detectors/controllers and pedestrian improvements. As part of the mitigation, the traffic signal controllers will also be upgraded to a type 2070. Furthermore, increases in traffic would not greatly affect emergency vehicles since the drivers of emergency vehicles normally have a variety of options for avoiding traffic, such as using their sirens to clear a path of travel or driving in the lanes of opposing traffic. With the implementation of the proposed mitigation measures, all significant traffic impacts will be reduced to a level of less than significant, thereby maintaining the current movement of traffic. Even with implementation of the mitigation measures, impacts at two intersections would be significant and unavoidable (#11, Western Avenue and Fountain Avenue (project impact); #12, Western Avenue and Santa Monica Boulevard (project and cumulative impact). Regardless of these intersections, the operators of emergency vehicles are adept at finding alternate routes in the event of encountering traffic congestion when responding to emergencies. Therefore, the proposed project would be consistent with this policy.</p>
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- 21) Table IV.G-6 (Comparison of the REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to Proposed Project Characteristics), on page IV.G-54 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-38):

Table IV.G-6
Comparison of REVISED Draft Hollywood Community Plan Land Use Goals, Policies and Programs to
Proposed Project Characteristics*

<p>Policy M.1.89: Monitor "cut-through" traffic patterns and spillover parking from adjacent commercial areas as growth continues over time.</p>	<p>Not Applicable: This policy does not apply to private development projects. However, the City does monitor "cut-through" traffic patterns and spillover parking and has implemented speed humps on La Mirada Avenue between Western Avenue and Hobart Boulevard, on Serrano Avenue between La Mirada Avenue and Santa Monica Boulevard and on Hobart Boulevard between Santa Monica Boulevard and Fountain Avenue, making even it less likely that Target motorists would use these local neighborhood streets. No significant neighborhood impacts would occur as a result of traffic generated by the proposed project. Therefore, the proposed project would be consistent with this policy.</p>
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- 22) Table IV.G-8 (Vermont/Western Specific Plan Consistency Analysis), on page IV.G-70 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-43):

Footnote 7

EIR pages IV.A-8-IV.A-9

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Department and County coroner shall be immediately notified. If the remains are determined by the County coroner to be Native American, the Native American Heritage Commission shall be notified within 24 hours, and the guidelines of the Native American Heritage Commission shall be adhered to in the treatment and disposition of the remains. Through compliance with these established procedures, project impacts to unknown human remains would be less than significant.

D. Mineral Resources

The project site is not located within an area used or available for extraction of a regionally important mineral resource, and the proposed project would not convert an existing or future regionally important mineral extraction use to another use or affect access to a site used or potentially available for regionally-important mineral resource extraction. The project site is not located in close proximity to any oil fields. The closest oil field is approximately 1.8 miles southwest of the project site.¹⁵ Furthermore, no oil extraction activities have historically occurred or are presently conducted on the project site. The project site is not located in an area that is known to contain significant mineral deposits.¹⁶ Therefore, the proposed project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state. No impacts would occur.

The project site is not located in an area used or available for extraction of a locally-important mineral resource, and the proposed project would not convert an existing or future locally-important mineral extraction use to another use or affect access to a site used or potentially available for locally-important mineral resource extraction. As discussed above, the project site is not located in an area that is known to contain significant mineral deposits and therefore, the proposed project would not result in the loss of availability of such mineral resources. Furthermore, Government Code Section 65302(d) states that a Conservation Element of the General Plan shall address "minerals and other natural resources." According to the Conservation Element of the City of Los Angeles General Plan, sites that contain potentially significant sand and gravel deposits which are to be conserved follow the Los Angeles River flood plain, coastal plain, and other water bodies and courses and lie along the flood plain from the San Fernando Valley through downtown Los Angeles. These sites are also identified in two Community Plan elements of the City's General Plan (the Sun Valley and the Sunland-Tujunga-Lake View Terrace-Shadow Hills-East La Tuna Canyon Community Plans), neither of which includes the project site.¹⁷ Project implementation would therefore, not result in impacts associated with the loss or availability of a known mineral resource that would be of value to the region and the residents of the state. No impacts would occur.

E. Population and Housing

The proposed project would not locate new development such as homes, businesses, or infrastructure, with the effect of substantially inducing population growth that would otherwise not have occurred as rapidly or in as great a magnitude.

