

**PLANNING DEPARTMENT TRANSMITTAL  
TO THE CITY CLERK'S OFFICE**

<b>CITY PLANNING CASE:</b>	<b>ENVIRONMENTAL DOCUMENT:</b>	<b>COUNCIL DISTRICT:</b>
CPC-2015-74-GPA-SP-CUB-SPP-SPR	ENV-2008-1421-EIR & ADDENDUM SCH 2010121011	13 – O'FARRELL
<b>PROJECT ADDRESS:</b>		
5500, 5510, 5516, 5520, 5526, 5542, 5544 W. SUNSET BOULEVARD, 1417, 1431, 1433, 1435, 1437, 1439, 1441 N. WESTERN AVENUE, 1414 ST. ANDREWS PLACE, 5505, 5525 W. DE LONGPRE AVENUE		
<b>APPLICANT/REPRESENTATIVE:</b>		<b>CONTACT INFORMATION :</b>
TARGET CORPORATION JOHN DEWES 1000 NICOLLET MALL MINNEAPOLIS, MN 55403 REP.: DOUG COUPER, GREENBERG FARROW		john.dewes@target.com  dcouper@greenbergfarrow.com
	949-296-0452	
<b>APPELLANT/REPRESENTATIVE:</b>	<b>TELEPHONE NUMBER:</b>	<b>EMAIL ADDRESS:</b>
PLEASE SEE THE ATTACHED FOR APPELLANT INFORMATION.		
<b>PLANNER CONTACT INFORMATION:</b>	<b>TELEPHONE NUMBER:</b>	<b>EMAIL ADDRESS:</b>
BLAKE LAMB	213-978-1167	blake.lamb@lacity.org
<b>APPROVED PROJECT DESCRIPTION:</b>		
<p>Demolition of a pre-existing 59,561 square-foot single-story commercial structure, an electrical substation, and a surface parking lot. Construction of a 194,749 square-foot, multi-tenant commercial structure, approximately 74 feet and four inches high, that includes a 163,862 square-foot retail store (Target), and 30,887 square feet of other smaller retail and food uses. The project would also include 458 at grade and above-ground parking spaces. The proposed project is located on a 168,869 square-foot lot classified in the C2-1 zone and also located within Subarea C of the Vermont/Western Transit Oriented District Specific Plan/Station Neighborhood Area Plan (SNAP).</p>		

**COMMISSION ACTION(S) / ZONING ADMINISTRATOR ACTION(S): (CEA's PLEASE CONFIRM)**

1. Approved and Recommended that the City Council Approve a General Plan Amendment to the Hollywood Community Plan and the Mobility Element of the City's General Plan for the re-designation of:
  - a. Sunset Boulevard between St. Andrews Place and Western Avenue from an Avenue 1 (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
  - b. Western Avenue between Sunset Boulevard and DeLongpre Avenue from a Modified Avenue I (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
2. Approved and Recommended the City Council Approve a Specific Plan Amendment to the Vermont/Western Transit Oriented District Specific Plan / Station Neighborhood Area Plan (SNAP), Ordinance 173,749, to establish Land Use Regulations, Development Standards, and Design Guidelines for a new Subarea F, Large Scale Commercial Node designation (Exhibit F).
3. Approved and Recommended the City Council Approve a Specific Plan Amendment to the SNAP, Ordinance 173,749, to change the Subarea Designation of the subject property, from Subarea C to Subarea F (Exhibit F).
4. Approved a Conditional Use Permit to allow for the sale of a full line of alcoholic beverages for off-site consumption in the C2 zone.
5. Approved a Specific Plan Project Permit Compliance with the SNAP, Ordinance 173,749.
6. Approved a Site Plan Review for a project which results in an increase of 50,000 square feet or more of non-residential floor area and an increase of over 1,000 average daily trips.
7. Adopted the attached modified Findings.
8. Adopted the attached modified Conditions of Approval.
9. Found, pursuant to the California Environmental Quality Act (CEQA), that this project was assessed in the Target at Sunset and Western EIR No. ENV-2008-1421-EIR, SCH No. 2010121011 certified on April 3, 2013. As provided in the addendum, Found, in the independent judgment of the decision maker that pursuant to CEQA Guidelines Section 15162, based on the whole of the administrative record, no subsequent or supplemental EIR or negative declaration is required for approval of the project. Adopted the proposed Mitigation Monitoring and Reporting Program and the required findings for the Addendum to the EIR.

**ENTITLEMENTS FOR CITY COUNCIL CONSIDERATION:**

GPA-SP-CUB-SPP-SPR

**FINAL ENTITLEMENTS NOT ADVANCING:**

N/A

**ITEMS APPEALED:**

SP-CUB-SPP-SPR

ATTACHMENTS:	REVISED:	ENVIRONMENTAL CLEARANCE:	REVISED:
<input checked="" type="checkbox"/> Letter of Determination	<input type="checkbox"/>	<input type="checkbox"/> Categorical Exemption	<input type="checkbox"/>
<input checked="" type="checkbox"/> Findings of Fact	<input type="checkbox"/>	<input type="checkbox"/> Negative Declaration	<input type="checkbox"/>
<input checked="" type="checkbox"/> Staff Recommendation Report	<input type="checkbox"/>	<input checked="" type="checkbox"/> Mitigated Negative Declaration	<input type="checkbox"/>
<input checked="" type="checkbox"/> Conditions of Approval	<input type="checkbox"/>	<input type="checkbox"/> Environmental Impact Report	<input type="checkbox"/>
<input checked="" type="checkbox"/> Ordinance	<input type="checkbox"/>	<input type="checkbox"/> Mitigation Monitoring Program	<input type="checkbox"/>
<input checked="" type="checkbox"/> Zone Change Map	<input type="checkbox"/>	<input type="checkbox"/> Other	<input type="checkbox"/>
<input checked="" type="checkbox"/> GPA Resolution	<input type="checkbox"/>		
<input type="checkbox"/> Land Use Map	<input type="checkbox"/>		
<input type="checkbox"/> Exhibit A - Site Plan	<input type="checkbox"/>		
<input checked="" type="checkbox"/> Mailing List	<input type="checkbox"/>		
<input type="checkbox"/> Land Use	<input type="checkbox"/>		
<input type="checkbox"/> Other	<input type="checkbox"/>		

**NOTES / INSTRUCTION(S):**

**FISCAL IMPACT STATEMENT:**

Yes

No

\*If determination states administrative costs are recovered through fees, indicate "Yes".

**PLANNING COMMISSION:**

- City Planning Commission (CPC)
- Cultural Heritage Commission (CHC)
- Central Area Planning Commission
- East LA Area Planning Commission
- Harbor Area Planning Commission

- North Valley Area Planning Commission
- South LA Area Planning Commission
- South Valley Area Planning Commission
- West LA Area Planning Commission

**PLANNING COMMISSION HEARING DATE:**

November 12, 2015

**COMMISSION VOTE:**

8 - 0

**LAST DAY TO APPEAL:**

December 30, 2015

**APPEALED:**

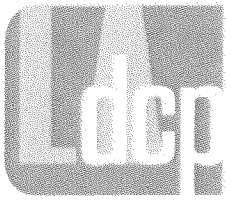
YES

**TRANSMITTED BY:**

James K. Williams 

**TRANSMITTAL DATE:**

JAN 06 2016



**PLANNING DEPARTMENT TRANSMITTAL  
TO THE CITY CLERK'S OFFICE**

**CPC-2015-74-GPA-SP-CUB-SPP-SPR**

**APPEAL INFORMATION**

**APPELLANT #1  
TARGET CORPORATION – JOHN DEWES  
1000 NICOLLET MALL  
MINNEAPOLIS, MN 55403**

612-761-1558  
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**APPELLANT #2  
GEORGE ABRAHAMS  
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[ggg@cooper.net](mailto:ggg@cooper.net)

**APPELLANT #3  
CITIZENS COALITION LOS ANGELES  
RICHARD MACNAUGHTON  
1916 N. ST. ANDREWS PLACE  
LOS ANGELES, CA 90068**

323-957-9588  
[macnaughtonesq@gmail.com](mailto:macnaughtonesq@gmail.com)

**APPELLANT #4  
DOUG HAINES  
PO BOX 93596  
LOS ANGELES, CA 90093-0596**

Representative:  
Robert Silverstein Law Firm  
215 N. Marengo Avenue 3<sup>rd</sup> Floor  
Pasadena, CA 91101

626-449-4200  
[robert@robertsilversteinlaw.com](mailto:robert@robertsilversteinlaw.com)



# LOS ANGELES CITY PLANNING COMMISSION

200 N. Spring Street, Room 532, Los Angeles, California, 90012  
www.lacity.org/PLN/index.htm

Determination Letter Mailing Date: DEC 15 2015

CASE NO.: CPC-2015-74-GPA-SP-CUB-SPP-SPR  
CEQA: ENV-2008-1421-EIR & Addendum  
(SCH 2010121011)

Location: 5500, 5510, 5516, 5520,  
5526, 5542, and 5544, West  
Sunset Boulevard; 1417,  
1431, 1433, 1435, 1437,  
1439, and 1441 North  
Western Avenue; 1414 St.  
Andrews Place; 5505 and  
5525 West De Longpre  
Avenue

Council No.: 13 – O'Farrell

Plan Area: Hollywood

Specific Plan: Vermont/Western Transit  
Oriented District Specific  
Plan / Station Neighborhood  
Area Plan (SNAP)

Applicant: Target Corporation / John Dewes  
Representative: Doug Couper, Greenberg Farrow

Requested Action: General Plan Amendment and  
Public Benefit Alternative  
Compliance

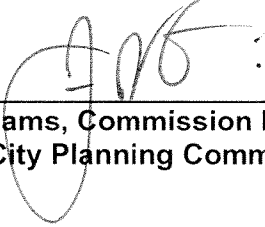
At its meeting on November 12, 2015, the following action was taken by the Los Angeles City Planning Commission:

1. **Approved and Recommended** that the City Council Approve a **General Plan Amendment** to the Hollywood Community Plan and the Mobility Element of the City's General Plan for the re-designation of
  - a. Sunset Boulevard between St. Andrews Place and Western Avenue from an Avenue 1 (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
  - b. Western Avenue between Sunset Boulevard and DeLongpre Avenue from a Modified Avenue I (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
2. **Approved and Recommended** the City Council Approve a **Specific Plan Amendment** to the Vermont/Western Transit Oriented District Specific Plan / Station Neighborhood Area Plan (SNAP), Ordinance 173,749, to establish Land Use Regulations, Development Standards, and Design Guidelines for a new Subarea F, Large Scale Commercial Node designation (Exhibit F).
3. **Approved and Recommended** the City Council Approve a **Specific Plan Amendment** to the SNAP, Ordinance 173,749, to change the Subarea Designation of the subject property, from Subarea C to Subarea F (Exhibit F).
4. **Approved** a **Conditional Use Permit** to allow for the sale of a full line of alcoholic beverages for off-site consumption in the C2 zone.
5. **Approved** a **Specific Plan Project Permit Compliance** with the SNAP, Ordinance 173,749.
6. **Approved** a **Site Plan Review** for a project which results in an increase of 50,000 square feet or more of non-residential floor area and an increase of over 1,000 average daily trips.
7. **Adopted** the attached **modified Findings**.
8. **Adopted** the attached **modified Conditions of Approval**.
9. **Found**, pursuant to the California Environmental Quality Act (CEQA), that this project was assessed in the Target at Sunset and Western EIR No. **ENV-2008-1421-EIR**, SCH No. 2010121011 certified on April 3, 2013. As provided in the addendum, **Found**, in the independent judgment of the decision maker that pursuant to CEQA Guidelines Section 15162, based on the whole of the administrative record, no subsequent or supplemental EIR or negative declaration is required for approval of the project. **Adopted** the proposed Mitigation Monitoring and Reporting Program and the required findings for the Addendum to the EIR.

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees

**This action was taken by the following vote:**

**Moved:** Ambroz  
**Seconded:** Choe  
**Ayes:** Ahn, Katz, Mack, Millman, Perlman, Dake-Wilson  
**Absent:** Segura  
  
**Vote:** 8 - 0




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**James K. Williams, Commission Executive Assistant II**  
**Los Angeles City Planning Commission**

Effective Date/Appeals: The Los Angeles City Planning Commission's determination is appealable. Any aggrieved party may file an appeal within 15-days after the mailing date of this determination letter. Any appeal not filed within the 15-day period shall not be considered by the City Council. All appeals shall be filed on forms provided at the Planning Department's Public Counters at 201 N. Figueroa Street, Fourth Floor, Los Angeles, or at 6262 Van Nuys Boulevard, Suite 251, Van Nuys.

FINAL APPEAL DATE: DEC 30 2015

If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

Attachments: Conditions of Approval, Findings, Resolution, Map, Specific Plan  
 City Planning Staff: Blake Lamb

## CONDITIONS OF APPROVAL

**Conditional Use Conditions of Approval.** Pursuant to Section 12.24.W 1 of the Municipal Code, a Conditional Use to permit the sale of alcoholic beverages for off-site consumption.

1. The use and development of the property shall be in substantial conformance with the plot and floor plans submitted with the application and marked Exhibit "A", except as may be revised as a result of this action.
2. Specific Plan Amendment / General Plan Amendment. Prior to obtaining any permits, the project shall secure final Adoption of the General Plan Amendment and Specific Plan Amendment Ordinance.
3. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Department of City Planning to impose additional corrective Conditions, if, in the Department of City Planning's opinion, such Conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
4. All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
5. A copy of the first page of this grant and all Conditions and/or any subsequent appeal of this grant and its resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Planning Department and the Department of Building and Safety for purposes of having a building permit issued.
6. Any rear/side door(s) of the premises shall be equipped on the inside with an automatic locking device, kept closed at all times and not be used as a means of access by patrons to and from the licensed premises. Temporary use of this door(s) for delivery of supplies does not constitute a violation. Said door(s) shall not consist solely of a screen or ventilated security door.
7. The building owner and retail establishment lessee shall be responsible for maintaining the subject premises free of litter and the area adjacent to the premises over which they have control.
8. The business operator shall consult with the Los Angeles Police Department in regard to security precautions, including possible installation, operation and maintenance of security cameras that cover all common areas of the business, high-risk areas and entrances or exits. The video or digital tapes used for such system shall be made available to the Police Department upon request.
9. Electronic age verification device(s), which can be used to determine the age of any individual attempting to purchase alcoholic beverages, shall be installed on the premises at each point-of-sale location.
10. A copy of the entitlement granted herein and conditions shall be maintained on the site for inspection upon request by the Police Department or any City or State agency.

11. Within six months of the effective date of this determination, the operators, managers and all employees selling alcohol to patrons shall enroll in and complete a certified training program for the responsible selling of alcohol, such as Standardized Training for Alcohol Retailers (STAR), recognized by the State Department of Alcoholic Beverage Control (ABC) or the Los Angeles Police Department. This training shall be completed by all new employees within four (4) weeks of their employment and by all employees once every 24 months. Verification of compliance shall be recorded and maintained by the grantee and submitted to the Department of City Planning upon request.
12. In the event of a sale of the store by the applicant to another entity, the new owner or operator of the subject licensed premises shall file a Plan Approval application at the Department of City Planning Development Services Center no later than 6 months from the date of transfer of ownership of the store. Said application shall be accompanied by a filing fee pursuant to Section 19.01-I of the Municipal Code and a mailing list of all property owners and occupants within a 500-foot radius. The purpose of the application shall be for review of condition compliance and observed nuisance for the surrounding community that can be attributed to store operation, and to review any proposed modifications to the floor plan or business operation. The matter shall be set for public hearing with notification sent to the persons on the mailing list, the Neighborhood Council, Police Department and applicable Council Office. After receiving a staff report and holding a public hearing, the Department of City Planning may modify, add to or delete Conditions contained herein in order to lessen any nuisance upon surrounding properties.
13. At any time during the period of validity of this grant, should documented evidence be submitted showing a violation of any condition(s) of this grant resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties, the Department of City Planning reserves the right to require the applicant to file for a plan approval application together with associated fees, the purpose of which will be to hold a public hearing to review the applicant's compliance with and the effectiveness of these conditions. The applicant/ petitioner(s) shall provide a summary and supporting documentation of how compliance with each condition of the grant has been attained. Upon this review the Department of City Planning may modify, add or delete conditions, and reserves the right to conduct the public hearing for nuisance abatement/revocation purposes.
14. Within 30 days of the effective date of this action, and prior to the sale of any alcoholic beverages, the property owner shall record a covenant acknowledging and agreeing to comply with all the terms and conditions established herein in the County Recorder's Office. The agreement (standard master covenant and agreement form CP-6770) shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement with the conditions attached must be submitted to the Development Services Center for approval before being recorded. After recordation, a certified copy bearing the Recorder's number and date shall be provided to the Zoning Administrator for attachment to the subject case file.
15. Prior to the beginning of operations, the applicant shall notify the Condition Compliance Unit via email or U.S. Mail when operations are scheduled to begin and shall submit a copy of the Certificate of Occupancy for the Case File. The notification shall be submitted to [planning.ccu@lacity.org](mailto:planning.ccu@lacity.org), with the subject of the email to include the case number, "CPC-2015-74-GPA-SP-CUB-SPP-SPR/Operation Notification". The applicant shall also submit (attached or mailed) evidence of compliance with any conditions which require compliance "prior to the beginning of operations" as stated by these conditions.



16. Prior to the beginning of operations, the manager of the facility shall be made aware of the conditions and shall inform his/her employees of the same. A statement with the signature, printed name, position and date signed by the manager and his/her employees shall be provided to the Condition Compliance Unit within 30 days of the beginning day of operation of the establishment. The statement shall read as follows:

We, the undersigned, have read and understand the conditions of approval to allow the sale and dispensing of a full line of alcoholic beverages for off-site consumption, in conjunction the facility, known as Target, and agree to abide and comply with said conditions.