¹⁵ City of Los Angeles Department of City Planning, General Plan, Safety Element, Exhibit E, Oil Field & Oil Drilling Areas in the City of Los Angeles, May 1994.

¹⁶ City of Los Angeles Department of City Planning, General Plan, Conservation Element, September 26, 2001.

¹⁷ City of Los Angeles Department of City Planning, General Plan, Conservation Element, September 26, 2001.

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Population

The construction of the proposed project would not include any residential housing. As such, the proposed project would not introduce permanent residents to the Hollywood CPA. Therefore, the project would have no impact on population growth.

In addition, the construction of the proposed project would create temporary construction-related jobs. However, the work requirements of most construction projects are highly specialized so that construction workers remain at a job site only for the time frame in which their specific skills are needed to complete a particular phase of the construction process. Project-related construction workers would not be likely to relocate their household's place of residence as a consequence of working on the proposed project and, therefore, no permanent residents would be generated as a result of the construction of the proposed project.

The commercial component of the proposed project would generate approximately 250 full- and part-time jobs.¹⁸ While new employment opportunities would be created with the project, most of the expected employees would be drawn from the existing labor force in the region and would not require the need to relocate or place a demand for housing in the area. It is possible that some of the future employees would be permanent residents to the area; however, it is unlikely that this growth would be substantial in the context of the growth forecasted for the City of Los Angeles or the Hollywood CPA. Thus, any impacts on area population growth would be less than significant.

Housing

The proposed project does not include a residential component and there are no existing residential uses on the project site that would be demolished as part of the project; therefore, the proposed project would not exceed any housing projections for the region, city, or CPA. Therefore, no impact would occur with respect to housing projections.

The proposed project would not result in the displacement of existing housing, necessitating construction of replacement housing elsewhere. The project site is currently occupied by a one-story commercial building that includes various commercial businesses. The existing project site does not contain any existing housing; therefore, development of the proposed project would not demolish any existing housing and would not require construction of replacement housing. No impact would occur.

The proposed project would not result in the displacement of existing residents, necessitating the construction of replacement housing elsewhere. Based on the existing on-site uses, no people currently reside on the project site. Therefore, no people would be displaced by the proposed project and no impact would occur.

¹⁸ Source: Target Corporation, 2011.

Footnote 15

Final EIR, page IV-18

Table IV.G-8

Vermont/Western Specific Plan Consistency Analysis *

<p>Section 6.G. Childcare Facility Requirements: In Subareas B, C and D, all commercial and Mixed Use Projects, which total 100,000 net square feet or more of non-residential floor area shall include child care facilities to accommodate the child care needs of the Project employees for pre-school children, including Infants, and shall meet the following requirements:</p> <p>1. Calculation of Childcare Facility Requirement. The size of the child care facility necessary to accommodate commercial, Mixed Use, Unified Hospital Development Site or Replacement In-Patient Facilities Project employees' child care needs shall be: one square foot of floor area of an indoor child care facility or facilities, for every 50 square feet of net, usable non-residential floor area; or to the satisfaction of the Commission for Children, Youth and their Families consistent with the purpose in Section G.</p> <p>a. Ground Floor Play Area. In addition to the requirements specified in Subsection G 1 above, the Applicant shall provide outdoor play area per child served by the child care facility as required by the California Department of Social Services, Community Care Licensing Division, Title 22.</p> <p>b. Setback and Throughways. The child care play area at a child care facility provided as required by this subsection, on- or off-site, or as an in lieu cash payment, shall count on a one-for-one square foot basis toward either any building setback requirements of Section 6 L or pedestrian throughways as required in Section 9 G 2.</p>	<p>Not Consistent. This guideline is primarily a community amenity guideline, not directly related to environmental impacts. The proposed project is requesting an exception from this requirement as the major tenant, Target, typically does not provide childcare. Many of the 250 employees that would be brought on by the proposed project would be part time employees and would not necessitate the usage for childcare. If childcare services are needed, individual employees could utilize available providers in the immediate area, including the Learning Center for Young Children and the Children's Club facilities associated with the Assistance League of Southern California and located immediately south of the project site. The proposed project will pay the in-lieu cash payment as set forth in SNAP Section 6.G.4 to satisfy the Childcare Facility requirements.</p>
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- 23) Table IV.G-8 (Vermont/Western Specific Plan Consistency Analysis), on page IV.G-71 of the Draft EIR has been revised to read as follows (refer to Response to Comment 8-45):