### **Project Permit Compliance Conditions**

17. **Site Plan.** The use and development of the property shall be in substantial conformance with the Plot plan and elevations submitted with the application and marked **Exhibit A**. Prior to the issuance of building permits, revised, detailed development plans that show compliance with all conditions of approval, including complete landscape and irrigation plans, shall be submitted to the Department of City Planning for review.
18. **Specific Plan Amendment / General Plan Amendment.** Prior to obtaining any building permits, the project shall secure final Adoption of the General Plan Amendment and Specific Plan Amendment Ordinance.
19. **Commercial Corner Conditional Use.** Per Section 12.A.2 of the SNAP Specific Plan, the project is exempt from the Commercial Corner provisions of the LAMC (12.22 A 23, 12.24 W 26).
20. **Condition Deleted.**
21. **Ground Floor Commercial Uses.** The entirety of the Sunset Boulevard street frontage and 80% of Western Avenue street frontage shall be comprised of commercial uses and at a depth consistent with the Ground Level Plan, Exhibit A. Breaks in the commercial street frontage shall only be allowed to accommodate plazas, pedestrian passageways and vehicular access points.
22. **Floor Area Ratio (FAR).** Maximum permitted FAR shall be 1.15:1
23. **Entrances.** All commercial tenant space along Western Avenue and Sunset Boulevard shall provide primary access from the public right-of-way. Storefront entrances along these streets shall remain open and unobstructed during business hours.
24. **Street Improvements.** Except as may be conditioned herein, the regulations and procedures contained in Section 12.37 of the Code shall apply to any public street improvements, except for the highway and street improvement standards contained in LAMC Section 12.37 H. Instead, the Guidelines shall be utilized to the extent physically feasible for any improvements of streets in the Specific Plan area.
25. **Pedestrian Throughways.** The project shall provide a minimum of two pedestrian passageways at grade level that are accessible to pedestrians at the public right of way. The pedestrian passageways shall provide a minimum vertical clearance of 12 feet and a minimum horizontal clearance of 10 feet. The Pedestrian Passageways shall be improved according to the following standards:

- a. A minimum of 10-percent of the surface area of the passageways shall be comprised of landscape features such as raised planters and/or potted plants.
  - b. Hardscape shall be comprised of decorative paving surfaces such as interlocking pavers, colored and scored concrete, tile or brick. Asphalt and/or standard concrete shall not be used.
  - c. Decorative lighting shall be installed in passageways to adequately illuminate passageways for secure pedestrian use and to provide visual and aesthetic interest. While standard overhead lighting may be used, such lighting shall not constitute condition compliance.
26. **Street Trees.** Prior to the issuance of a building permit, the Applicant shall obtain a Class "A" or "B" Permit guaranteeing at least one shade-tree be provided along the public right-of-way for every 30 feet of project street-frontage (12 trees along Western Avenue, 12 trees along Saint Andrews Place, 14 trees along Sunset Boulevard, and 14 trees along De Longpre Avenue). Shade trees shall be maintained via an automated watering system and shall be kept in a healthy state. Palm trees may be provided in addition to the required shade trees but shall not constitute compliance with the shade tree requirement. The number of street trees may be diminished only to ensure compliance with Bureau of Engineering, Building and Safety or Department of Transportation requirements and where possible, omitted trees should be relocated elsewhere in the project area. Existing ficus trees planted within the right of way shall be removed as part of the project.
27. **Shade Tree Well Covers.** The applicant shall provide either a decorative metal tree-well cover; shall utilize a decomposed granite open tree-well system; or shall provide additional landscaping within tree wells. Portland cement concrete tree well covers (or other similar non-decorative devices) shall not constitute condition compliance.
28. **Bike Racks.** Prior to the issuance of a building permit, the Applicant shall obtain a Class "A" or "B" Permit guaranteeing installation of a minimum of one bike rack for every 50 feet of project street frontage (7 racks along Western Avenue, 7 racks along Saint Andrews Place, 9 racks along Sunset Boulevard, and 9 racks along De Longpre Avenue) located within the public right-of-way. Bike racks shall be located so as to establish a regular pattern along the street and shall not be clustered into a single location. However, 8 of the required bike racks along De Longpre Avenue may be relocated to Western Avenue or Sunset Boulevard, in which case dual or multiple-bike racks may be acceptable.
29. **Trash Receptacles.** The applicant shall provide a minimum of one trash receptacle for every 100 feet of project street frontage (3 receptacles along Western Avenue, 3 receptacles along Saint Andrews Place, 4 receptacles along Sunset Boulevard and 4 receptacles along De Longpre Avenue), located within the public right-of-way. Trash receptacles shall be maintained and regularly emptied by the property owner. The number of trash receptacles may be diminished along De Longpre Avenue only to allow for truck ingress and egress.
30. **Public Benches.** The applicant shall provide one public bench for every 250 feet of project street frontage (1 bench along Western Avenue, 1 bench along Saint Andrews Place, 2 benches along Sunset Boulevard), within the public right-of-way.
31. **Security Devices.** If at any time during the life of the project the property owner wishes to install security devices such as window grilles and/or gates, such security device housing shall be designed so as to be fully concealed from public view. The project owner shall be required to acquire approval from the Director of Planning, via a Building

Permit clearance sign off, for the installation of any security devices on the exterior of the structure.

32. **On-site Lighting.** Prior to issuance of a Certificate of Occupancy the applicant shall install onsite lighting along all vehicular and pedestrian access ways. Installed lighting shall provide  $\frac{3}{4}$  foot candle of flood lighting intensity as measured from the ground. Lighting must also be shielded from projecting light higher than 15 feet above ground level and away from adjacent property windows. The maximum height of any installed lighting fixture shall not exceed 14 feet in height.
33. **Transparent Building Elements.** Ground-floor storefronts along Western Avenue shall provide a minimum of 50 percent transparent building elements such as doors and windows in conformance with Exhibit A. Ground-floor storefronts along Sunset Boulevard shall provide a minimum of 50 percent transparent building elements such as doors and windows in conformance with Exhibit A. Ground-floor storefronts shall comprise a minimum of 20% of the ground floor façade along St. Andrews Place. Glazed surfaces shall not be tinted or otherwise obstructed to prevent views into and out of stores.
34. **Comprehensive Sign Plan.** No signage is approved as part of this action. Prior to the issuance of a Building Permit the applicant shall submit a revised comprehensive signage plan to the Department of City Planning, Neighborhood Projects Section, which shows the location and type of all proposed signage related to the project including all conditions of approval. All signage shall comply with Section 14.4 of the LAMC. All subsequent sign permit clearances shall substantially comply with the comprehensive signage plan.
35. **Tenant Signage.** All tenant signage along Western Avenue and Sunset Boulevard shall consist exclusively of free-standing, illuminated architectural canopy signage, mounted, individually cut, channel or reverse channel letters and of individual dual-faced, projecting blade signs located below the canopy and adjacent to store entrances that are visible to passers-by at sidewalk level. All signage shall be in conformance with Section 14.4 of the LAMC. All proposed Pedestrian Oriented Signs (projecting blade signs) shall comply with Section 14.4 of the LAMC as well as the SNAP Development Standards and Design Guidelines which limit their total size to no more than twelve square feet in area and their maximum projection from the wall to no more than four feet.
36. **Prohibited Signage.** The following signs are prohibited: Pole/Pylon; Off-site; Cabinet/Canister/Can; Roof.
37. **Window Signage.** Only window signage that is painted or otherwise permanently affixed to the lowest 12-inches of window plane may be permitted. Temporary window displays, posters, banners and vinyl films or other such items that block views into and out of the proposed use are prohibited.
38. **Display Windows.** The display windows shall not contain any window signs, as defined in Section 14.4 of the Municipal Code.
39. **Glazing.** All building glazing shall be comprised of non-tinted, clear glass
40. **Utilities.** All new utility lines which directly service the lot or lots shall be installed underground. If underground service is not currently available, then provisions shall be made by the applicant for future underground service.

41. **Public Plaza.** The project shall provide a public plaza that is at least 21,609 square feet in surface area at the corner of Sunset Boulevard and Western Avenue. The public plaza shall serve as the primary entrance forecourt for the large retail establishment located on the third level of the project and shall function as a publically accessible gathering place. The public plaza shall be improved with the following amenities:
- a. The plaza shall be privately maintained and accessible to the public a minimum of 14 hours per day. A covenant and agreement binding the applicant to this condition shall be recorded prior to issuance of a building permit.
  - b. Hardscape shall be comprised of decorative paving surfaces such as interlocking pavers, stamped concrete, tile or brick. Special patterns and sizes in a variety of colors including terra cotta for the main color and natural gray pavers for the edge bands shall be utilized in conformance with Exhibit A. Asphalt and/or standard concrete shall not be used.
  - c. Innovative and decorative lighting features (such as freestanding light posts, recessed lighting incorporated around planters) shall be installed in the plaza to adequately illuminate public space for secure pedestrian use and to provide visual and aesthetic interest.
  - d. The public plaza shall provide static seating for at least 21 persons (seating may be comprised of raised planter ledges, benches or non-removable chairs). Private seating for individual commercial establishments shall not constitute condition compliance.
  - e. A way-finding and transit kiosk shall be provided within the public plaza or near the public-right-of-way (as permitted by the Bureau of Engineering) in conformance with Sign Plan, Exhibit A. The kiosk shall include transit information for the Metro Red Line subway and for other Metro and DOT bus lines operating in the project area. The property owner shall coordinate with Metro to keep kiosk content up-to-date.
  - b. The applicant shall coordinate with LADOT to prepare plans for a future Integrated Mobility Hub, which shall include space for a bike-share kiosk as part of the Metro Regional Bike-Share program and personal lockers. Prior to Certificate of Occupancy, the applicant shall provide a copy of the Mobility Hub Plan as approved by LADOT.
  - c. The applicant shall coordinate with Los Angeles County Metropolitan Transportation Authority (Metro) to provide funds to install "Next Bus" signs at bus stops adjacent to the intersection of Sunset Boulevard and Western Avenue. Prior to Certificate of Occupancy, the applicant shall provide documentation from Metro indicating completion of this Condition.
- 42: **Building Materials.** Building materials shall be in substantial conformance with Exhibit A, except that no EIFS shall be used on the Ground Floor of the project, or in any location on the building that is accessible by members of the public. No stucco shall be utilized on any portion of the building within 18 inches of the sidewalk grade. The material used on the portion of the building within 18 inches of the sidewalk grade shall be stone, masonry, brick, or pre-cast stone.
43. **Surface Mechanical Equipment.** All surface or ground mounted mechanical equipment, including transformers, terminal boxes, pull boxes, air conditioner condensers, gas meters and electric meter cabinets, shall be screened from public view and treated to match the materials and colors of the building which they serve.
44. **Canopies/Trellises.** All storefronts along Western Avenue and Sunset Boulevard shall be furnished with canopies/trellises that provide substantial shade, in conformance with

Exhibit A. Decorative lighting shall be incorporated into the canopy to adequately illuminate public space for secure pedestrian use and to provide visual and aesthetic interest.

45. **Rooftop Appurtenances.** All rooftop equipment and building appurtenances shall be screened from public view or architecturally integrated into the design of the building depending on the type of roof.
46. **Screenwall.** A landscaped screenwall or green screen (consistent with Exhibit A) shall be provided along the Saint Andrews Place elevation to adequately screen views into the parking structure and access ramp. The landscape screenwall shall be maintained in healthy and viable condition for the life of the project.
47. **Childcare Facility Requirement.** Prior to the issuance of a Certificate of Occupancy for the project, for every 50 square feet of net, usable, non-residential floor area, the project shall provide one square foot of Childcare Facility, plus Ground Floor Play Area, pursuant to Section G of the SNAP. A 3,895 square-foot indoor Childcare Facility, plus the required amount of Ground Floor Play Area, shall be required. The Childcare Facility shall be located within one mile of the project site. Further details, such as hours of operation and other management considerations shall be resolved by the Los Angeles City Council.
48. **Parking.** A minimum of 390 parking spaces shall be permitted. 23 parking spaces shall be fully built out to accommodate electric vehicles. 20 percent of the total provided parking spaces shall be pre-wired for electric vehicles.
49. **Bicycle Parking Spaces.** A minimum of 28 off-street bicycle parking spaces shall be provided. Required bicycle racks provided in the public right of way shall not constitute compliance with this condition and shall be considered an additional requirement. Bicycle parking spaces shall be located at grade and in a centrally identifiable and secure location.
50. **Delivery.** The applicant shall submit a program for retail use designed to provide free or subsidized delivery of purchases made at the site by residents living within the Specific Plan area. This program shall contain the proposed delivery pricing and delivery logistics. The delivery pricing shall be comparable with on-line delivery pricing, and shall be reviewed annually. The notice of delivery availability shall be conspicuously posted inside the store.
51. **Height.** The height of all buildings and structures on the subject property shall not exceed a maximum height of 74 and four inches feet as defined by Sections 12.03 and 12.21 B 3(a) and (b) of the Los Angeles Municipal Code. Structures and features on the roof, such as air conditioning units and other equipment, may be erected up to ten feet above the limit and shall be set back a minimum of ten feet from the roof perimeter and fully screened from view at street level as pursuant to Section 9.B.1 of the Vermont/Western Transit Oriented District Specific Plan.
52. **Development Standards.** Except as conditioned/permitted herein, the project shall be in conformance with all applicable requirements contained in the Specific Plan Development Standards and Design Guidelines for Subarea F-Large Scale Commercial Node. The project shall obtain LEED Certification within two years of obtaining a Certificate of Occupancy for the project. The LEED Certification documents shall be placed in the project case file upon receipt.

### **Project Design Features**

53. As a project design feature, and as included in the traffic study, the applicant shall plan, design, and install a new traffic signal with a northbound left-turn lane on Western Avenue at De Longpre Avenue through the Bureau of Engineering B-permit process. Prior to commencing design work in the new traffic signal, the applicant shall work with LADOT's Hollywood-Wilshire District Office to seek final approval of the traffic signal warrants and issuance of a Traffic Control Report authorizing the installation of the traffic signal. If the traffic signal is approved by LADOT, De Longpre Avenue shall be configured to provide an eastbound left-turn lane and right-turn lane.

### **Environmental Conditions of Approval**

54. The applicant shall prepare and execute a Covenant and Agreement (Planning Department form CP-6770) in a manner satisfactory to the Department of City Planning requiring the Applicant to identify mitigation monitors who shall provide periodic status reports on the implementation of applicable mitigation items required by Mitigation Conditions of the project's approval satisfactory to the Department of City Planning. The mitigation monitors shall be identified as to their areas of responsibility, and phase of intervention (pre-construction, construction, post/construction/maintenance) to ensure the continued implementation of the below mentioned mitigation measures.

Note: MM corresponds to the mitigation measures as identified in the project EIR. To the extent that the Conditions of Approval conflict with mitigation measures, if any, the Conditions of Approval shall govern and shall serve as part of the final Mitigation Monitoring and Reporting Program.

### **Biological Resources**

55. Conduct tree removal activities associated with project development during the non-breeding season (in general, September 1st through January 31st); OR

Conduct pre-construction surveys for nesting birds if tree removal activities are to take place during the nesting season (in general, February 1st through August 31st). Pre-construction surveys shall be conducted by a qualified biologist no more than three days prior to the initiation of tree removal activities to confirm presence or absence of active nests. If tree removal activities are delayed, then additional pre-construction surveys shall be conducted such that no more than three days will have lapsed between the survey and tree removal activities.

If no active nests are encountered, no further mitigation would be required following submittal of a survey results letter to the City of Los Angeles. However, if active nests are encountered, species-specific measures shall be prepared by a qualified biologist in coordination with the CDFG and other appropriate agencies, and implemented to prevent the direct loss or abandonment of the active nest. **(MM IV.A-1)**

### **Cultural Resources**

56. If unknown archaeological materials are discovered during any grading or construction activity, work in the affected area shall stop and the contractor shall immediately notify the Applicant and the City of Los Angeles. An archaeologist shall be consulted to determine the significance of the discovered artifact(s) and, if necessary, formulate a

mitigation plan. Work can resume in the affected area, only with the approval of the archaeologist. **(MM IV.A-2)**

57. If paleontological materials are discovered during any grading or construction activity, work in the affected area shall stop and the contractor shall immediately notify the Applicant and the City of Los Angeles. A paleontologist shall be consulted to determine the significance of the discovered fossil materials and, if necessary, formulate a mitigation plan. Work can resume in the affected area, only with the approval of the paleontologist. **(MM IV.A-3)**

#### **Aesthetics—Visual Quality, Views**

58. All open areas not used for buildings, driveways, pedestrian amenities or walks shall be attractively landscaped and maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the decision maker. **(MM IV.B-1)**
59. Every building, structure, or portion thereof shall be maintained in a safe and sanitary condition and good repair, and free from graffiti, debris, rubbish, garbage, trash, overgrown vegetation or other similar material, pursuant to Municipal Code Section 91.8104. **(MM IV.B-2)**
60. The exterior of all buildings and fences shall be free from graffiti when such graffiti is visible from a public street or alley, pursuant to Municipal Code Section 91.8104.15. **(MM IV.B-3)**
61. On-site signs shall be limited to the maximum allowable under City Code. **(MM IV.B-4)**
62. Multiple temporary signs in the store windows and along the building walls are not permitted. **(MM IV.B-5)**
63. A landscape plan shall be prepared by a licensed landscape architect to the satisfaction of the decision maker. **(MM IV.B-6)**
64. The Applicant shall ensure through appropriate postings and daily visual inspections that no unauthorized materials are posted on any temporary construction barriers or temporary pedestrian walkways, and that such temporary barriers and walkways are maintained in a visually attractive manner throughout the construction period. **(MM IV.B-7)**
65. The Applicant shall prepare a street tree plan to be reviewed and approved by the City's Department of Public Works, Street Tree Division. All plantings in the public right-of-way shall be installed in accordance with the approved street tree plan. **(MM IV.B-8)**
66. All new sidewalks along the project's street frontages shall be paved with pervious (permeable) concrete or interlocking pavers to create a distinctive pedestrian environment and to increase the opportunity for stormwater infiltration on the site. **(MM IV.B-9)**

#### **Aesthetics—Light and Glare**

67. All lighting related to construction activities shall be shielded or directed to restrict any direct illumination onto property located outside of the project site boundaries that is improved with light-sensitive uses. **(MM IV.B-10)**
68. Construction hours shall generally be 7:00 a.m. to 9:00 p.m. Monday through Friday and 8:00 a.m. to 6:00 p.m. Saturday. **(MM IV.B-11)**

69. Exterior lighting included within the proposed project shall incorporate fixtures and light sources that focus light on-site to minimize light trespass. **(MM IV.B.12)**
70. Proposed project lighting shall comply with LAMC Section 93.0117. As such, proposed project lighting shall not cause more than two footcandles of lighting intensity or direct glare from the light source at any residential property. **(MM IV.B.13)**
71. All buildings, parking structures, and signage within the project site shall be prohibited from using highly reflective building materials such as mirrored glass in exterior façades. Examples of commonly used non-reflective building materials include cement, plaster, concrete, metal, and non-mirrored glass, and would likely include additional materials as technology advances in the future. **(MM IV.B.14)**
72. All buildings, parking structures, and signage within the project site shall be prohibited from using highly reflective building materials such as mirrored glass in exterior facades. **(MM IV.B.15)**
73. The proposed project building shall not include large areas of reflective surfaces that could reflect light from signage into surrounding areas. On-site buildings, signage, or thematic elements shall not incorporate reflective building materials or provide a source of auto headlight-related glare in proximity to glare sensitive uses. **(MM IV.B.16)**

#### **Traffic—Transportation/ Parking**

74. Prior to the issuance of construction permits, the applicant shall prepare Work Area Traffic Control Plans that, at a minimum, shall include **(MM IV.C-1)**:
  - Identification of a designated haul route to be used by construction trucks;
  - Provide an estimate of the number to trucks trips and anticipated trips;
  - Identification of traffic control procedures, emergency access provisions, and construction alternative crew parking locations;
  - Identification of the on-site location of vehicle and equipment staging;
  - Provide a schedule of construction activities;
  - Limitations on any potential lane closures to off-peak travel periods;
  - Scheduling the delivery of construction materials during non-peak travel periods, to the extent possible;
  - Coordinating deliveries to reduce the potential of trucks waiting to unload building materials; and
  - Prohibiting parking by construction workers on neighborhood streets as determined in conjunction with City staff.
  - At least one lane in each direction shall be maintained at all times on St. Andrews Place for the duration of construction of the proposed project.
  - Pedestrian access and circulation shall be maintained at all times on the west side of St. Andrews Place for the duration of construction of the proposed project.
  - In the event of a lane closure, a Work Area Traffic Control Plan approved by LADOT shall be implemented to route traffic around any such lane closures.