Table IV.G-8

Vermont/Western Specific Plan Consistency Analysis *

<p>Section 9.B. Height and Floor Area:</p> <p>1. Commercial Only Project. Projects comprised exclusively of commercial uses (not Hospital and Medical Uses) shall not exceed a maximum building height of 35 feet and a maximum FAR of 1.5, provided, however, that roofs and roof structures for the purposes specified in Section 12.21.1 B 3 of the Code, may be erected up to ten feet above the height limit established in this section, if the structures and features are set back a minimum of</p>	<p>Consistent Regarding FAR; Not Consistent Regarding Height. The proposed project is within the allowed FAR range for a commercial-only project, proposing an FAR of approximately 1.15:1. The height requirement for commercial only developments is not directly related to environmental impacts associated with building height. It is intended to encourage and accommodate mixed-use projects. The SNAP would allow the height proposed by the project if the project included housing. Therefore, the commercial-only height requirement is</p>
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Footnote 16

Target's applications, e.g., pages 4255-4256 and 8578
of the administrative record in the pending litigation

low walls and would be mostly open on all 4 sides of the building. Along Sunset Boulevard this level incorporates a roof terrace with plantings connecting to the vertical circulation core.

Signage

Project signage will consist of combination of letter, logo signs and small projecting pedestrian oriented signs along the retail buildings that are architecturally integrated into the project design. Monument and pylon signs are not proposed for the project.

Landscaping

Raised planters, plants in containers and green walls would be arranged to accentuate the building. Proposed plant materials would be drought tolerant and native California species.

Mechanical Equipment

Roof top and ground mounted mechanical equipment, including satellite dishes, would be screened from adjacent street level views by raised building parapet walls or other screening materials. The transformer would be located at the corner of St. Andrews Place and De Longpre at the rear, and would include landscaping to the extent permitted by the Los Angeles Department of Water and Power.

Operations

The Project would employ approximately 400 full and part-time employees, primarily from the local community. The average peak shift is approximately 100 - 150 employees. Cleaning crews are typically inside each store all night, every night when the stores are not open to the public.

Security

Building security lighting operated by an energy management system is used at all entry / exits and remains on from dusk to dawn. Installation of burglar and fire sprinkler alarm systems (fire alarm system only when required) an early fire warning system for specific areas in the store would be incorporated... These systems are connected to a UL-listed 24-hour monitoring station and, when required, with local police and/or fire departments. Closed circuit television (CCTV) cameras are mounted on the building exterior that record activity on the property. Implementation of an Assets Protection Department with 4 - 6 full-time staff person to minimize shoplifting and theft and installation of a check authorization system to minimize bad checking passing are other security measures proposed for the Target store. Lighting for all parking areas will remain lit ½ hour after store closing. Reduced site lighting will remain lit 1 ½ hours after store closing and for employees conducting overnight stocking. Security lighting will remain lit from store closing to store opening. Wall mounted security lighting remains lit all night at each exit door but will be designed to prevent glare onto adjacent properties.

Childcare Facilities

The Applicant is proposing the payment of in lieu fees to meet the Childcare Facility Requirements contained in the SNAP.

Design Approvals

Additional Project presentations will be made before the Hollywood Studio District Neighborhood Council and the project will require the approval from the City's Community Redevelopment Agency (CRA).

III. SITE PLAN REVIEW FINDINGS

1. The project complies with all applicable provisions of the Los Angeles Municipal Code, Planning and Zoning Section and any applicable Specific Plan.

a. Zoning

The Project Site is located in the Hollywood Redevelopment Project area and is zoned C2-1 as set forth in the Los Angeles Municipal Code ("LAMC"), and designated for Highway Oriented Commercial land uses in the Hollywood Community Plan. The C2-1 zone permits a variety of neighborhood and community serving retail uses proposed by the Project. The Site is currently developed with a shopping center and after receiving the requested entitlements, the Project would comply with all applicable provisions of the LAMC.

b. Vermont/Western Transit Oriented District Specific Plan -- Station Area Neighborhood Specific Plan.

The Site is located within Sub Area "C" Community Center of the Vermont /Western Transit Oriented District Specific Plan/ Station Neighborhood Area Plan ("SNAP"). The Project proposes a commercial shopping center located on a single parcel of land with a lot area of 3.77 acres after dedications for street and sidewalk purposes. The Project would provide total of approximately 194,749 square feet of retail uses located within 3 levels. A Target store would serve as the anchor tenant and would contain a floor area of 163,862 square feet. 30,887 square feet of neighborhood serving pedestrian oriented retail uses are proposed on the ground level along West Sunset Boulevard and Western Avenue. The Project would provide a FAR of 1.15:1.0, approximately, which complies with SNAP requirements that allows for a maximum FAR of 1.5:1.

The Project complies with the development standards of the SNAP and requests exemption from the following: (1) Section 6 (N): Relief from the requirement that an Applicant for any project containing 40,000 square feet or more of retail commercial floor area shall submit to the Director of Planning as part of the application for the Project Permit Compliance a program for retail use designed to provide free delivery of purchases made at the site by residents living within the Specific Plan Area; (2) Section 9 (B) (1): Projects comprised exclusively of commercial uses (not hospital and medical uses) shall not exceed a maximum building height of 35 feet and a maximum Floor Area Ratio (FAR) of 1.5, provided however, that roofs and roof structures for the purposes specified may be erected up to 10

Building security lighting operated by an energy management system is used at all entry / exits and remains on from dusk to dawn. Installation of burglar and fire sprinkler alarm systems (fire alarm system only when required) an early fire warning system for specific areas in the store would be incorporated... These systems are connected to a UL-listed 24-hour monitoring station and, when required, with local police and/or fire departments. Closed circuit television (CCTV) cameras are mounted on the building exterior that record activity on the property.

Implementation of an Assets Protection Department with 4 – 6 full-time staff person to minimize shoplifting and theft and installation of a check authorization system to minimize bad checking passing are other security measures proposed for the Target store. Lighting for all parking areas will remain lit ½ hour after store closing. Reduced site lighting will remain lit 1 ½ hours after store closing and for employees conducting overnight stocking. Security lighting will remain lit from store closing to store opening. Wall mounted security lighting remains lit all night at each exit door but will be designed to prevent glare onto adjacent properties.

Childcare Facilities

The applicant is proposing the payment of in lieu fees to meet the Childcare Facility Requirements contained in the SNAP

Design Approvals

Additional project presentations will be made before the Council District 13 Design Review Committee and the Hollywood Studio District Neighborhood Council and the project will require the approval of the Community Redevelopment Agency (CRA).

III. SITE PLAN REVIEW FINDINGS

1. The project complies with all applicable provisions of the Los Angeles Municipal Code, Planning and Zoning Section and any applicable Specific Plan.

a. Zoning

The Project site is located in the Hollywood Redevelopment Project area and is zoned C 2-1 as set forth in the Los Angeles Municipal Code (LAMC), and designated for Highway Oriented Commercial land uses. The C2-1 permits the kind of retail uses proposed by the project. The site currently functions as a shopping center and after receiving the requested entitlements, the project would comply with all applicable provisions of the zoning code.

b. Vermont/Western Transit Oriented District Specific Plan -- Station Area Neighborhood Specific Plan.

The subject property is located within the boundaries of the Sub Area "C" Community Center of the Vermont /Western Transit Oriented District Specific Plan/ Station Neighborhood Area Plan (SNAP) and part of the Hollywood Community Plan Area in the Hollywood Studio District.

The proposed project is a commercial shopping center located on a single parcel of land of 3.69 acres after providing dedications for street and sidewalk purposes. The Project would

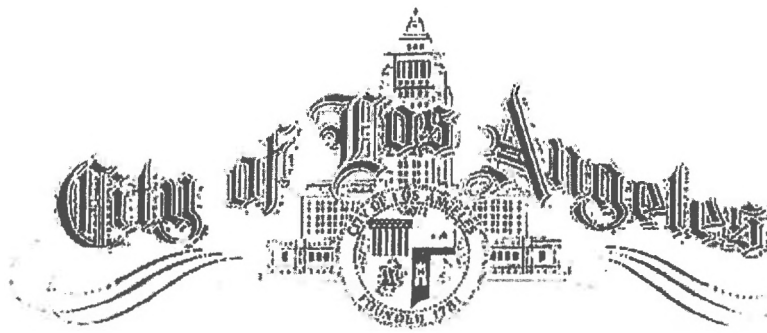
Footnote 21

Map - Distances measured pursuant to 4 CAL.CODE REGS. §61.4



Footnote 24

Letter from Terry P. Kaufmann Macias to Linda Lucks
dated January 14, 2014, with enclosures



MICHAEL N. FEUER
CITY ATTORNEY

January 9, 2014

Linda Lucks, President
Venice Neighborhood Council
PO Box 550
Venice, CA 90294

Re: Response to November 19, 2013 Letter re CUB Conditions

Dear Ms. Lucks:

Your letter dated November 19, 2013, regarding the type of conditions that may be imposed on a conditional use permit for alcohol ("CUB"), has been referred to me for a response. Your letter requests that the Chief Zoning Administrator and City Attorney provide the Venice Neighborhood Council with a description of conditions that can be legally included in the approval of a CUB, a description of conditions that are not legally allowed, and a description of the "grey area where the law is unclear as to whether a condition can legally be included in the approval of a CUB."