- The Construction Management Plan shall be implemented with oversight from an independent mitigation monitor.
  - The project applicant shall provide a community liaison during construction to address traffic concerns at the project site. The name and contact information for the community liaison shall be posted in a location onsite visible to the public.
  - The project applicant shall coordinate with the Metro Bus Operations Control Special Events Coordinator regarding temporary relocation during construction of bus stops located adjacent to the project site and any other issues that could affect bus service in the vicinity of the project site during construction. The project applicant shall coordinate with other municipal bus operators, if any, that utilize the same bus stops.
75. Hollywood Boulevard and Western Avenue (**MM IV.C-2**):
- a. Restripe Western Avenue to increase the southbound curb lane from 18 feet to 20 feet in width to facilitate the southbound right-turning traffic on Western Avenue at Hollywood Boulevard; this would allow the southbound approach to accommodate one left-turn lane, one through lane, and one shared through/right-turn lane.
  - b. Upgrade the traffic signal controller to a Type 2070 controller at the intersection of Western Avenue and Russell Avenue.
  - c. Install additional system detector loops along both approaches of Hollywood Boulevard and Harvard Boulevard.
76. Sunset Boulevard and Western Avenue (**MM IV.C-3**):
- a. Consistent with the adopted street standards for Western Avenue, reconfigure the west side of Western Avenue north of Sunset Boulevard to allow for the installation of a southbound right-run lane on Western Avenue. The ultimate design of this improvement should maintain a minimum sidewalk/parkway width of 15-feet along the west side of Western Avenue north of Sunset Boulevard, and should provide one left-turn lane, two through lanes, and one right-turn lane in the southbound direction.
  - b. Install a closed circuit television (CCTV) camera and the necessary infrastructure (including fiber optic and interconnect) at Sunset Boulevard and Western Avenue.
77. Sunset Boulevard and Van Ness Avenue (**MM IV.C-4**):
- a. Install a CCTV camera and the necessary infrastructure (including fiber optic and interconnect) at Sunset Boulevard and Western Avenue.
78. System-Wide Traffic Signal Upgrades (**MM IV.C-5**):
- a. Upgrade the traffic signal controller to a Type 2070 at the following intersections: Sunset Boulevard and St. Andrews Place; Franklin Avenue and Wilton Place; and Franklin Avenue and Garfield Place;
  - b. Install additional system detector loops along the approaches at Sunset Boulevard and St. Andrews Place;
  - c. Install a CCTV camera and the necessary infrastructure (including fiber optic and interconnect) at Western Avenue and Santa Monica Boulevard.
79. (**MM IV.C-6**) *Not Used.*

80. **(MM IV.C-7)** *Not Used.*
81. Implement a neighborhood traffic calming program to install speed humps along St. Andrews Place between Fountain Avenue and De Longpre Avenue, subject to the approval procedures of LADOT **(MM IV.C-8)**.
82. **(MM IV.C-9)** *Not Used.*
83. A dock manager and/or flag person shall be employed to facilitate and assist delivery trucks in accessing the loading docks **(MM IV.C-10)**.

### **Geology and Soils**

84. The proposed project shall be designed and constructed in accordance with the recommendations provided in a full Geotechnical Study, which shall be approved by the Department of Building and Safety prior to issuance of building and grading permits. **(MM IV.D-1)**

### **Hazards and Hazardous Materials**

85. In the event that excavation or grading activity on the project site reveals discolored soil or the equipment operator detects odors or fumes emanating from the soil, earth disturbance activity shall cease and an assessment of the soil shall be conducted at the site to evaluate the potential presence of subsurface contamination as a result of historical on-site uses and proximal off-site facilities that may have impacted the soil, soil vapor, and/or groundwater beneath the site. If environmental conditions exceeding regulatory requirements are identified, remediation shall be accomplished to the satisfaction of the appropriate regulatory agency(ies) shall be completed before earth-disturbing activities may resume. **(MM IV.E-1)**
86. The Applicant shall conduct ACM and LBP surveys on all buildings and associated infrastructure scheduled for demolition. If asbestos and/or lead-based paint are detected, they shall be abated and removed in accordance with all applicable federal, state, and local regulations and in accordance with SCAQMD regulations. **(MM IV.E-2)**

### **Hydrology and Water Quality**

87. The proposed project shall be designed and constructed in accordance with the recommendations provided in the geotechnical report (Appendix IV.D-1 of the Draft EIR, which may be modified, if necessary as part of final project design). The geotechnical study shall be approved by the Department of Building and Safety prior to issuance of building and grading permits. **(MM IV.F-1)**
88. The applicant shall maintain all structural or treatment control BMPs for the life of the project. **(MM IV.F-2)**
89. All earthwork on the project site shall be performed in accordance with the requirements of the City of Los Angeles Building and Safety, the City of Los Angeles Civil Engineer of Record, and the Storm Water Pollution Prevention Program. **(MM IV.F-3)**
90. The proposed project shall implement all SWPPP BMPs listed in Section 3.B.III.1.a of the Hydrology and Water Quality Chapter of the Draft EIR. **(MM IV.F-4)**
91. All waste shall be disposed of properly. Use appropriately labeled recycling bins to recycle construction materials including: solvents, water-based paints, vehicle fluids, broken asphalt and concrete, wood, and vegetation. Non-recyclable materials/wastes

- shall be taken to an appropriate landfill. Toxic wastes shall be discarded at a licensed regulated disposal site. **(MM IV.F-5)**
92. Leaks, drips, and spills shall be cleaned up immediately to prevent contaminated soil on paved surfaces that can be washed away into the storm drains. **(MM IV.F-6)**
  93. Shall not hose down pavement at material spills. Dry cleanup methods shall be used whenever possible. **(MM IV.F-7)**
  94. Dumpsters shall be covered and maintained. Place uncovered dumpsters under a roof or cover with tarps or plastic sheeting. **(MM IV.F-8)**
  95. Where truck traffic is frequent, gravel approaches shall be used to reduce soil compaction and limit the tracking of sediment into streets. **(MM IV.F-9)**
  96. All vehicle/equipment maintenance, repair, and washing shall be conducted away from storm drains. All major repairs shall be conducted off-site. Drip pans or drop cloths shall be used to catch drips and spills. **(MM IV.F-10)**
  97. Project applicant(s) are required to implement stormwater BMPs to retain or treat the runoff from a storm event producing  $\frac{3}{4}$  inch of rainfall in a 24-hour period. The design of structural BMPs shall be in accordance with the Development Best Management Practices Handbook Part B Planning Activities. A signed certificate from a California licensed civil engineer or licensed architect that the proposed BMPs meet this numerical threshold standard is required. **(MM IV.F-11)**
  98. Post development peak stormwater runoff discharge rates shall not exceed the estimated pre-development rates for developments where increased peak stormwater discharge rate will result in increased potential for downstream erosion. **(MM IV.F-12)**
  99. Provide trees and other vegetation at the project site in accordance with SNAP requirements. **(MM IV.F-13)**
  100. Any connection to the sanitary sewer must have authorization from the Bureau of Sanitation. **(MM IV.F-14)**
  101. Any toxic wastes must be discarded at a licensed regulated disposal site. Store trash dumpsters either under cover and with drains routed to the sanitary sewer or use non-leaking and water tight dumpsters with lids. Use drip pans or absorbent materials whenever grease containers are emptied. Wash containers in an area with properly connected sanitary sewer. **(MM IV.F-15)**
  102. Reduce and recycle wastes, including: paper, glass, aluminum, oil, and grease. **(MM IV.F-16)**
  103. Reduce the use of hazardous materials and waste by: using detergent-based or water-based cleaning systems; and avoid chlorinated compounds, petroleum distillates, phenols, and formaldehyde. **(MM IV.F-17)**
  104. Utilize natural drainage systems to the maximum extent practicable. **(MM IV.F-18)**
  105. Control or reduce or eliminate flow to natural drainage systems to the maximum extent practicable. **(MM IV.F-19)**
  106. Protect slopes and channels and reduce run-off velocities by complying with Chapter IX, Division 70 of the Los Angeles Municipal Code and utilizing vegetation (grass, shrubs, vines, ground covers, and trees) to provide long-term stabilization of soil. **(MM IV.F-20)**

107. All storm drains inlets and catch basins within the project area must be stenciled with prohibitive language (such as "NO DUMPING – DRAINS TO OCEAN") and/or graphical icons to discourage illegal dumping. **(MM IV.F-21)**
108. Signs and prohibitive language and/or graphical icons, which prohibit illegal dumping, must be posted at public access points along channels and creeks with the project area. **(MM IV.F-22)**
109. Legibility of stencils and signs must be maintained. **(MM IV.F-23)**
110. Materials with the potential to contaminate stormwater must be: (1) placed in an enclosure such as, but not limited to, a cabinet, shed, or similar stormwater conveyance system; or (2) protected by secondary containment structures such as berms, dikes, or curbs. **(MM IV.F-24)**
111. The storage area must be paved and sufficiently impervious to contain leaks and spills. **(MM IV.F-25)**
112. The storage area must have a roof or awning to minimize collection of stormwater within the secondary containment area. **(MM IV.F-26)**
113. The owner(s) of the properties will prepare and execute covenant and agreement (Planning Department General form CP-6770) satisfactory to the Planning Department binding the owners to post construction maintenance on the structural BMPs in accordance with the Standard Urban Stormwater Mitigation Plan and/or per manufacturer's instructions. **(MM IV.F-27)**
114. Store trash dumpsters both under cover and with drains routed to the sanitary sewer or use non-leaking and water tight dumpsters with lids. Wash containers in an area with properly connected sanitary sewer. **(MM IV.F-28)**
115. Incorporate appropriate erosion control and drainage devices, such as interceptor terraces, berms, vee-channels, and inlet and outlet structures, as specified by Section 91.7013 of the Building Code. Protect outlets of culverts, conduits, or channels from erosion by discharge velocities by installing a rock outlet protection. Rock outlet protection is a physical device composed of rock, grouted riprap, or a concrete rubble placed at the outlet of a pipe. Install sediment traps below the pipe-outlet. Inspect, repair, and maintain the outlet protection after each significant rain. **(MM IV.F-29)**

## Noise

116. The project shall comply with the City of Los Angeles Noise Ordinance No. 41.40 which restricts construction and demolition activities to the hours of 7:00 a.m. to 9:00 p.m. Monday through Friday, and 8:00 a.m. to 6:00 p.m. on Saturday. **(MM IV.H-1)**
117. Construction and demolition activities shall be scheduled so as to avoid operating several pieces of equipment simultaneously, which causes high noise levels. **(MM IV.H-2)**
118. The use of those pieces of construction equipment or construction methods with the greatest peak noise generation potential shall be minimized to the extent feasible. Examples include the use of drills and jackhammers. **(MM IV.H-3)**
119. Construction activities whose specific location at the site may be flexible (e.g., operation of compressors and generators, cement mixing, general truck idling) shall be conducted as far as possible from the nearest noise-sensitive land uses, and natural and/or manmade barriers (e.g., intervening construction trailers) shall be used to screen

propagation of noise from such activities towards these land uses to the maximum extent possible. **(MM IV.H-4)**

120. Equipment warm-up areas, water tanks, and equipment storage areas shall be located as far as possible from the surrounding residential uses and the Children's Learning Center. **(MM IV.H-5)**
121. The project contractor shall use power construction equipment with state-of-the-art noise shielding and muffling devices. **(MM IV.H-6)**
122. The project developer shall install temporary sound curtains of sufficient height to block the lines of sight of the construction activities at the project site from the Learning Center for Young Children facility. The sound curtains shall be in place from the commencement of construction activities on the project site until the exterior of the building is constructed and doors are installed. **(MM IV.H-7)**
123. Two weeks prior to the commencement of construction at the project site, notification must be provided to the Learning Center for Children facility disclosing the construction schedule, including the various types of activities and equipment that would be occurring throughout the duration of the construction period. **(MM IV.H-8)**
124. The project developer shall provide a liaison to coordinate construction activities with the Learning Center for Children facility such that the loudest construction activities would occur during times when children are not napping or outside. In addition, a phone number and contact name shall be provided to the Learning Center for Children for school faculty to call for noise complaints. **(MM IV.H-9)**
125. Existing structure demolition and grading using large bulldozers shall not be permitted within 150 feet of the Learning Center for Young Children except after 4 p.m. Monday through Friday or anytime on Saturday. **(MM IV.H-10)**

### **Air Quality**

126. The Project Developer(s) shall implement fugitive dust control measures in accordance with SCAQMD Rule 403. The Project Developer(s) shall include in construction contracts the control measures required and recommended by the SCAQMD at the time of development. Examples of the types of measures currently required and recommended include the following **(MM IV.I-1)**:
  - Use watering to control dust generation during demolition of structures or break-up of pavement.
  - Water active grading/excavation sites and unpaved surfaces at least three times daily.
  - Cover stockpiles with tarps or apply non-toxic chemical soil binders.
  - Limit vehicle speed on unpaved roads to 15 miles per hour.
  - Sweep daily (with water sweepers) all paved construction parking areas and staging areas.
  - Provide daily clean-up of mud and dirt carried onto paved streets from the site.
  - Install wheel washers for all exiting trucks, or wash off the tires or tracks of all trucks and equipment leaving the site.

- Suspend excavation and grading/excavation activity when winds (instantaneous gusts) exceed 15 miles per hour over a 30-minute period or more.
  - An information sign shall be posted at the entrance to each construction site that identifies the permitted construction hours and provides a telephone number to call and receive information about the construction project or to report complaints regarding excessive fugitive dust generation. Any reasonable complaints shall be rectified within 24 hours of their receipt.
127. The Project Developer(s) shall implement measures to reduce the emissions of pollutants generated by heavy-duty diesel-powered equipment operating at the project site throughout the project construction phases. The Project Developer(s) shall include in construction contracts the control measures required and recommended by the SCAQMD at the time of development. Examples of the types of measures currently required and recommended include the following **(MM IV.I-2)**:
- Keep all construction equipment in proper tune in accordance with manufacturer's specifications.
  - Use late model heavy-duty diesel-powered equipment at the project site to the extent that it is readily available in the South Coast Air Basin (meaning that it does not have to be imported from another air basin and that the procurement of the equipment would not cause a delay in construction activities of more than two weeks).
  - Limit truck and equipment idling time to five minutes or less.
  - Rely on the electricity infrastructure surrounding the construction sites rather than electrical generators powered by internal combustion engines to the extent feasible.

#### **Public Services—Police Protection**

128. The proposed project shall implement a Construction Management Plan that shall outline provisions for on-site security during construction, which could include, but are not limited to, temporary security fencing, lighting, and providing security personnel to patrol the site. Additionally, the Construction Management Plan shall ensure emergency access to the project site is maintained at all times during construction through well-marked entrances. **(MM IV.J-1)**
129. The proposed project shall comply with the design guidelines outlined in the LAPD Design Out Crime Guidelines, which recommend using natural surveillance to maximize visibility, natural access control that restricts or encourages appropriate site and building access, and territorial reinforcement to define ownership and separate public and private space. Specifically, the proposed project would **(MM IV.J-2)**:
- Provide on-site security whose duties shall include but not be limited to the following:
    - Monitoring entrances and exits;
    - Managing and monitoring fire/life/safety systems; and
    - Controlling and monitoring activities in the parking facilities.
  - Install security industry standard security lighting at recommended locations including parking structures, pathway options, and curbside queuing areas;

- Install closed-circuit television at select locations including (but not limited to) entry and exit points, loading docks, public plazas and parking areas;
  - Provide adequate lighting of parking structures, elevators, and lobbies to reduce areas of concealment;
  - Provide lighting of building entries, pedestrian walkways, and public open spaces to provide pedestrian orientation and to clearly identify a secure route between parking areas and points of entry into buildings;
  - Design public spaces to be easily patrolled and accessed by safety personnel;
  - Design entrances to, and exits from buildings, open spaces around buildings, and pedestrian walkways to be open and in view of surrounding sites; and
  - Limit visually obstructed and infrequently accessed “dead zones.”
130. Prior to the issuance of a certificate of occupancy for each construction phase and on-going during operations, the Applicant or its successor shall develop an Emergency Procedures Plan to address emergency concerns and practices. The plan shall be subject to review by LAPD. **(MM IV.J-3)**

#### **Public Services—Fire Protection**

131. The proposed project shall implement a Construction Management Plan that shall outline provisions for on-site security during construction, which could include, but are not limited to, temporary security fencing, lighting, and providing security personnel to patrol the site. Additionally, the Construction Management Plan shall ensure emergency access to the project site is maintained at all times during construction through well-marked entrances. **(MM IV.J-4)**
132. The proposed project shall comply with all State and local building codes relative to fire protection, safety, and suppression. Specifically, the project design shall incorporate the standards and requirements as set forth by: Title 24, the City of Los Angeles Safety Element, the LAMC Fire Code, and any additional code requirements established by the LAFD relative to fire prevention, safety, suppression, and emergency access and response. **(MM IV.J-5)**
133. The project applicant shall submit a plot plan for approval of access and hydrants by the LAFD prior to the issuance of a building permit by the City. The plot plan shall include fire prevention and access features to the satisfaction of the LAFD, including the following standard requirements: **(MM IV.J-6)**
- a) Access for Fire Department apparatus and personnel to and into all structures shall be required.
  - b) Any required Fire Annunciator panel or Fire Control Room shall be located within 50 feet visual line of sight of the main entrance stairwell or to the satisfaction of the LAFD.
  - c) Any required fire hydrants to be installed shall be fully operational and accepted by the LAFD prior to any building occupation.
  - d) All water systems and roadways are to be improved to the satisfaction of the LAFD prior to any building occupation.