Attached are copies of two documents that are responsive to part of your query. The first document is a 1996 memo from then-Chief Zoning Administrator Robert Janovici to all Zoning Administrators. The memo contains examples of prohibited alcohol-related conditions. As you will note, the conditions all relate to the sale of alcohol. The City, unlike the Department of Alcoholic Beverage Control ("ABC"), is prohibited ("preempted") by State law from imposing these types of conditions on a CUB. The second document is a copy of an order, known as a peremptory writ of mandate, issued in a case filed against the City in 1990, directing the City to set aside conditions related to the sale of alcohol that were improperly imposed on a deemed-to-be-approved market. These documents provide examples of impermissible conditions.

As to your questions regarding permissible conditions, the general rule is that conditions of approval must have some connection ("nexus") to the land use impacts of the project. This would include conditions targeted to control and abate nuisance activities occurring at or near alcoholic beverage sales establishments, so long as those conditions do not relate to the direct regulation of alcohol. These conditions understandably may vary from case to case. As a result,

City Hall East 200 N. Main Street Room 800 Los Angeles, CA 90012 (213) 978-8100 Fax (213) 978-8312

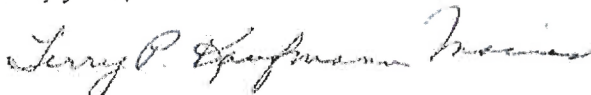
Linda Lucks, President
Venice Neighborhood Council
Page 2

your question regarding permissible conditions is more appropriately directed to the Planning Department.

I have been advised that members of the Planning Department, including the Director of Planning, have already contacted Jake Kaufman and discussed these matters with him. Hopefully, the documents attached to this letter, in addition to the discussion between the Planning Department and Mr. Kaufman, will provide the Venice Neighborhood Council with some additional clarity.

Very truly yours,

By



TERRY P. KAUFMANN MACIAS
Managing Assistant, Land Use Division

Attachments

cc: Tricia Keane, Senior Planner, Council District 11
Capri Maddox, Special Asst. City Attorney
Linn K. Wyatt, Chief Zoning Administrator

TPKM:pat

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Los Angeles City Planning Department

221 North Figueroa
16th Floor



May 16, 1996

TO: All Zoning Administrators
FROM: Robert Janovici *[Signature]*
SUBJECT: PROHIBITED ALCOHOLIC BEVERAGE SALES CONDITIONS

As a reminder to all Zoning Administrators, I am reissuing the list of alcoholic beverage conditions which we may not use. As you know, a Superior Court Judge previously ruled that the express regulation of the sale of alcoholic beverages for either on-site or off-site consumption was not allowed due to a conflict with State authority. The City Council subsequently agreed not to appeal the decision. Consequently, the following are examples of conditions that should not be used in any of our determinations:

1. That the hours of liquor sales shall be from ...
2. That beer shall be sold in six packs only and wine coolers sold in four packs only. No single can/bottle sales of alcoholic beverages are permitted.
3. That wine shall be sold in bottles 750 ml or larger in size.
4. That no refrigerated beer or wine shall be sold.
5. That all alcohol sales shall be by clerks 21 years of age or older.
6. That only one building sign advertising "liquor" is allowed. No neon beer/wine signs visible on the outside are permitted.
7. That the gross receipts attributable to beer/wine sales ...
8. That the shelf space devoted to beer/wine ...

Basically, do not use the words "alcoholic beverages, liquor, beer, wine", etc., in any condition and your determination will withstand the test. While we believe it is possible to incorporate self-imposed limitations on the part of the applicant into a determination, these constraints should be part of the written record before there is any contact with the Zoning Administrator and incorporated into the application at the time of filing. If you have questions concerning conditions in an individual case, please contact me.