- e) All structures shall be fully sprinklered pursuant to LAMC Section 57.09.07(A).
- f) No building or portion of a building shall be constructed more than 150 feet from the edge of a roadway of an improved street, access road, or designated fire lane.
- g) No building or portion of a building shall be constructed more than 300 feet from an approved fire hydrant. Distance shall be computed along the path of travel.

#### **Utilities—Sewer**

- 134. As part of the normal construction/building permit process, the Applicant or its successor shall confirm with the City that the capacity of the local and trunk lines are sufficient to accommodate the proposed project's sewer flows during the construction and operation phases. **(MM IV.K-1)**
- 135. The proposed project shall implement any upgrades to the sewer system serving the proposed project that could be needed to accommodate the Project's sewer generation. **(MM IV.K-2)**

#### *Administrative Conditions of Approval*

- 136. **Final Plans.** Prior to the issuance of any building permits for the project by the Department of Building and Safety, the applicant shall submit all final construction plans that are awaiting issuance of a building permit by the Department of Building and Safety for final review and approval by the Department of City Planning. All plans that are awaiting issuance of a building permit by the Department of Building and Safety shall be stamped by Department of City Planning staff "Final Plans". A copy of the Final Plans, supplied by the applicant, shall be retained in the subject case file.
- 137. **Notations on Plans.** Plans submitted to the Department of Building and Safety, for the purpose of processing a building permit application shall include all of the Conditions of Approval herein attached as a cover sheet, and shall include any modifications or notations required herein.
- 138. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review of approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning prior to clearance of any building permits, for placement in the subject file.
- 139. **Code Compliance.** Use, area, height, and yard regulations of the zone classification of the subject property shall be complied with, except where granted conditions differ herein.
- 140. **Department of Building and Safety.** The granting of this determination by the Director of Planning does not in any way indicate full compliance with applicable provisions of the Los Angeles Municipal Code Chapter IX (Building Code). Any corrections and/or modifications to plans made subsequent to this determination by a Department of Building and Safety Plan Check Engineer that affect any part of the exterior design or appearance of the project as approved by the Director, and which are deemed



necessary by the Department of Building and Safety for Building Code compliance, shall require a referral of the revised plans back to the Department of City Planning for additional review and sign-off prior to the issuance of any permit in connection with those plans.

141. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning.
142. **Expiration.** In the event that this grant is not utilized within three years of its effective date (the day following the last day that an appeal may be filed), the grant shall be considered null and void. Issuance of a building permit, and the initiation of, and diligent continuation of, construction activity shall constitute utilization for the purposes of this grant.
143. **Indemnification and Reimbursement of Litigation Costs.** Applicant shall do all of the following:
  - (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of (in whole or in part) the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
  - (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of (in whole or in part) the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
  - (iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$25,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
  - (iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
  - (v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

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

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any

obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

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

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

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

## FINDINGS

### General Plan/Charter Findings

1. **General Plan Land Use Designation.** The subject property is located within the area covered by the Hollywood Community Plan. The Plan Map designates the subject property as Highway Oriented Commercial with corresponding zone of C1, C2 and P. The subject site is zoned C2-1 and is therefore consistent with the Highway Oriented Commercial Land Use Designation. The proposed project is located within the Vermont/Western Transit Oriented District Specific Plan / Station Neighborhood Area Plan (SNAP) adopted as Ordinance 173,749, effective March 1, 2001.

The Mobility Element of the General Plan designates Sunset Boulevard between St. Andrews Place and Western Avenue as an Avenue I (previously a Major Highway-Class II) with a 100-foot right-of-way width, and a 70 foot roadway width. The Mobility Element designates Western Avenue between Sunset Boulevard and DeLongpre Avenue as a Modified Avenue I (previously a Major Highway – Class II) with a 104-foot right-of-way width and a 74 foot roadway width. The recommended General Plan Amendment would designate this portion of Sunset Boulevard as a Modified Major Highway in order to amend the required dedications and improvements to require a 105-foot right-of-way and a 75-foot roadway width (with the southern ½ of the Sunset Boulevard in front of the proposed project to have a 40-foot half-width roadway and a 15-foot sidewalk). The recommended General Plan Amendment would redesignate this portion of Western Avenue to a Modified Major Highway – Class II. For Western Avenue, the recommended General Plan Amendment does not amend the required dedications and improvements a (104-foot right-of-way and a 74-foot right of way), but is only a change in nomenclature.

The Amendment for Sunset Boulevard will enhance vehicular circulation around the site; the Amendment for Western Avenue will ensure that the required dedications and improvements are not modified by potential future changes to the Mobility Element. The proposed General Plan Street Designation is in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan.

2. **General Plan Text.**

#### **Framework Element**

The Citywide General Plan Framework Element is a guide for communities to implement growth and development policies by providing a comprehensive long-range view of the City as a whole. The Element establishes categories of land use -- Neighborhood District, Community Center, Regional Center, Downtown Center, and Mixed-Use Boulevard – that are broadly described by ranges of intensity/density, heights, and lists of typical uses. The definitions reflect a range of land use possibilities found in the City's already diverse urban, suburban, and rural land use patterns.

The Citywide General Plan Framework text defines policies related to growth and includes policies for land use, housing, urban form/neighborhood design, open space/conservation, economic development, transportation, and infrastructure/public services. The proposed project would be in conformance with several goals of the Framework as described below.

- A. *Transportation Chapter, Framework Element: Issue One: The Quality of life for every citizen of Los Angeles is affected by the ability to access work opportunities and essential services. It affects the City's economy as well as the living environment of its citizens. This is as true for people who must rely on travel options other than the automobile as it is for those who drive. Transportation policy needs to ensure that basic accessibility needs are met.*

The Target project will provide important services to City residents and will employ 250 full and part-time employees in addition to those workers employed during construction. It is anticipated that many staff and patrons will take advantage of the numerous public transit access to the project site, but it is also critical that the project provide adequate vehicular access into the proposed parking area. The proposed re-designation of Sunset Boulevard from a 35-foot half-width roadway to a 40-foot half width roadway will enable better vehicular access; however, it also creates future opportunities for a Mobility Hub within the additional roadway that could include protected short-term bike parking, an enhanced bus layover zone, enhanced bus pick up/drop off, or similar amenities. It is also critical that the project maintain adequate pedestrian access to the site. The proposed re-designation of Western Avenue into a Modified Major Highway – Class II will ensure that the required sidewalk width is not modified by potential future changes to the Mobility Element. The previous dedications and improvements for Western Avenue, under the Transportation Element of the General Plan, required a 40-foot roadway and 12-foot sidewalk, versus the currently required 37-foot roadway and 15-foot sidewalk. If the Mobility Element was not able to be implemented, the required sidewalk width on Western Avenue would be reduced by 3 feet in width and the roadway widened by 3 feet in width. This would represent a decrease in pedestrian accessibility. The proposed re-designations of both Sunset Boulevard and Western Avenue will increase access to the site.

- B. *Land Use Chapter, Framework Element: Issue One: Distribution of Land Use of the Framework Element's Land Use Chapter (Chapter Three) establishes general principles to encourage growth and increase land use intensity around transit nodes, to create a pedestrian oriented environment while promoting an enhanced urban experience and provide for places of employment.*

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

*Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.*

The proposed Specific Plan Amendment will establish a new Subarea F "Large Scale Commercial Node" with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. This will enable the proposed Target project to be developed. The new regulations will ensure that the project is designed in harmony with the existing

neighborhood and minimize impacts on neighboring properties. The proposed project will revitalize an existing but underutilized commercial site and provide new pedestrian and transit friendly uses. In addition to providing a high quality, modern design that is consistent with the SNAP design guidelines, the project will incorporate measures to reduce traffic and noise and lighting impacts on the surrounding community. The project will provide a superstore retail development that does not currently exist in this neighborhood of East Hollywood. Target customers that currently travel to West Hollywood, Downtown, or the City of Glendale may now be able to decrease travel mileage or change to an alternative travel mode with a local serving store.

The regulations will ensure the project provides ample pedestrian access, street trees, benches, shade elements, public plaza, Integrated Mobility Hub, bike racks, and other transit oriented amenities. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes. It is a Citywide Policy to include Mobility Hubs in appropriate locations. Integrated Mobility Hubs are a significant component of the Los Angeles Department of Transportation's Strategic Plan. It is important that land use plans, planning policies, and individual projects accommodate Integrated Mobility Hubs. To this end, the requirement and accommodation for Integrated Mobility Hubs will be woven throughout forthcoming planning initiatives, policy documents, and within individual projects that meet the Mobility Hub locational criteria.

*C. Economic Development Chapter, Framework Element*

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

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

*Objective 7.6: Maintain a viable retail base in the city to address changing resident and business shopping needs.*

The proposed Specific Plan Amendment will establish a new Subarea F "Large Scale Commercial Node" with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. The above objectives seek to concentrate commercial development in existing commercial corridors and in areas that are able to support such development that are in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses, which support community needs.

It is important that plans effectively guide growth and development and are seen as living documents. To that end, amending the SNAP to reclassify the Target in the new Subarea F with associated Development Standards and Guidelines, recognizes that the nature of large scale retail is changing, and these large scale retail superstores can be constructed in a context sensitive manner. For the SNAP to appropriately capture this new development typology and the jobs and economic development that come with it, there need to be new regulations in place.

The Specific Plan Amendment has eliminated the parking maximums that are required for other Specific Plan Subareas. The parking maximums in other subareas are intended to cap the amount of parking provided at projects. This encourages

transit, car-pooling, walking, biking, and other forms of non-single-occupancy travels. Large scale retail centers have specific parking needs that differ from other types of development due to their scale and seasonal peak demands. In order to ensure that all modes of travel are recognized for the proposed project in the new Subarea F, the amount of parking that is permitted is increased in the Specific Plan. At the same time, however, the Plan requires the project provide an Integrated Mobility Hub to support increased transit usage. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes. In this way, the Amendment ensures that the proposed retail uses will be convenient, viable and successful.

The Specific Plan Amendment creates the framework to ensure the proposed Target will provide a much needed, convenient, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The objectives encourage the re-use of deteriorated commercial or regional centers. The Specific Plan Amendment creates regulations to ensure the project will provide transit friendly employment opportunities within the City, and provide fiscal benefits to the City.

### **Mobility Element**

In response to the State's Complete Street mandate, the City's Mobility Plan 2035 established new street designations, re-classified each of the City's arterial streets and laid out a "complete street" policy framework. Whereas previous street designations and their corresponding dimensions, approved as part of the City's 1999 Transportation Element, reflected the former primary focus on moving automobiles, the new expanded list of classifications now acknowledges the multi-modal role and objectives of complete streets. The new street standards are intended to reflect the variety of street dimensions that exist in today's actual physical street cross-sections. Revised standards are intended to lead to an overall preservation of existing roadway widths and widening of sidewalk widths.

The Mobility Plan 2035 includes goals that define the City's high-level mobility priorities. Each of the goals contains objectives and policies that guide the City's Mobility goals. The proposed General Plan Amendment would be in conformance with the following policies:

*1.2 Complete Streets - Implement a balanced transportation system on all streets, tunnels, and bridges using complete streets principles to ensure the safety and mobility of all users.*

*2.1 Adaptive Reuse of Streets - Design, plan, and operate streets to serve multiple purposes and provide flexibility in design to adapt to future demands.*

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

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

The proposed Specific Plan Amendment will establish a new Subarea F "Large Scale Commercial Node" with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F.

Subarea F contains specific requirements for eligibility – project site must be located along commercial corridors, located within 1,500 feet of a subway portal, located within 1,500 feet of freeway on- or off-ramps, the site must be 3.5 acres or larger, and the project must consist of commercial retail tenants over 100,000 square feet in area.

The requirements recognize that urban “superstore” retail centers need both excellent access to public transit as well as access to the regional highway network, especially for the delivery of goods with minimum impact to residential and lower intensity neighborhoods. These eligibility requirements recognize that this particular project site is uniquely suited to provide access to all persons – those who need to drive, those who wish to walk, and those who wish to take transit. These eligibility requirements recognize that this particular project site is uniquely suited to provide excellent access for goods movement with a minimum disruption to adjacent residential and lower intensity neighborhoods.

In line with these eligibility requirements, the Specific Plan Amendment has eliminated the parking maximums that are required for other Specific Plan Subareas. The parking maximums in other subareas are intended to cap the amount of parking provided at projects. This encourages transit, car-pooling, walking, biking, and other forms of non-single-occupancy travels. Large scale retail stores have specific parking needs that differ from other types of development due to their scale and seasonal peak demands. In order to ensure that all modes of travel are recognized for the proposed project in the new Subarea F, the amount of parking that is permitted is increased in the Specific Plan. At the same time, however, the Plan requires the project provide an Integrated Mobility Hub to support increased transit usage. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes. In this way, the Amendment will accommodate all modes of travel. It also ensures that the proposed retail uses will be viable and successful.

The Specific Plan Amendment also requires the proposed project to 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. Streetlights would be maintained along the perimeter of the project site. This will enhance pedestrian movement. The Specific Plan Amendment requires the project to 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.

The Specific Plan Amendment requires a main entry plaza for the project, oriented towards a transit station. The plaza would incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. New dedications would accommodate 15-foot-wide sidewalks along Sunset Boulevard and Western Avenue, a 12-foot wide sidewalk along St. Andrews Place and a minimum 10-foot-wide sidewalk along De Longpre Avenue. In the main entry plaza, as conditioned, the proposed project will provide a kiosk for transportation information that will include current routes and schedules, maps, and other information for the Metro Red Line subway and for other Metro and DOT bus lines operating in the project area. Target will be responsible for keeping this information up to date.

The proposed General Plan Amendment will re-designate Sunset Boulevard from a 35-foot half-width roadway to a 40-foot half width roadway and will enable vehicular access without changing the number of travel lanes; however, it also creates future opportunities for a Mobility Hub within the additional roadway that could include protected short-term bike parking, an enhanced bus layover zone, enhanced bus pick up/drop off, or similar amenities. It is also critical that the project maintain adequate pedestrian access to the site in line with the above policies. The proposed re-designation of Western Avenue into a Modified Major Highway – Class II will ensure that the required sidewalk width is not modified by potential future changes to the Mobility Element. The previous dedications and improvements for Western Avenue, under the Transportation Element of the General Plan, required a 40-foot roadway and 12-foot sidewalk, versus the currently required 37-foot roadway and 15-foot sidewalk. If the Mobility Element was implemented as approved, the required sidewalk width on Western Avenue would be reduced by 3 feet in width and the roadway widened by 3 feet in width. This would represent a decrease in pedestrian accessibility. The proposed re-designations of both Sunset Boulevard and Western Avenue will increase access to the site in-line with the above policies and ensures right-of-way predictability regardless of the status of the Mobility Element.

*3.4 Transit Services - Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.*

*3.8 Bicycle Parking - Provide bicyclists with convenient, secure and well maintained bicycle parking facilities.*

*4.14 Wayfinding Provide widespread, user-friendly information about mobility options and local destinations, delivered through a variety of channels including traditional signage and digital platforms.*

The proposed Specific Plan Amendment will establish a new Subarea F “Large Scale Commercial Node” with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. Subarea F contains specific requirements for eligibility – project site must be located along commercial corridors, located within 1,500 feet of a subway portal, located within 1,500 feet of freeway on- or off-ramps, the site must be 3.5 acres or larger, and the project must consist of commercial retail tenants over 100,000 square feet in area. The eligibility requirements described above recognize that not all locations are appropriate for “superstore” type retail centers.

The Amendment would apply to the proposed project site and ensures that residents, visitors, and other user of the project will have access to convenient transit services. The location of the project site at an intersection located 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 1,402 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. The proposed project includes streetscape improvements, shade trees and additional landscaping and a new Metro bus shelter along Western Avenue. The proposed project would provide 28 bicycle parking spaces on-site. In addition to onsite bicycle parking, the proposed project will incorporate bike racks within the public sidewalk, thereby encouraging ridership and providing convenient and easy access to both employees and the general public.

A comprehensive set of transportation improvements has been required of the proposed



project to mitigate the potential significant traffic impacts. The project is also required to provide an Integrated Mobility Hub within the plaza area as conditioned. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

The proposed project will provide a kiosk for transportation information that will include current routes and schedules, maps, and other information for the Metro Red Line subway and for other Metro and DOT bus lines operating in the project area. Target will be responsible for keeping this information up to date, therefore complying with this policy.

*2.5 Transit Network - Improve the performance and reliability of existing and future bus service.*

The proposed Specific Plan Amendment will establish a new Subarea F "Large Scale Commercial Node" with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. The proposed Specific Plan Amendment includes a requirement that projects coordinate with the Los Angeles County Metropolitan Transportation authority to determine if the site is eligible for "Next Bus" technology. "Next Bus" uses Global Positioning System (GIS) tracking satellites to provide accurate vehicle arrival/departure information and real-time maps to passengers and managers of public transit, improving the performance and reliability of the transit system.

*2.10 Loading Areas - Facilitate the provision of adequate on and off-street loading areas.*

The proposed Specific Plan Amendment includes a requirement that all loading is accomplished internally to the project within an enclosed garage. The loading facilities for the proposed project are located internally within the parking structure. On-site loading facilities for the Target would be located adjacent to De Longpre Avenue. These loading facilities are designed with additional capacity to accommodate all manner of deliveries and prevent queuing on local streets.

The Specific Plan Amendment also modifies the required delivery program for the proposed project. In recognition of the fact that large scale retail superstores have on-line options for purchasing goods with delivery, the Amendment requires delivery of goods purchased on-site, but specifies that it need not be free. Instead, pricing is to be consistent with on-line delivery pricing. This ensures that shoppers can still rely on a delivery system for in-store purchases, but recognizes that the program should be consistent with that found on-line.

### **Land Use Element – Hollywood Community Plan**

The Hollywood Community Plan includes the following relevant Land Use discussion. The intent of the Plan is to strategically distribute through the community neighborhood shopping areas, emphasizing convenience retail stores and services. The Plan encourages the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians. The requested General Plan Amendment and Specific Plan Amendment would be consistent with this intent and the following objectives of the Hollywood Community Plan:

*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...*

*Objective 4. To promote economic well-being and public convenience through:*  
*a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principals and standards.*

Subarea F, "Large Scale Commercial Node" will be a new Subarea in the Specific Plan. Subarea F contains associated Development Standards and Guidelines tailored to the specific needs of large scale retail "superstores". Subarea F is restricted to parcels of a certain size and within a certain distance of both subway stops and freeway access. These regulations are intended to accommodate the Target project in an appropriate location while also requiring it to adhere to design and development regulations ensuring that its built form is urban scaled, pedestrian friendly, transit oriented, and otherwise compatible with adjacent development. The Specific Plan Amendment would only apply to the Target site.

By creating specific regulations to accommodate this use at this specific site, the Specific Plan Amendment ensures that land is used appropriately for retail uses which furthers public convenience and well-being with a much needed, accessible, affordable, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses.

The commercial component of the proposed project would generate approximately 250 full and part time jobs. 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 1,402 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, meets this objective. The project is also required to provide an Integrated Mobility Hub to support transit usage.

The Specific Plan Amendment requires smaller scaled, ground level retail uses. This ensures that employees and visitors would be able to walk to restaurants and shops within and adjacent to the project site. These required, smaller pedestrian scaled retail uses at street level will provide a vibrant street frontage for pedestrians and improve the streetscape appearance along Sunset Boulevard to make it more inviting and walkable. The superstore will serve as an anchor and draw for smaller establishments so Subarea F will serve as a commercial node.

The proposed General Plan Amendment will re-designate Sunset Boulevard from a 35-foot half-width roadway to a 40-foot half width roadway will enable better vehicular access; however, it also creates future opportunities for a Mobility Hub within the additional roadway that could include protected short-term bike parking, an enhanced bus layover zone, enhanced bus pick up/drop off, or similar amenities. It is also critical that the project maintain adequate pedestrian access to the site in line with the above policies. The proposed re-designation of Western Avenue into a Modified Major Highway – Class II will ensure that the required sidewalk width is not modified by potential future changes to the Mobility Element. The General Plan Amendment ensures

that the adjacent roadways are developed in an appropriate way to accommodate the type of development the Specific Plan Amendment anticipates.

## **Health and Wellness Element**

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

### *Chapter 2: City Built for Health*

#### *2.1. Access to goods and services*

*Enhance opportunities for improved health and well-being for all Angelenos by increasing the availability of and access to affordable goods and services that promote health and healthy environments, with a priority on low-income neighborhoods.*

#### *2.2. Healthy Building design and construction*

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

#### *2.10. Social Connectedness*

*Acknowledge the mental and physical health benefits of social connectedness by promoting and valuing public spaces, social interaction, relationship building, and resilience in community and urban design.*

The proposed General Plan Amendment will re-designate Sunset Boulevard from a 35-foot half-width roadway to a 40-foot half width roadway and will enable vehicular access without changing the number of travel lanes; however, it also creates future opportunities for a Mobility Hub within the additional roadway that could include protected short-term bike parking, an enhanced bus layover zone, enhanced bus pick up/drop off, or similar amenities. It is also critical that the project maintain adequate pedestrian access to the site in line with the above policies. The proposed re-designation of Western Avenue into a Modified Major Highway – Class II will ensure that the required sidewalk width is not modified by potential future changes to the Mobility Element. The previous dedications and improvements for Western Avenue, under the Transportation Element of the General Plan, required a 40-foot roadway and 12-foot sidewalk, versus the currently required 37-foot roadway and 15-foot sidewalk. If the Mobility Element was implemented as approved, the required sidewalk width on Western Avenue would be reduced by 3 feet in width and the roadway widened by 3 feet in width. This would represent a decrease in pedestrian accessibility. The proposed re-designations of both Sunset Boulevard and Western Avenue will increase access to the site in-line with the above policies and ensures right-of-way predictability regardless of the status of the Mobility Element.

The Specific Plan Amendment creates regulations to ensure the proposed project will

provide a much needed, convenient, affordable, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The proposed development would provide public amenities and a clean and safe shopping environment for the residents within the SNAP area. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, pedestrian access ways and display windows to promote a pedestrian oriented environment.

The Specific Plan Amendment requires public plazas to include Integrated Mobility Hubs. These Mobility Hubs can offer a variety of amenities including wayfinding, free Wifi, Next Bus technology, bike shares, car shares, EV charging stations, bus shelters, and public restrooms. This increases access to the convenient, affordable, high quality retail shopping center for all people – those walking, biking, driving, taking transit, and ride-sharing.

The Amendment requires public plazas to incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. The plazas will be publicly accessible for a minimum of 14 hours per day, and can assist to provide space for social interaction and relationship building among community members.

The **Sewerage Facilities Element** of the General Plan will not be affected by the recommended action.

**Street Lights.** Any City required installation or upgrading of street lights is necessary to complete the City street improvement system to as to increase night safety along the streets which adjoins the subject property.

3. **City Charter Sections 556 and 558.** Section 556 of the City Charter requires that the City Planning Commission make findings that determine whether the requested General Plan Amendment and Specific Plan Amendment is either in substantial conformance or is not in substantial conformance with the purposes, intent and provisions of the General Plan. Section 558 of the City Charter establishes the procedures for the adoption, amendment or repeal of ordinances, orders or resolutions proposed by the City Council, City Planning Commission, or Director of Planning or by application of the owner of the affected property if authorized by ordinance. Based on the Findings delineated, the City Planning Commission finds that the requested General Plan Amendment and Specific Plan Amendment is in substantial conformance with the purposes, intent and provisions of the General Plan.

These Amendments provide for and strengthen existing opportunities for a viable commercial development and services within an existing commercial corridor. The General Plan Amendment will ensure adequate transportation facilities and access for all modes of travel.

### **Specific Plan Amendment Findings.**

4. Pursuant to Section 12.32 of the Municipal Code, and based on these findings, the recommended action to amend the Vermont/Western Station Area Plan Transit Oriented Specific Plan is deemed consistent with public necessity, convenience, general welfare and good zoning practice.

The site is located in a developed area and affords a unique opportunity for redevelopment of an otherwise underutilized site. The goals of the SNAP seek to create a higher density of land uses and a livelier pedestrian environment along major transit corridors such as Sunset Boulevard and Western Avenue. With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (E): Guide all development, including use, location, height and density, to assure compatibility of uses and to provide for the consideration of transportation and public facilities, aesthetics, landscaping, open space and the economic and social well-being of area residents.*

The Specific Plan Amendment will establish a new Subarea F “Large Scale Commercial Node” with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. Subarea F will contain development regulations tailored to the specific needs of large scale retail “superstores”. These regulations are intended to accommodate the Target project while requiring it to adhere to design and development regulations ensuring that its built form is urban scaled, pedestrian friendly, transit oriented, and otherwise compatible with adjacent development. The Specific Plan Amendment creates regulations for allowable uses, height, floor area, ground floor retail, usable open space, parking, pedestrian throughways, pedestrian plazas, yards. It also includes design guidelines that address landscape plans, streetscape, pedestrian and vehicular circulation, building design, trash and recycling location, urban form, building form, and signs.

The Specific Plan Amendment would only apply to the Target site. Subarea F contains specific requirements for eligibility – project site must be located along commercial corridors, located within 1,500 feet of a subway portal, located within 1,500 feet of freeway on- or off-ramps, the site must be 3.5 acres or larger, and the project must consist of commercial retail tenants over 100,000 square feet in area. The map included in Exhibit F shows the location of the Target site and includes the eligibility requirements. If any other eligible sites wished to build a project similar to the Target project, Specific Plan Amendments and associated CEQA review would need to be requested and approved. Like the subject request, any proposal to change a site’s subarea to Subarea F would go through the City Planning Commission as the initial decision maker.

The proposed Specific Plan Amendment would lead to a development that would be deemed consistent with public necessity, convenience, general welfare and good zoning practice. As found above, the recommended Specific Plan Amendment is consistent with the General Plan Land Use, Framework Element, Hollywood Community Plan, Mobility Element, and Health and Wellness Element.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, H. Promote increased flexibility in the regulation of the height and bulk of buildings as well as the design of sites and public streets in order to ensure a well-planned combination of commercial and residential uses with adequate open space;*

Since the SNAP was first adopted in 2001, many large scale retailers have developed new, urban models for their superstores. While a pedestrian friendly “superstore” may have once seemed a preposterous idea, chains like Wal-Mart and Target have developed urban store typologies that often involve higher design standards, have ample windows, provide different items for sale as compared to suburban stores, and sometimes include smaller scale retail stores within the development, and can be smaller in size.

It is important that plans effectively guide growth and development and are seen as living documents. To that end, amending the SNAP to reclassify the Target in the new Subarea F with its associated Design Standards and Guidelines, recognizes that the nature of “superstores” is changing, and for the SNAP to appropriately capture this new development typology and the jobs and economic development that come with it, there need to be new regulations in place. There is nothing inherently “anti-urban”, “anti-pedestrian” or “anti-transit” about the Target project. These types of stores can be designed well, and can further planning goals. The new Subarea F with associated Development Standards and Guidelines achieves the goals of the SNAP by requiring the project to provide an accessible public plaza area, an Integrated Mobility Hub to support transit, new streetscape improvements, and small-scale, ground level retail stores. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goals outlined by the Specific Plan:

*Section 2, (C): Establish a clean, safe, comfortable and pedestrian oriented community environment for residents to shop in and use the public community services in the neighborhood.*

*Section 2, (J): Support the improvement of the business environment by providing attractive public streetscapes, encouraging business improvement districts, job development programs and business assistance centers;*

The Specific Plan Amendment creates regulations to ensure the proposed project will provide a much needed, convenient, affordable, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The proposed development would provide public amenities and a clean and safe shopping environment for the area residents. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, pedestrian access ways and display windows to promote a pedestrian oriented environment.

Currently, the SNAP allows mixed-use projects (including commercial and retail) to achieve a 75-foot height limit. Commercial only projects in Subarea B and C are limited to 35 feet in height. Mixed-use projects in Subarea B and C are limited to 75 feet in height. Several mixed-use projects in the area are built at or close to this height; for example the Walgreens mixed-use project at cattycorner from the Target site. The height limit of 75 feet is not uncommon in the project vicinity. The proposed project height of 75 feet is necessary for this type of project. In order to ensure that the Target store has ground level activation, the new Subarea F and associated Development Standards and Guidelines requires smaller-scaled, ground level retail stores on Sunset Boulevard and Western Avenue. Because of this requirement, the Target store provides parking at both

the ground level and second floor, and the Target store occupies the third floor. Additionally, the intersection of Sunset Boulevard and Western Avenue is a major commercial intersection and good zoning practice is to permit more height intensity at major commercial nodes, or intersections, with reduced height mid-block and on less traveled thoroughfares. The height limit of 75 feet will enable an appropriately designed Target store, will not be incompatible with adjacent development, and will provide a sense of place to the corner of Sunset Boulevard and Western Avenue consistent with good zoning practice.

The Specific Plan Amendment has eliminated the parking maximums that are required for other Specific Plan Subareas. The parking maximums in other subareas are intended to cap the amount of parking provided at projects. This encourages transit, car-pooling, walking, biking, and other forms of non-single-occupancy travels. Large scale retail centers have specific parking needs that differ from other types of development due to their scale and seasonal peak demands. In order to ensure that all modes of travel are recognized for the proposed project in the new Subarea F, the amount of parking that is permitted is increased in the Specific Plan. At the same time, however, the Plan requires the project provide an Integrated Mobility Hub to support increased transit usage. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

In this way, the Amendment ensures that the proposed retail uses will be convenient, viable and successful.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (I): Encourage creation of a lively civic atmosphere by facilitating collaborative public/private enterprises, and promoting cultural districts, facilities and services;*

The Specific Plan Amendment requires the provision of an outdoor public Plaza, and pedestrian access ways to promote a pedestrian oriented environment and publicly accessible open space.

The Specific Plan Amendment requires public plazas to include Integrated Mobility Hubs. These Mobility Hubs can offer a variety of amenities including wayfinding, free Wifi, Next Bus technology, bike shares, car shares, EV charging stations, bus shelters, and public restrooms. This increases access to the convenient, affordable, high quality retail shopping center for all people – those walking, biking, driving, taking transit, and ride-sharing.

The Amendment requires public plazas to incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. The plazas will be publicly accessible for a minimum of 14 hours per day, and can assist to provide space for social interaction and relationship building among community members.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (G): Create a transit friendly area by requiring conformance to*

*pedestrian oriented design guidelines that establish building façade treatments, landscape standards, criteria for shade-producing building overhangs and awnings, street lighting and security lighting for streets, alleys, sidewalk and other pedestrian areas that adjoin new development.*

The Specific Plan Amendment creates regulations for allowable uses, height, floor area, ground floor retail, usable open space, parking, pedestrian throughways, pedestrian plazas, yards. It also includes design guidelines that address landscape plans, streetscape, pedestrian and vehicular circulation, building design, trash and recycling location, urban form, building form, and signs.

The Specific Plan Amendment requires that Target achieve almost the same design criteria as required for projects in other Subareas. A few design criteria would be modified in recognition of the unique development constraints of the Target store, but the outcome of the project will be a transit and pedestrian friendly project that is convenient, well-designed, and architecturally compatible. It will increase retail opportunities, jobs, economic development, will support transit usage, will improve adjacent streetscape, will provide public gathering space, and will revitalize an underperforming commercial corridor.

The project's Environmental Impact Report was certified in April, 2013. In addition a Statement of Overriding Considerations (SOC) was adopted. The following impacts were not mitigated to a less-than-significant level for the proposed project, as identified in the EIR: Aesthetics (View Obstruction); Transportation/Traffic/Parking (Intersection Impact; Residential street impacts, and Site Access) (project-specific and/or cumulative impacts); Noise (Construction); and Air Quality (Construction) (project-specific and cumulative impacts). It was not feasible to mitigate such impacts to a less than significant level.

The SOC recognized that the proposed project's public benefits outweighed and overrode its significant and unavoidable impacts for the following reasons:

- The Project incorporates elements of sustainable design and will obtain LEED certification.
- The Project would result in a well-designed, high quality retail development that complements and enhances the Hollywood Community.
- The Project advances good planning principles by focusing high quality retail projects along commercial and transit corridors.
- The Project would provide additional retail/shopping and dining options to meet the needs of local residents.
- The Project will revitalize the area and eliminate blight.
- The Project will provide economic growth and revenue generation for the City.
- The Project would create approximately 250 full and part time jobs, in addition to construction jobs.



The pedestrian-scaled retail uses, a large public plaza with seating, and additional shade trees and planters at the street level provided as part of the Project will enhance the pedestrian experience along the street frontage and promote walkability.

The Specific Plan Amendment will enable the SNAP to accommodate the proposed project, which will enhance the area. The project, at the recommended floor area, height, scale, design and layout, will be a compatible addition to the local neighborhood and will provide a sense of place to the corner of Western Avenue and Sunset Boulevard. It will provide jobs and economic development for the area. It will achieve the planning goals of the SNAP. It is consistent with public necessity, convenience, general welfare and good zoning practice.

5. Development Standards and Design Guidelines Amendment Findings. In addition to the above findings, pursuant to Chapter IX of the Development Standards and Design Guidelines of the Specific Plan, the City Planning Commission makes the following findings:

- a. The Vermont/Western Station Area Plan Development Standards and Design Guidelines, as amended, will be in conformance with the goals, policies and intent of the Specific Plan, appropriate Community Plan and General Plan.

The Development Standards and Design Guidelines are attachments to the SNAP Specific Plan and require City Planning Commission to make findings in order to be modified. The proposed Amendments address issues of façade transparency, building step backs, façade relief, rooflines and hours of operation.

The site is located in a developed area and affords a unique opportunity for redevelopment of an otherwise underutilized site. The goals of the SNAP seek to create a higher density of land uses and a livelier pedestrian environment along major transit corridors such as Sunset Boulevard and Western Avenue. With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (E): Guide all development, including use, location, height and density, to assure compatibility of uses and to provide for the consideration of transportation and public facilities, aesthetics, landscaping, open space and the economic and social well-being of area residents.*

The Specific Plan Amendment will establish a new Subarea F “Large Scale Commercial Node” with associated Development Standards and Guidelines and will change the Subarea designation for the Target site only from Subarea C to Subarea F. Subarea F will contain development regulations tailored to the specific needs of large scale retail “superstores”. These regulations are intended to accommodate the Target project while requiring it to adhere to design and development regulations ensuring that its built form is urban scaled, pedestrian friendly, transit oriented, and otherwise compatible with adjacent development. The Specific Plan Amendment creates regulations for allowable uses, height, floor area, ground floor retail, usable open space, parking, pedestrian throughways, pedestrian plazas, yards. It also includes design guidelines that address landscape plans, streetscape, pedestrian and vehicular circulation, building design, trash and recycling location, urban form, building form, and signs.

The Specific Plan Amendment would only apply to the Target site. Subarea F contains specific requirements for eligibility – project site must be located along commercial corridors, located within 1,500 feet of a subway portal, located within 1,500 feet of freeway on- or off-ramps, the site must be 3.5 acres or larger, and the project must consist of commercial retail tenants over 100,000 square feet in area. If any other eligible sites wished to build a project similar to the Target project, Specific Plan Amendments and associated CEQA review would need to be requested and approved.

The proposed Specific Plan Amendment would lead to a development that would be deemed consistent with public necessity, convenience, general welfare and good zoning practice. As found above, the recommended Specific Plan Amendment is consistent with the General Plan Land Use, Framework Element, Hollywood Community Plan, Mobility Element, and Health and Wellness Element.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, H. Promote increased flexibility in the regulation of the height and bulk of buildings as well as the design of sites and public streets in order to ensure a well-planned combination of commercial and residential uses with adequate open space;*

Since the SNAP was first adopted in 2001, many large scale retailers have developed new, urban models for their superstores. While a pedestrian friendly “superstore” may have once seemed a preposterous idea, chains like Wal-Mart and Target have developed urban store typologies that often involve higher design standards, have ample windows, provide different types of items for sale, and sometimes include smaller scale retail stores, and can be smaller in size.