Revocations

Further, it has on rare occasions been the practice to include a condition reading generally as follows:

"That one documented ABC violation in the next six months for underage sales to minors or sales to someone under the influence of alcohol will subject the use to immediate revocation."

Bear in mind that revocation may not, under constitutional guarantees, be immediate but rather, resulting after due process (notice and opportunity to be heard) if the facts warrant same. There is no summary revocation procedure!

Please remember that potential case conditions which are in effect, veiled regulations of alcohol sales are also not allowed. We have to be able to show a land use "nexus" (trash, aesthetics) in order to justify a condition.



The following examples of conditions are not allowed under this clarification:

- o The quarterly gross sales of beverages shall not exceed the gross sales of food during the same period. The applicant shall, at all times, maintain records which reflect separately the gross sales of food and the gross sales of beverages of the licensed premises. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand. The owner will submit proof of compliance for the required three month review.
- o There shall be no exterior advertising of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of beverages. (Note: a condition generally limiting signage is to ensure visibility from the outside as a crime prevention measure could be valid if the record indicates a clear need for this.)
- o The applicant shall not allow "Happy Hours", or certain time periods during which beverages are sold on the premises at discounted prices.
- o There shall be no minimum drink requirement for patrons.
- o The applicant shall not allow "promotional nights". Promotional nights include, but are not limited to, time periods during which female patrons may purchase beverages at a discounted price, encouraging patrons to come to the premises for beverages after an entertainment event at another location, and selling certain brands and/or type of beverages at a discounted price to bring attention to these brands and/or beverages.
- o No employees shall be engaged for the specific purpose of sitting with or otherwise spending time with customers while in said premises.

RJ:lmc

MAY 20 1990

ORIGINAL FILED
MAY 24, 1990
COUNTY CLERK

LAWRENCE M. ADELMAN, ESQ.
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Woodland Hills, CA 91367
(818) 992-8005

State Bar No. 059058

Attorney for Petitioners, FARAH AMMARI and JAMILEH AMMARI

SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES

LOS ANGELES CENTRAL DISTRICT

FARAH AMMARI and JAMILEH AMMARI,
individually and doing business as
PACOIMA FOOD MARKET,

Petitioners,

vs.

CITY OF LOS ANGELES, etc., et al.,

Respondents.

CASE NO.: C753794

PEREMPTORY WRIT
OF MANDATE

TO: ALL RESPONDENTS IN THE ABOVE ENTITLED MATTER:

GOOD CAUSE APPEARING, you are commanded, ~~within five (5)~~~~days after the date of service of this Writ.~~

1. To set aside and delete the operating conditions more specifically mentioned and described in paragraph 2, below, from the deemed-to-be-approved conditional use permit for Petitioners' retail community market, Pacoima Food Market, 13132 Van Nuys Boulevard, Pacoima, California 91331, as finally issued and imposed against Petitioners under Los Angeles Municipal Code Sections 12.24-F and 12.24-J by the Los Angeles City Council in its resolution and determination on appeal dated December 8,

1 1989, in File No. 89-1955, a true and accurate copy of which is
2 attached hereto as Exhibit "A" and incorporated herein by
3 reference.

4 2. The conditions which shall be set aside and deleted
5 from Petitioners' foregoing deemed-to-be-approved conditional use
6 permit are as follows:

7 2.1 Condition number 1, restricting the hours of the
8 day and of the week during which Petitioners may sell alcoholic
9 beverages.

10 2.2 Condition number 2, prohibiting Petitioners from
11 selling single cans and bottles of beer and wine, and restricting
12 Petitioners to the sale of beer in six packs and wine coolers in
13 four packs.

14 2.3 Condition number 3, restricting Petitioners to the
15 sale of wine in bottles of 750 ml or larger in size.

16 2.4 Condition number 5, prohibiting Petitioners from
17 selling refrigerated beer and wine.

18 2.5 Condition number 8, restricting to no more than
19 30% the gross sales and market shelf space available at
20 Petitioners' above mentioned premises for alcoholic beverages.

21 2.6 Condition number 9, restricting the age of clerks
22 selling alcoholic beverages to that of 21 years or older.

23 2.7 Condition number 11, providing that one (1)
24 documented Alcoholic Beverage Control violation in the next six
25 (6) months for underage sales to minors or sales to someone under
26 the influence of alcohol will subject the use to immediate
27 revocation.

28 3. Pursuant to the mutual stipulation between Petitioners