It is important that plans effectively guide growth and development and are seen as living documents. To that end, amending the SNAP to reclassify the Target in the new Subarea F with associated Development Standards and Guidelines, recognizes that the nature of “superstore” retail is changing, and for the SNAP to appropriately capture this new development typology and the jobs and economic development that come with it, there need to be new regulations in place. There is nothing inherently “anti-urban”, “anti-pedestrian” or “anti-transit” about the Target project. “Superstores” can be designed well, and can further planning goals. The new Subarea F achieves the goals of the SNAP by requiring the project to provide an accessible public plaza area, an Integrated Mobility Hub to support transit, new streetscape improvements, and small-scale, ground level retail stores. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goals outlined by the Specific Plan:

*Section 2, (C): Establish a clean, safe, comfortable and pedestrian oriented community environment for residents to shop in and use the public community services in the neighborhood.*

*Section 2, (J): Support the improvement of the business environment by providing attractive public streetscapes, encouraging business improvement districts, job development programs and business assistance centers;*

The Specific Plan Amendment creates regulations to ensure the proposed project will provide a much needed, convenient, affordable, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The proposed development would provide public amenities and a clean and safe shopping environment for the area residents. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, pedestrian access ways and display windows to promote a pedestrian oriented environment.

Currently, the SNAP allows mixed-use projects (including commercial and retail) to achieve a 75-foot height limit. Commercial only projects in Subarea B and C are limited to 35 feet in height. Mixed-use projects in Subarea B and C are limited to 75 feet in height. Several mixed-use projects in the area are built at or close to this height; for example the Walgreens mixed-use project at cattycorner from the Target site. The height limit of 75 feet is not uncommon in the project vicinity. The proposed project height of 75 feet is necessary for this type of project. In order to ensure that the Target store has ground level activation, the new Subarea F and associated Development Standards and Guidelines requires smaller-scaled, ground level retail stores on Sunset Boulevard and Western Avenue. Because of this requirement, the Target store provides parking at both the ground level and second floor, and the Target store occupies the third floor. Additionally, the intersection of Sunset Boulevard and Western Avenue is a major commercial intersection and good zoning practice is to permit more height intensity at major commercial nodes, or intersections, with reduced height mid-block and on less traveled thoroughfares. The height limit of 75 feet will enable an appropriately designed Target store, will not be incompatible with adjacent development, and will provide a sense of place to the corner of Sunset Boulevard and Western Avenue consistent with good zoning practice.

The Specific Plan Amendment has eliminated the parking maximums that are required for other Specific Plan Subareas. The parking maximums in other subareas are intended to cap the amount of parking provided at projects. This encourages transit, car-pooling, walking, biking, and other forms of non-single-occupancy travels. "Superstores" have specific parking needs that differ from other types of development. In order to provide for increased public convenience and to ensure that all modes of travel are recognized for the proposed project in the new Subarea F, the amount of permitted parking is increased in Subarea F. At the same time, however, the Amendment requires the project provide an Integrated Mobility Hub to support increased transit usage. In this way, the Amendment ensures that the proposed retail uses will be convenient, viable and successful and contribute to the general welfare.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (I): Encourage creation of a lively civic atmosphere by facilitating collaborative public/private enterprises, and promoting cultural*

*districts, facilities and services;*

The Specific Plan Amendment requires the provision of an outdoor public Plaza, and pedestrian access ways to promote a pedestrian oriented environment and publicly accessible open space.

The Specific Plan Amendment requires public plazas to include Integrated Mobility Hubs. These Mobility Hubs can offer a variety of amenities including wayfinding, free Wifi, Next Bus technology, bike shares, car shares, EV charging stations, bus shelters, and public restrooms. This increases access to the convenient, affordable, high quality retail shopping center for all people – those walking, biking, driving, taking transit, and ride-sharing.

The Amendment requires public plazas to incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. The plazas will be publicly accessible for a minimum of 14 hours per day, and can assist to provide space for social interaction and relationship building among community members.

With the approval of the Specific Plan Amendment, the project would be consistent with the following goal outlined by the Specific Plan:

*Section 2, (G): Create a transit friendly area by requiring conformance to pedestrian oriented design guidelines that establish building façade treatments, landscape standards, criteria for shade-producing building overhangs and awnings, street lighting and security lighting for streets, alleys, sidewalk and other pedestrian areas that adjoin new development.*

The Specific Plan Amendment creates regulations for allowable uses, height, floor area, ground floor retail, usable open space, parking, pedestrian thoroughways, pedestrian plazas, yards. It also includes design guidelines that address landscape plans, streetscape, pedestrian and vehicular circulation, building design, trash and recycling location, urban form, building form, and signs.

The Specific Plan Amendment requires that Target achieve almost the same design criteria as required for projects in other Subareas. A few design criteria would be modified in recognition of the unique development constraints of the Target store, but the outcome of the project will be a transit and pedestrian friendly project that is convenient, well-designed, and architecturally compatible. It will increase retail opportunities, jobs, economic development, will support transit usage, will improve adjacent streetscape, will provide public gathering space, and will revitalize an underperforming commercial corridor

The Specific Plan Amendment will enable the SNAP to accommodate the proposed project, which will enhance the area. The project, at the recommended floor area, height, scale, design and layout, will be a compatible addition to the local neighborhood and will provide a sense of place to the corner of Western Avenue and Sunset Boulevard. It will provide jobs and economic development for the area. It will achieve the planning goals of the SNAP. It is consistent with public necessity, convenience, general welfare and good zoning practice.

- b. The Vermont/Western Station Area Plan Development Standards and Design

Guidelines, as amended, will not result in any additional vehicle trip generation, parking, density, building mass, height, or bulk.

The proposed Amendments to the SNAP Development Standards and Design Guidelines address issues of façade transparency, building step backs, façade relief and rooflines.

These issues address the design of the structure, and will have no impact on trip generation, parking, density, or height. Modifications to these components are addressed by a Specific Plan Amendment.

The Design guidelines related to building step backs, and rooflines will alter the arrangement of the building mass and bulk; however, it will not increase the building mass and bulk as the step backs, façade relief, and rooflines that would have been required by the Development Standards and Design Guidelines are simply accommodated in an alternative way.

In particular the Development Standards and Design Guidelines for the new Subarea F are being amended from the current regulation, which restricts portions of structures from exceeding more than 30 feet of height within 15 feet of the front property line. It also requires all buildings along Sunset Boulevard to set back the second floor from the first floor by at least 10 feet.

The project incorporates design features such as balconies, terraces and overhangs at the second and third level and if the Specific Plan were not amended, these areas would extend into the 10-foot step back requirement, and are designed to complement and activate the pedestrian sidewalks adjacent to the project. These features would not have the same visual impact as a solid wall, which is discouraged by the SNAP. The parking structure will be set back approximately 60 feet from the property line of Sunset Boulevard and Western Avenue on the ground level. Along Sunset Boulevard and Western Avenue the project proposes small retail uses which will screen the parking building and provide a vibrant and active street frontage for pedestrians. These uses would incorporate a pedestrian plaza, glass storefronts, canopies, and pedestrian level signage. The parking area on the second level of the project is setback from the front wall over 10 feet from the project frontage. As designed, the floor level of the terrace and balconies would be contiguous with the second floor level of the parking structure without a vertical separation between the two uses. The design intent is to provide transparency not only from the street but also from the interior of the project. These features provide visual variety along Sunset Boulevard which is encouraged by the Specific Plan. Railings and canopies extending into this step back would not meet this height requirement. The railings would minimally exceed the height by a maximum of 36 feet above the sidewalk along Sunset Boulevard instead of 30 feet.

Along Western Avenue, deep horizontal overhangs above the ground floor storefronts would create a stepback effect from the ground floor and provide shade for pedestrians. The second floor would incorporate low walls of approximately four (4) feet in height and planters with cascading plants to create transparency, interest and a change of architectural treatment.

The project provides a transit friendly destination that is both convenient and well designed. The project incorporates façade treatments on all four sides using

varying elements such as display windows, balconies, overhangs, landscaping and vine treatments and the use of colors and materials to provide a pleasing design. As part of the sidewalk improvements, street lighting will be upgraded to current city standards. In addition, project lighting will be designed so that it provides security while eliminating glare to surrounding properties. The project design is architecturally compatible, transit oriented, and pedestrian accessible.

The project is within compliance of the transparent building elements standards on the Sunset Boulevard and Western Avenue sides as amended. The ground floor elevation along St. Andrews Place cannot provide the previously required (under Subarea C regulations) transparency because of the need for access and parking ramps. The majority of this façade would be occupied by a vehicular access ramp for the second-level parking structure. As a result, the provision of doors and windows along this portion is not practical. The access ramp was designed along St. Andrews Place because this street is minimally traveled by pedestrian and vehicles and is not located on a main commercial corridor.

The 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 with a variety of materials. Roof lines are broken up by varying horizontal and vertical planes. The proposed Amendments to the SNAP Development Standards and Design Guidelines do not result in any additional vehicle trip generation, parking, density, building mass, height, or bulk.

- c. The Vermont/Western Station Area Plan Development Standards and Design Guidelines, as amended, will continue to be pedestrian and transit oriented, especially in the design and configuration of the street level facades and provision of open space and landscaping.

The proposed Amendments to the SNAP Development Standards and Design Guidelines address issues of façade transparency, building step backs, façade relief and rooflines will alter the arrangement of the building mass and bulk.

The Specific Plan Amendment requires the provision of an outdoor public Plaza, and pedestrian access ways to promote a pedestrian oriented environment and publicly accessible open space. The Specific Plan Amendment requires public plazas to include Integrated Mobility Hubs. These Mobility Hubs can offer a variety of amenities including wayfinding, free Wifi, Next Bus technology, bike shares, car shares, EV charging stations, bus shelters, and public restrooms. This increases access to the convenient, affordable, high quality retail shopping center for all people – those walking, biking, driving, taking transit, and ride-sharing.

The Amendments to the SNAP Development Standards and Design Guidelines will result in a project that is transit oriented especially in the design of the street level facades. Along Western Avenue, deep horizontal overhangs above the ground floor storefronts would create a stepback effect from the ground floor and provide shade for pedestrians. The second floor would incorporate low walls of approximately four (4) feet in height and planters with cascading plants to create transparency, interest and a change of architectural treatment.

The project incorporates design features such as balconies, terraces and overhangs at the second and third level and are designed to complement and activate the pedestrian sidewalks adjacent to the project. These features would not have the same visual impact as a solid wall, which is discouraged by the SNAP. The parking structure will be set back approximately 60 feet from the property line of Sunset Boulevard and Western Avenue on the ground level. Along Sunset Boulevard and Western Avenue the project proposes small retail uses which will screen the parking building and provide a vibrant and active street frontage for pedestrians. These uses would incorporate a pedestrian plaza, glass storefronts, canopies, and pedestrian level signage. The parking area on the second level of the project is setback from the front wall over 10 feet from the project frontage. As designed, the floor level of the terrace and balconies would be contiguous with the second floor level of the parking structure without a vertical separation between the two uses. The design intent is to provide transparency not only from the street but also from the interior of the project. These features provide visual variety along Sunset Boulevard which is encouraged by the Specific Plan. Railings and canopies extending into this step back would not meet this height requirement. The railings would minimally exceed the height by a maximum of 36 feet above the sidewalk along Sunset Boulevard instead of 30 feet.

- d. The Vermont/Western Station Area Plan Development Standards and Design Guidelines, as amended, will be in proper relation to adjacent uses or to the development or the community.

The site is generally surrounded by low- to mid-height one-story commercial uses to the north, east and west. To the northwest and north of the project site, across Sunset Boulevard, there are two single-story commercial / retail complexes and an associated surface parking lot. To the north of the project site, also across Sunset Boulevard, is a single-story store (formerly the OSH Hardware store and now a WSS Store) with an associated surface parking lot. To the northeast of the project site across Sunset Boulevard is a 5-story, mixed use building with a ground floor Walgreens and four floor of multi-family residential uses.

To the east of the project site, across Western Avenue, is a single-story McDonald's, and an adjacent one-story commercial / retail complex with associated surface parking. To the southeast of the project site is the three-story ICDC College.

A single story post office and three-story Assistance League facility are located to the south of the project site. The remainder of the area south of the project site includes the two-story Covenant House and a mix of multi- and single-family residential uses in buildings one to three stories in height.

To the west of the project site is a one-story Home Depot store with an attached above grade parking structure. Northwest of the project site are a number of one-story commercial and retail outlets and a single-story fast food outlet.

These projects are developed with a variety of levels of façade transparency, building step-backs, façade relief and rooflines. The Walgreens project, built after the establishment of the SNAP, required multiple Specific Plan Exceptions in order to be built. Other adjacent buildings were built prior to the SNAP.

In order to ensure that the Target store has ground level activation, the new Subarea F and associated Development Standards and Guidelines requires smaller-scaled, ground level retail stores on Sunset Boulevard and Western Avenue. Because of this requirement, the Target store provides parking at both the ground level and second floor, and the Target store occupies the third floor. Additionally, the intersection of Sunset Boulevard and Western Avenue is a major commercial intersection and good zoning practice is to permit more height intensity at major commercial nodes, or intersections, with reduced height mid-block and on less traveled thoroughfares. The height limit of 75 feet will enable an appropriately designed Target store, will not be incompatible with adjacent development, and will provide a sense of place to the corner of Sunset Boulevard and Western Avenue consistent with good zoning practice.

The changes to the Development Standards and Design Guidelines will result in a project that exceeds the design quality of adjacent projects and will be in proper relation to adjacent development in the community.

- e. The Vermont/Western Station Area Plan Development Standards and Design Guidelines, as amended, will be desirable to the public convenience or welfare.

As mentioned above, the Specific Plan Amendment will enable the SNAP to accommodate the proposed project, which will enhance the area.

The site is located in a developed area and affords a unique opportunity for redevelopment of an otherwise underutilized site. The goals of the SNAP seek to create a higher density of land uses and a livelier pedestrian environment along major transit corridors such as Sunset Boulevard and Western Avenue.

The proposed Specific Plan Amendments to the Development Standards and Design Guidelines will ensure that the proposed project provides a much needed, convenient, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. A Specific Plan objective encourages the re-use of deteriorated commercial or regional centers. The Specific Plan Amendments enable the project will provide transit friendly employment opportunities within the City, and provide fiscal benefits to the City. The project will provide a superstore retail development that does not currently exist in this neighborhood of East Hollywood. Target customers that currently travel to West Hollywood, Downtown, or the City of Glendale may now be able to decrease travel mileage to change or change to an alternative travel mode with a local serving store.

The Specific Plan Amendments to the Development Standards and Design Guidelines result in a project with a floor area, height, scale, design and layout that is a compatible addition to the local neighborhood and will provide a sense of place to the corner of Western Avenue and Sunset Boulevard. It will provide jobs and economic development for the area. It will achieve the planning goals of the SNAP. It is consistent with public necessity, convenience, general welfare and good zoning practice.

- f. The Vermont/Western Station Area Plan Development Standards and Design Guidelines, as amended, will not be materially detrimental to the character of development in the immediate neighborhood.



The proposed Amendments to the SNAP Development Standards and Design Guidelines address issues of façade transparency, building step backs, façade relief and rooflines will alter the arrangement of the building mass and bulk.

The site is generally surrounded by low- to mid-height one-story commercial uses to the north, east and west. To the northwest and north of the project site, across Sunset Boulevard, there are two single-story commercial / retail complexes and an associated surface parking lot. To the north of the project site, also across Sunset Boulevard, is a single-story store (formerly the OSH Hardware store and now a WSS Store) with an associated surface parking lot. To the northeast of the project site across Sunset Boulevard is a 5-story, mixed use building with a ground floor Walgreens and four floor of multi-family residential uses.

To the east of the project site, across Western Avenue, is a single-story McDonald's, and an adjacent one-story commercial / retail complex with associated surface parking. To the southeast of the project site is the three-story ICDC College.

A single story post office and three-story Assistance League facility are located to the south of the project site. The remainder of the area south of the project site includes the two-story Covenant House and a mix of multi- and single-family residential uses in buildings one to three stories in height.

To the west of the project site is a one-story Home Depot store with an attached above grade parking structure. Northwest of the project site are a number of one-story commercial and retail outlets and a single-story fast food outlet.

These projects are developed with a variety of levels of façade transparency, building step-backs, façade relief and rooflines. The Walgreens project, built after the establishment of the SNAP, required multiple Specific Plan Exceptions in order to be built. Other adjacent buildings were built prior to the SNAP.

In order to ensure that the Target store has ground level activation, the new Subarea F and associated Development Standards and Guidelines requires smaller-scaled, ground level retail stores on Sunset Boulevard and Western Avenue. Because of this requirement, the Target store provides parking at both the ground level and second floor, and the Target store occupies the third floor. Additionally, the intersection of Sunset Boulevard and Western Avenue is a major commercial intersection and good zoning practice is to permit more height intensity at major commercial nodes, or intersections, with reduced height mid-block and on less traveled thoroughfares. The height limit of 75 feet will enable an appropriately designed Target store, will not be incompatible with adjacent development, and will provide a sense of place to the corner of Sunset Boulevard and Western Avenue consistent with good zoning practice.

The changes to the Development Standards and Design Guidelines will enable the development of a project that exceeds the design quality of adjacent projects and will not be materially detrimental to adjacent properties.

### **Conditional Use for Alcohol Permit Findings**

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

An application for a Conditional Use Permit (CUB) is being requested to allow for the sale of alcoholic beverages for off-site consumption. The selling of alcoholic beverages will be in conjunction with a full service discount store including a full range of foods and beverages. Sales of alcoholic beverages will be a small percentage of total sales.

The Applicant proposes to develop a retail shopping center, containing a Target store, retail/restaurant buildings and a parking structure containing two levels of parking. The project would contain approximately 194,749 square feet of multi-tenant commercial floor area that would include a 163,862 square-foot retail store (Target), and 30,887 square feet of other smaller retail and food uses on the ground level fronting West Sunset Boulevard and Western Avenue.

The proposed project will provide a needed improvement to the community by replacing a deteriorated shopping center with a high quality commercial center containing a variety of retail uses. The project will bring additional jobs and sales tax revenue to the City and the sale of alcoholic beverages will provide an added amenity and convenience for patrons. As conditioned, the sale of alcoholic beverages for off-site consumption will provide a service as a convenient shopping venue for the community and will be desirable to the public convenience and welfare.

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

The proposed Target building will provide a much needed, convenient, high quality retail shopping center in an existing commercial corridor. The project will be designed in harmony with the existing neighborhood and will minimize impacts on neighboring properties. The proposed building is a contemporary, urban building that is proper in relation to adjacent uses and to the surrounding community. Retail uses are located on the ground level along Sunset Boulevard and Western Avenue to provide a vibrant street frontage for pedestrians. Primary distribution/operation activities would be located at the rear of the building along De Longpre Avenue.

There are no churches or parks immediately adjacent to the site. Other sensitive uses within 1,000 feet include the Victory Career College, Covenant House, Assistance League Playhouse for Children, Ecclesia Epiphany Space, Grant Children's Center and Elementary school, Iglesia Bautista Hispana De Hollywood and Pre-school, First Southern Baptist Church, Armenian Brotherhood Bible Church, and the Holy Transfiguration Russian Orthodox Church.

Within 1,000 feet from the site include seven establishments which offer alcoholic beverages. Three of these establishments sell alcoholic beverages for off-site consumption. A Walgreens at the corner of Sunset Boulevard and Western Avenue sells beer and wine for off-site consumption. The Food 4 Less at Sunset Boulevard and Western Avenue sells a full line of alcoholic beverages for off-site consumption. A liquor store at the corner of Serrano Avenue and Sunset Boulevard sells full line of alcoholic beverages for off-site consumption. The remaining establishments are bars and restaurants. The White Horse Bar on Western Avenue north of Sunset Boulevard sells a full line of alcoholic beverages for on-site consumption. The Dunes Inn on Sunset

Boulevard at St. Andrews Place sells a full line of alcoholic beverages for on-site consumption. A Mexican restaurant at the corner of Harold Way and Western Avenue sells beer and wine for on-site consumption. A restaurant in a mini-mall at the corner of Serrano Avenue and Sunset Boulevard sells beer and wine for on-site consumption.

The property is within the SNAP Specific Plan which permits a variety of commercial, office, retail and residential uses. The Plan also permits alcohol related uses provided a Conditional Use is acquired. The sale of alcoholic beverages for off-site consumption would be proper in relation to adjacent uses. The selling of alcoholic beverages at the Target store will be in conjunction with a full service discount store including a full range of foods and beverages. Target will be significantly different from typical liquor stores, both in terms of type and price. In addition, Target has a national alcohol sales training program that provides extensive training materials to educate staff on alcohol laws. Sales of alcoholic beverages will be a small percentage of total sales. The use expands services in the immediate area and does not introduce a use uncommon to the area.

**8. The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.**

The Applicant proposes to develop a retail shopping center, containing a Target store, retail/restaurant buildings and a parking structure containing two levels of parking. The project would contain approximately 194,749 square feet of multi-tenant commercial floor area that would include a 163,862 square-foot retail store (Target), and 30,887 square feet of other smaller retail and food uses on the ground level fronting West Sunset Boulevard and Western Avenue.

An application for a Conditional Use Permit (CUB) is being requested to allow for the sale of a full line of alcoholic beverages for off-site consumption. The project site is located in the Hollywood Community Plan and is zoned C2-1, with a corresponding General Plan Land Use of Highway Oriented Commercial. The site is also located in the Hollywood Redevelopment Project area. The C2 zone allows a variety of neighborhood and community serving retail uses. The site is also located within Subarea F of the SNAP. Subarea F of the SNAP permits uses allowed in the C4 zone. The C4 zone is slightly more restrictive than the C2 zone. It permits uses allowed in the C2 zone, except for amusement uses such as bowling alleys, pawn shops, and arcades. The project would comply with the uses allowed in the C4 zone.

The Hollywood Community Plan does not contain policies or provisions that specifically address requests for the sale of alcoholic beverages. However, the authorization for the off-site sale of alcoholic beverages is allowed through the approval of a Conditional Use Permit subject to certain findings. The required findings in support have been made herein.

The site is located in a significant commercial corridor that offers a wide range of neighborhood-supporting retail and commercial services. The Conditional Use for off-site sales of alcoholic beverages at Target will contribute to the economic well-being of the store and will be a public convenience and amenity to the neighborhood. The sale of Alcoholic beverages will comprise a small portion of total floor area and total sales and the addition of alcoholic beverages will provide an amenity for the neighborhood in a safe, convenient location.

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

The sale of alcoholic beverages for off-site sales will not adversely affect the welfare of

the community. The Target store will be a part of a carefully controlled retail development. Security plans, floor plans, seating limitations, and other recommended conditions, as well as the mode and character of the operation, are addressed and assured through the imposition the Conditions required. This will allow for further evaluation and measures to ensure that the establishment will not adversely affect the welfare of the community.

The selling of alcoholic beverages will make up a small portion of the overall store floor area and total sales, and is tailored to provide a safe, convenient, alternative to meet the needs of Target's customers. The safest and most desirable way to sell alcoholic beverages is from within a larger store whose merchandise is varied, thereby precluding some of the loitering and public safety issues that can arise with liquor sales. The proposed Target will also include incidental conveniences such as a pharmacy, photo processing, and a snack shop. The addition of alcoholic beverages will not adversely affect the welfare of the community. As conditioned, operational and alcohol-related issues have been comprehensively addressed to safeguard and insure the public welfare and to provide for their convenience.

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

According to the California State Department of Alcoholic Beverage Control (ABC) licensing criteria, there are 4 on-site and 3 off-site licenses authorized to Census Tract No. 1909.01. Within 1,000 feet from the site include seven establishments which offer alcoholic beverages. Three of these establishments sell alcoholic beverages for off-site consumption. A Walgreens at the corner of Sunset Boulevard and Western Avenue sells beer and wine for off-site consumption. The Food 4 Less at Sunset Boulevard and Western Avenue sells a full line of alcoholic beverages for off-site consumption. A liquor store at the corner of Serrano Avenue and Sunset Boulevard sells full line of alcoholic beverages for off-site consumption. The remaining establishments are bars and restaurants. The White Horse Bar on Western Avenue north of Sunset Boulevard sells a full line of alcoholic beverages for on-site consumption. The Dunes Inn on Sunset Boulevard at St. Andrews Place sells a full line of alcoholic beverages for on-site consumption. A Mexican restaurant at the corner of Harold Way and Western Avenue sells beer and wine for on-site consumption. A restaurant in a mini-mall at the corner of Serrano Avenue and Sunset Boulevard sells beer and wine for on-site consumption.

Despite the present establishments existing nearby the proposed site, the proposed Target store would be located in a noted commercial corridor that is characterized by neighborhood and community oriented commercial development. Alcohol sales for off-site consumption will only be a small percentage of the goods sold at Target. Target will be significantly different from typical liquor stores, both in terms of type and price. In addition, Target has a national alcohol sales training program that provides extensive training materials to educate all staff on alcohol laws. The modest addition of alcoholic beverages to the large product base that Target offers will not result in an undue concentration of premises for the sale or dispensing of alcoholic beverages.

According to the statistics provided by the Los Angeles Police Department, within Crime Reporting District No. 668, which has jurisdiction over the subject property, a total of 619 Part I Crimes and Part II Arrests were reported in 2014, compared to the citywide average of 163 Part I Crimes and Part II Arrests and the high crime reporting district average of 196 Part I Crimes and Part II arrests for the same period. Crimes reported by LAPD include 117 Narcotics, 34 Liquor Laws, 18 Public Drunkenness, 0 Disorderly Conduct, 56 DWI Related, and 78 other. The proposed use would be a unique addition to the community, however. These numbers are not adjusted to represent crimes per capita. This reporting district is located in the Hollywood Division, which is high-density and a hub of employment, business, and residential concentration. Therefore, it is expected that the crime statistics will be somewhat high in this location. As conditioned, the approval of the request will provide for public convenience and should not result in an undue concentration of ABC licensed premises in the census tract.

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

An application for a Conditional Use Permit (CUB) is being requested to allow for the sale of alcoholic beverages for off-site consumption for the proposed project. More specifically, the selling of alcoholic beverages will be in conjunction with a full service discount store including a full range of foods and beverages. Sales of alcoholic beverages will be a small percentage of total sales.

There are no churches or parks immediately adjacent to the site. Other sensitive uses within 1,000 feet include the Victory Career College, Covenant House, Assistance League Playhouse for Children, Ecclesia Epiphany Space, Grant Children's Center and Elementary school, Igelsia Bautista Hispana De Hollywood and Pre-school, First Southern Baptist Church, Armenian Brotherhood Bible Church, and the Holy Transfiguration Russian Orthodox Church.

Within 1,000 feet from the site include seven establishments which offer alcoholic beverages. Three of these establishments sell alcoholic beverages for off-site consumption. A Walgreens at the corner of Sunset Boulevard and Western Avenue sells beer and wine for off-site consumption. The Food 4 Less at Sunset Boulevard and Western Avenue sells a full line of alcoholic beverages for off-site consumption. A liquor store at the corner of Serrano Avenue and Sunset Boulevard sells full line of alcoholic beverages for off-site consumption. The remaining establishments are bars and restaurants. The White Horse Bar on Western Avenue north of Sunset Boulevard sells a full line of alcoholic beverages for on-site consumption. The Dunes Inn on Sunset Boulevard at St. Andrews Place sells a full line of alcoholic beverages for on-site consumption. A Mexican restaurant at the corner of Harold Way and Western Avenue sells beer and wine for on-site consumption. A restaurant in a mini-mall at the corner of Serrano Avenue and Sunset Boulevard sells beer and wine for on-site consumption.

The approval of the Conditional Use for the sale of alcoholic beverages for off-site consumption will not detrimentally affect nearby sensitive uses. The proposed Target store would be located in a noted commercial corridor that is characterized by neighborhood and community oriented commercial development. Alcohol sales will only be a small percentage of the goods sold at Target. In addition, Target has a national

alcohol sales training program that provides extensive training materials to educate all staff on alcohol laws. Site security will be managed and loitering will be discouraged on site. Building security lighting will be operated by an energy management system and will be used at all entry/exits and remain on from dawn until dusk. Closed circuit television cameras are mounted on the building exterior and in the parking lot that record activity on the Target property. The modest addition of alcoholic beverages to the large product base that Target offers will not be detrimental to nearby sensitive uses and would provide a neighborhood and community serving amenity.

### **Project Permit Compliance Findings**

#### **12. That the project substantially complies with the applicable regulations, findings, standards and provisions of the Specific Plan.**

- a) Use. The project site is located in the Hollywood Community Plan and is zoned C2-1, with a corresponding General Plan Land Use of Highway Oriented Commercial. The site is also located in the Hollywood Redevelopment Project area. The C2 zone allows a variety of neighborhood and community serving retail uses. The site is also located within Subarea F of the Vermont/Western Transit Oriented District Specific Plan (SNAP). Subarea F of the SNAP permits uses allowed in the C4 zone. The C4 zone is slightly more restrictive than the C2 zone. It permits uses allowed in the C2 zone, except for amusement uses such as bowling alleys, pawn shops, and arcades. The project would comply with the uses allowed in the C4 zone.
- b) Delivery. Per Section 6.N. of the SNAP, projects in Subarea F, over 40,000 square feet in commercial floor area, must submit a program for retail use designed to provide free or subsidized delivery of purchases made at the site by residents living within the Specific Plan area. This program must contain the proposed delivery pricing and delivery logistics. The delivery pricing shall be consistent with on-line delivery pricing, and shall be reviewed annually. The notice of delivery availability must be conspicuously posted inside the store. As conditioned, the project complies.
- c) Hours of Operation. Per Section 12.A of the SNAP, deliveries are allowed between the hours of 5:00 a.m. and 12:00 a.m. Monday through Sunday. As conditioned, the project complies.
- d) Child Care. Per Section 6.G of the SNAP, all commercial and mixed-use projects which total more than 100,000 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. Per these requirements, the project is required to provide a 3,895 square-foot indoor Childcare Facility, plus the required amount of Ground Floor Play Area. As conditioned, this will be provided within 1 mile of the project site.
- e) Height and Floor Area. Per Section 12.B of the SNAP, the allowable FAR for the project site is 1.5:1, and the project proposes an FAR of 1.15:1, complying with the requirement. The allowable height for the commercial only project is 75 feet. The proposed building will be limited to a height of 74'-4", thus complying with this requirement.
- f) Ground Floor Retail.

- a. Per Section 12.C.1 of the SNAP, the linear frontages of the project along Western Avenue and Sunset Boulevard are required to provide ground floor space equal to at least 80% of street frontage, which will accommodate retail uses, community facilities, or other similar uses. As proposed, the percentage of linear frontage along Western that is provided for retail or community facility uses is 86%. The percentage of linear frontage along Sunset Boulevard is 100%. This does not include the areas devoted to plazas, parking access, or pedestrian throughways. As proposed, the project complies.
- b. Per Section 12.C.2 of the SNAP, the maximum size of each individual retail establishment that is provided in order to fulfill the linear frontage requirement is 15,000 square feet. The largest ground floor retail space the project proposes is 10,804 square feet, thus complying.
- g) Transitional Height. The Project is not located within a Transitional Height area as it is not within 200 feet of Subarea A of the SNAP. This section of the Specific Plan does not apply.
- h) Usable Open Space. Section 12.E of the SNAP states that mixed-use and residential projects must provide specified amounts of public and private open space within the development. The proposed Target project does not constitute either a mixed-use project or a residential project, and therefore the provisions of Section 9.D of the Specific Plan do not apply to the project.
- i) Project Parking Requirements. Section 12.F of the SNAP provides that notwithstanding the contrary provisions of LAMC Section 12.21 A.4., the minimum number of off-street parking spaces that shall be provided for non-residential uses for projects comprised of commercial floor area over 100,000 square feet shall be two (2) parking spaces for each 1,000 square feet of combined floor area. Given the project's total floor area of 194,749 square feet, a minimum of 390 parking spaces are required. The applicant proposes to provide 458 parking spaces. This complies with the Specific Plan.
- j) Bicycles. Section 12.F.2 of the Specific Plan requires one bicycle parking space for every 1,000 square feet of non-residential floor area up to 10,000 square feet, and one bicycle space for every additional increment of 10,000 square feet of floor area. Given the project's proposed 194,749 square feet of floor area, 28 bicycle parking spaces would be required and will be provided by the project. The project complies with the Specific Plan provisions in Section 12.F.
- k) Electric Vehicle Parking. Section 12.F.4 requires 20 percent of the total provided parking spaces to be pre-wired for electric vehicles. As conditioned, the project complies.
- l) Loading. Section 12.F.5 of the Specific Plan requires all project loading to occur within an off-street enclosed garage. The off-street loading area is to be equipped with doors to provide screening and security. These doors are to remain closed during all loading / unloading activities. The project complies with this requirement.
- m) Pedestrian Throughways. Section 12.H of the Specific Plan requires that applicants provide one public pedestrian walkway, thoroughway or path for every 250 feet of street frontage for a Project. The project will provide a minimum of two pedestrian passageways at grade level that are accessible to pedestrians at the public right of

way, therefore complying. The design of the public pedestrian throughway will comply with the design standards, as conditioned.

- n) Pedestrian Plaza. Section 12.1 of the Specific Plan requires commercial projects over 100,000 square feet to provide a pedestrian plaza equivalent to 10% of the project floor area. The project is required to provide 19,475 square feet for a pedestrian plaza. The project provides 21,609 square feet of public plaza thus complying with this requirement.
- o) Section 12.1.2 of the Specific Plan requires the plaza to be privately owned and maintained and accessible to the public a minimum of 14 hours per day. As conditioned, the project complies.
- p) Section 12.1.3 of the Specific Plan permits the plaza to contain commercial uses such as outdoor eating areas, vendors, and similar uses. As conditioned, the project may contain these uses in the plaza.
- q) Section 12.1.4 of the Specific Plan requires that a minimum of 50% of the total plaza area must be provided at ground level and of this area, a minimum of 25% of the ground level must be open to the sky. Of the total 21,609 square foot plaza, the project proposes 12,400 square feet of plaza at the ground level, with 3,400 square feet of plaza open to the sky. This complies with the regulation.
- r) Section 12.1.5 of the Specific Plan requires a way-finding and transit kiosk to be provided within the public plaza. As conditioned, the project complies.
- s) Section 12.1.6 of the Specific Plan requires one seat for each 1,000 square feet of plaza area. As conditioned, the project will provide 21 seats thus complying with this regulation.
- t) Section 12.1.7 of the Specific Plan requires the project to provide an Integrated Mobility Hub and to coordinate with Metro to determine if the plaza is a suitable location for a bike-share kiosk. As conditioned, the project complies.
- u) Section 12.1.8 of the Specific Plan requires the project to coordinate with Metro to determine if the site is eligible for "Next Bus" technology. As conditioned, the project complies.
- v) Yards. Per Section 12.J of the Specific Plan there are no required yards for projects in Subarea F. The project complies.

### **Development Standards**

- w) Landscape Plan. The Development Standards require that all open areas not used for buildings, driveways, parking, recreational facilities, or pedestrian amenities to be landscaped by shrubs, trees, clinging vines, ground cover, lawns, planter boxes, flowers, fountains, and any practicable combination so that it is dust free and allows convenient outdoor activities, according to a landscape plan prepared by a licensed landscape architect, licensed architect, or licensed landscape contractor. The conceptual landscape plan submitted complies with these requirements, and as conditioned a Final Landscape Plan is required.



- x) Usable Open Space. The Development Standards for common usable open space and private usable open space relate to the open space normally required for dwelling units in residential developments. These open space requirements do not apply to a non-residential project.
- y) Streetscape Elements – Street Trees. The Development Standards require that one 36-inch box shade tree be planted and maintained in the sidewalk for every 30 feet of street frontage. Per the project's frontages, 12 trees are required along Western Avenue, 12 trees are required along Saint Andrews Place, 14 trees are required along Sunset Boulevard, and 14 trees are required along De Longpre Avenue.
- z) Streetscape Elements – Tree Well Covers. The Development Standards require that a tree well cover be provided for each new street tree in the project area. The Applicant has been required to cover the required street trees with a tree well cover that meets the ADA requirements, as well as the standards set forth by the Department of Street Services. This requirement is reflected in the Conditions of Approval, thus conforming to this requirement.
- aa) Streetscape Elements – Bike Racks. The Development Standards require that one bike rack be provided per lot, or every 50 feet of project street frontage. Per the project's frontages, 7 racks are required along Western Avenue, 7 racks are required along Saint Andrews Place, 9 racks are required along Sunset Boulevard, and 9 racks are required along De Longpre Avenue.
- bb) Streetscape Elements – Trash Receptacles. The Development Standards require that projects provide one (1) trash receptacle in the public right-of-way for every 100 feet of street frontage along secondary highways. Per the project's frontages, 3 receptacles are required along Western Avenue, 3 receptacles are required along Saint Andrews Place, 4 receptacles are required along Sunset Boulevard and 4 receptacles are required along De Longpre Avenue.
- cc) Streetscape Elements – Public Benches. The Development Standards require that projects provide one (1) public bench painted black with a backrest, three armrests, and intermediate frame, for every 250 feet of street frontage along secondary highways. Per the project's frontages, 1 bench is required along Western Avenue, 1 bench is required along Saint Andrews Place, 2 and two benches are required along Sunset Boulevard.
- dd) Pedestrian/Vehicular Circulation – Parking Lot Location. The Development Standards require that surface and ground level parking be located to the rear of all structures or public plazas if vehicular access is available to the rear of the parcel either via an alley or a public street. The project complies with this requirement.
- ee) Pedestrian/Vehicular Circulation – Curb Cuts. The Development Standards require that projects fronting on secondary highways limit the number of curb cuts to one per 150 feet of street frontage along the main commercial street and further limit the maximum width of such curb cuts to 20 feet unless greater width is needed to satisfy Department of Public Works, Department of Transportation or Department of Building and Safety requirements.

The project proposes a right-turn egress only driveway on St. Andrews Place south of Sunset Boulevard that is approximately 10 feet in width. The project proposes a

full-access two-way driveway on De Longpre Avenue west of Western Avenue that is approximately 37 feet in width as required by Department of Transportation. The project proposes a right-turn ingress only driveway on Western Avenue north of De Longpre Avenue that is approximately 20 feet in width. Therefore, the project complies with this Development Standard.

- ff) Pedestrian/Vehicular Circulation – Pedestrian Entrance. The Development Standards require that buildings that front on a secondary highway or main commercial street, including parking structures, to provide a pedestrian entrance at the front of the building. The building is designed with multiple pedestrian entrances along Western Avenue and Sunset Boulevard, including a large, pedestrian oriented plaza at the corner of Western Avenue and Sunset Boulevard. The project complies with this Development Standard.
- gg) Pedestrian/Vehicular Circulation – Design of Entrances. The Development Standards require that pedestrian walkways, mid-block throughways, arcades or entrances be located in the center of the façade and accented by architectural elements such as columns, overhanging roofs, awnings, etc. The project incorporates several pedestrian entrances along Sunset Boulevard and Western Avenue. These access points would connect pedestrian traffic from the front to the rear of the project and to public sidewalks surrounding the project. Sidewalks connecting these access points and at the rear of the smaller retail buildings would incorporate colored and scored concrete paving elements, container planting and provide access to the rear of the retail services and the vertical core leading to the upper levels.
- hh) Pedestrian/Vehicular Circulation – Inner Block Pedestrian Walkway. The Development Standards require that applicants provide one pedestrian access, walkway, or path for every 250 feet of street frontage. As conditioned, the project will provide a minimum of two pedestrian passageways at grade level that are accessible to pedestrians at the public right of way. The pedestrian passageways shall provide a minimum vertical clearance of 12 feet and a minimum horizontal clearance of 10 feet.
- ii) Utilities. The Development Standards require undergrounding of new utility service lines. The Applicant has been required in the Conditions of Approval to place all new utility lines associated with the project underground. If underground utility service is not available at this time, then the Applicant has been required to make future arrangements for underground service.
- jj) Building Design – Transparent Building Elements. The Development Standards require that at least 50% of the exterior wall surface of the ground floor building facades for the front elevation shall have transparent building elements, such as windows and doors. Transparent building elements consisting of openings, doors, and windows will occupy 54 percent of the ground floor façade along Sunset Boulevard, and 50 percent of the ground floor façade along Western Avenue, thus exceeding this Standard.
- kk) Building Design – Façade Relief. The Development Standards require that all exterior building walls shall provide a break in the plane, or a change in material, created by a change in plane of at least six inches; recessed entry ways, recessed windows, or pop-out windows; porticos, awnings, terraces, balconies, or trellises; building overhangs, projections or cantilevered designs; horizontal moldings; cornice lines; or other features or building materials that create a visual break. Varying

- building materials are proposed such as concrete, steel, glazing, metal and cement panels, metal grilles, stucco and other such contemporary materials to provide consistency with recent development that has occurred in the vicinity of the project. These elements are designed to provide breaks in the horizontal and vertical plane in order to achieve visual interest and relief in the building façade. As conditioned, the materials will be utilized in a manner that offers permanence and durability. The project complies with this standard.
- ll) Building Design – Building Materials. The Development Standards require that all buildings apply at least two types of complementary building materials to exterior building facades, such as adobe, wood, brick, stone or tile, and provide that transparent building elements shall not be included as a change in material towards this requirement. This Standard prohibits EIFS on the ground floor or on any exterior façade that is accessible to the public. Varying building materials are proposed such as concrete, steel, glazing, metal and cement panels, metal grilles, stucco and other such contemporary materials to provide consistency with recent development that has occurred in the vicinity of the project. These elements are designed to provide breaks in the horizontal and vertical plane in order to achieve visual interest and relief in the building façade. As conditioned, the materials will be utilized in a manner that offers visual relief, permanence and durability. No EIFS will be used on the ground floor or any publicly accessible portions of the façade. The project complies with this standard.
- mm) Building Design – Building Base. The Development Standards prohibit the use of stucco on the first 18 inches in height of the building façade. The Standards require that the first 18 inches of building façade be comprised of stone, pre-cast stone, masonry or brick. As conditioned, the project complies.
- nn) Building Design – Surface Mechanical Equipment. The Development Standards require that all surface or ground mounted mechanical equipment, including transformers, terminal boxes, pull boxes, air conditioner condensers, gas meters and electric meter cabinets, shall be screened from public view and treated to match the materials and colors of the building which they serve. As conditioned, the project will comply with this standard.
- oo) Rooftop Appurtenances – Flat Roofs. The Development Standards require that all rooftop equipment and building appurtenances shall be screened from public view or architecturally integrated into the design of the building depending on the type of roof. As conditioned, the project complies.
- pp) Trash and Recycling Areas. The Development Standards require that trash storage bins must be located within a gated, covered enclosure constructed of materials identical to the exterior wall materials of the building. The project proposes the trash compactor for the Target to be located within the enclosed loading area. Trash and recycling facilities for the smaller retail facilities are proposed within the parking structure within screened enclosures. The project complies.
- qq) Pavement. The Development Standards require that paved areas, excluding parking and driveway areas must consist of enhanced paving materials such as stamped concrete, permeable paved surfaces, tile, and/or brick pavers. As proposed, hardscape shall be comprised of decorative paving surfaces such as interlocking pavers, stamped concrete, tile or brick. Special patterns and sizes in a variety of colors including terra cotta for the main color and natural gray pavers for the edge

bands will be used. Asphalt or standard concrete will not be used. The project therefore complies with this standard.

- rr) Freestanding Walls. The Development Standards require that all freestanding walls must contain an architectural element at intervals of no more than 20 feet, and must be setback from the property line adjacent to a public street with a landscaped buffer. Chain-link, barbed and concertina fences are not permitted. No freestanding walls are proposed.
- ss) Parking Structures – Required Commercial Frontage. The Development Standards require that all of the building frontage along major or secondary highways, for a parking structure, shall be for commercial, community facilities, or other non-residential uses to a minimum depth of 25 feet. The project proposes retail uses along Sunset Boulevard and Western Avenue, at a depth greater than 25 feet, therefore complying with this requirement.
- tt) Parking Structures – Façade Treatments. The Development Standards require that the exterior elevations of all parking structures must be designed to match the style, materials and color of the main building they serve or screened by a landscaped buffer. Structured parking would be oriented to St. Andrews Place, a secondary street. Along this frontage the project incorporates a landscaped water quality filtration system and green walls to provide a landscaped edge for pedestrians. The parking is designed to match the style, materials and color of the main building, therefore complying.
- uu) On-Site Lighting. The Development Standards require that the project include on-site lighting along all vehicular access ways and pedestrian walkways. The development standard specifies the acceptable level of lighting intensity, standards for light shielding, the maximum height of mounted lighting fixtures, and that lighting be an appropriate white coloration. The Applicant has been required in the Conditions of Approval to comply with these provisions thereby assuring compliance with the On-site Lighting Development Standard.
- vv) Security Devices. The Development Standards require that all security devices such as grilles covering windows and retractable grilles, be concealed from public view and encourages interior electronic security and fire alarm systems. As conditioned, the project will comply with this standard.

## **Design Guidelines**

- ww) The Design Guidelines encourages buildings to have a clearly defined ground plane, roof expression and middle or shaft that relates to the two. The Design Guidelines encourage courtyards, balconies, arbors, roof gardens, water features, and trellises. The Design Guidelines encourage buildings be painted three colors: a dominate color, a subordinate color and a “grace note” color. The Design Guidelines specifies appropriate signs. The Design Guidelines encourage plant materials on building facades.

The project would provide many pedestrian oriented amenities such as wide sidewalks, benches, and new street trees that seek to make the neighborhood more livable and walkable. The project will incorporate landscaping and architectural design that will promote an attractive streetscape and transit friendly development. Design features involve façade treatments on all four sides with varying elements

such as display windows, a variety of materials, balconies, overhangs, landscaping and vine treatments, and the use of colors and materials to provide a pleasing design. These features would promote a lively retail center with an urban streetscape and would break up the massing and scale of the project. The proposed development would provide public amenities and a clean and safe shopping environment for the residents within the SNAP area. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, pedestrian access ways and display windows to promote a pedestrian oriented environment. As recommended for approval, the proposed project substantially complies with the Design Guidelines.

- xx) **Signs.** The Design Guidelines provide extensive guidance related to the placement, type and style of signage to be used for projects. The Guidelines indicate that signs should coordinate with the building and not dominate or obscure architectural elements; that window signs should allow for clear views into and out of tenant spaces; that awning signs should be confined to awning valences; that pedestrian oriented "hanging signs", which are visible from the sidewalk are encouraged, as are neon signs, portable signs and hand painted lettering. The Specific Plan prohibits the use of any pole, roof or off-site sign, any sign containing flashing, mechanical or strobe lights.

As conditioned, all signage will comply with the Specific Plan and LAMC Section 14.4.

- yy) **Plant Material on Facades.** The Design Guidelines encourage façade plant materials and provides direction on their maintenance and design. The landscape plan shows that the landscaping provided includes a landscaped screenwall or green screen along the Saint Andrews elevation to adequately screen views into the parking structure and access ramp. As conditioned, the landscape screenwall will be maintained in healthy and viable condition for the life of the project.

13. **The project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review, which would mitigate the negative environmental effects of the project, to the extent physically feasible.**

As set forth below in CEQA Finding No. 16, and incorporated herein by reference, this project was assessed in the Target at Sunset and Western EIR No. ENV-2008-1421-EIR, SCH No. 2010121011 certified on April 3, 2013. As provided in addendum dated September 2015, pursuant to CEQA Guidelines Section 15162, based on the whole of the administrative record, no subsequent or supplemental EIR or negative declaration is required for approval of the project.

### **Site Plan Review Findings**

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

The Applicant proposes to develop a retail shopping center, containing a Target store, retail/restaurant tenant spaces and a parking structure containing two levels of parking. The project would contain approximately 194,749 square feet of multi-tenant commercial

floor area that would include a 163,862 square-foot retail store (Target), and 30,887 square feet of other smaller retail and food uses on the ground level fronting West Sunset Boulevard and Western Avenue.

The project site is located in the Hollywood Community Plan and is zoned C2-1, with a corresponding General Plan Land Use of Highway Oriented Commercial. The site is also located in the Hollywood Redevelopment Project area. The C2 zone allows a variety of neighborhood and community serving retail uses. The site is also located within Subarea F of the Vermont/Western Transit Oriented District Specific Plan (SNAP). Subarea F of the SNAP permits uses allowed in the C4 zone. The C4 zone is slightly more restrictive than the C2 zone. It permits uses allowed in the C2 zone, except for amusement uses such as bowling alleys, pawn shops, and arcades. The project would comply with the uses allowed in the C4 zone.

The allowable FAR per the SNAP for the project site is 1.5:1, and the project proposes an FAR of 1.15:1, complying with the requirement. The project complies with all development standards in the SNAP. In addition, Section 9.1 of the SNAP requires that the project be in substantial conformance with the Specific Plan Development Standards and Guidelines. The Guidelines contain both Development Standards as well as Design Guidelines. Development Standards are requirements that address aspects of site development and building design for which physical specifications can be described. Design Guidelines are strong recommendations that provide direction for more flexible considerations. The proposed project has been designed in substantial conformance with the design guidelines.

#### Specific Plan

The site is located in a developed area and affords a unique opportunity for redevelopment of an otherwise underutilized site. The goals of the SNAP seek to create a higher density of land uses and a livelier pedestrian environment along major transit corridors such as Sunset Boulevard and Western Avenue. With the approval of the Project Permit Compliance the project would be consistent with the following goals outlined by the Specific Plan:

*Section 2, (B): Encourage sufficient schools, childcare facilities, parks, public pools, soccer fields, open space, libraries and police stations within the plan area by the Horizon year 2020.*

Approval of the proposed development will result in the payment of fees for schools, childcare facilities and other public services and create direct economic benefits within the SNAP Area.

*Section 2, (C): Establish a clean, safe, comfortable and pedestrian oriented community environmental for residents to shop in and use the public community services in the neighborhood.*

The proposed development would provide public amenities and a clean and safe shopping environment for the residents within the SNAP area. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, Integrated Mobility Hub, pedestrian access ways and display windows to promote a pedestrian oriented environment. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

*Section 2, (E): Guide all development, including use, location, height and density, to assure compatibility of uses and to provide for the consideration of transportation and public facilities, aesthetics, landscaping, open space and the economic and social well-being of area residents.*

The proposed project is located in a fully developed commercial corridor containing buildings of varying heights and densities. Through sensitive design, the project would be compatible with its surrounding uses. The project provides a Floor Area Ratio of 1.15:1 which is well below the allowable 1.5:1 ratio. The project is in close proximity to a transit station and bus routes. The project will implement traffic improvements, noise mitigation measures, measures to reduce light pollution and sustainable features, among other benefits. In addition, emphasis will be placed on long lasting aesthetic design using quality materials that serve to break up the massing and provide visual interest to people visiting the development.

The proposed project will revitalize an underutilized site and provide new pedestrian and transit friendly uses. The project would provide many pedestrian oriented amenities such as wide sidewalks, benches, and new street trees that seek to make the neighborhood more livable and walkable. The project would incorporate landscaping and architectural design that will promote an attractive streetscape and transit friendly development. The project will include an Integrated Mobility Hub. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

Design features involve façade treatments on all four sides with varying elements such as display windows, balconies, overhangs, landscaping and vine treatments, and the use of colors and materials to provide a pleasing design. These features would promote a lively retail center with an urban streetscape and would break up the massing and scale of the project.

*Section 2, (G): Create a transit friendly area by requiring conformance to pedestrian oriented design guidelines that establish building façade treatments, landscape standards, criteria for shade-producing building overhangs and awnings, street lighting and security lighting for streets, alleys, sidewalk and other pedestrian areas that adjoin new development.*

The proposed development provides a transit friendly destination that is both convenient and well designed. The project incorporates façade treatments on all four sides using varying elements such as display windows, balconies, overhangs, landscaping and vine treatments and the use of colors and materials to provide a pleasing design. As part of the new sidewalk improvements, street lighting will be upgraded to current city standards. In addition, project lighting would be designed such that it provides security while eliminating glare to surrounding properties.

*Section 2, (J): Support the improvement of the business environment by providing attractive public streetscapes, encouraging business improvement districts, job development programs and business assistance centers.*

The project would improve an underutilized property in the SNAP area while providing approximately 250 new jobs. The project will seek to create an urban business

environment with a lively streetscape that includes benches, bike racks, street trees and other such amenities.

The project also complies with many policies contained in the General Plan.

#### Framework Element

The Citywide General Framework text defines policies related to growth and includes policies for land use, housing, urban form/neighborhood design, open space/conservation, economic development, transportation, and infrastructure/public services. The proposed project would be in conformance with several goals of the Framework as described below.

A. *Land Use Chapter, Framework Element: Issue One: Distribution of Land Use* of the Framework Element's Land Use Chapter (Chapter Three) establishes general principles to encourage growth and increase land use intensity around transit nodes, to create a pedestrian oriented environment while promoting an enhanced urban experience and provide for places of employment.

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

The proposed project will revitalize an underutilized site and provide new pedestrian and transit friendly uses. The project as recommended is a new retail commercial center located at the intersection of two primary transit corridors, Sunset Boulevard and Western Avenue. As recommended, the project would be designed in harmony with the existing neighborhood and minimize impacts on neighboring properties. In addition to providing a high quality, modern design that is consistent with the SNAP design guidelines, the project will incorporate measures to reduce traffic and noise and lighting impacts on the surrounding community.

The project would provide a 15-foot wide sidewalk along Sunset Boulevard and Western Avenue, a 12-foot wide sidewalk along St. Andrews Place and a minimum 10-foot wide sidewalk along De Longpre Avenue with new street trees, benches, bike racks, and other amenities. Together with display windows, balconies, shade elements, an entry plaza, landscaping, and enhanced colors and materials, the project as recommended would provide an enhanced shopping experience for the local community. In addition, the project would provide new, quality employment opportunities in close proximity to a transit station that could serve the surrounding community and neighborhood.

B. *Economic Development Chapter, Framework Element*

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

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

*Objective 7.6: Maintain a viable retail base in the city to address changing resident and business shopping needs.*

The above objectives seek to concentrate commercial development in existing commercial corridors and in areas that are able to support such development that are in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses, which support community needs. The proposed project will



provide a much needed, convenient, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The objective encourages the re-use of deteriorated commercial or regional centers. The project will provide transit friendly employment opportunities within the City, and provide fiscal benefits to the City. The project will provide a superstore retail development that does not currently exist in this neighborhood of East Hollywood. Target customers that currently travel to West Hollywood, Downtown, or the City of Glendale may now be able to decrease travel mileage to change or change to an alternative travel mode with a local serving store.

*C. Infrastructure and Public Services, Framework Element*

*Objective 9.6: Pursue effective and efficient approaches to reducing stormwater runoff and protecting water quality.*

*Objective 9.14: Protect the public and provide adequate police services, facilities, equipment and personnel to meet existing and future needs.*

The proposed retail center would incorporate a stormwater treatment system designed to treat runoff from the roof. The project would result in the payment of fees to support needed services such as police and fire. The proposed project is located in an area that already contains the necessary infrastructure to support to the project. Nevertheless, the project would provide for improvement of existing or obsolete systems where necessary, such as for instance, an energy efficient design and water conservation measures. The project would demolish an existing above ground substation of substantial size and replace it with significantly smaller pad mount transformers. Overhead power lines adjacent to the project would be installed underground. The project would establish recycling areas to reduce solid waste.

### Mobility Element

In response to the State's Complete Street mandate, the City's Mobility Plan 2035 established new street designations, re-classified each of the City's arterial streets and laid out a "complete street" policy framework. Whereas previous street designations and their corresponding dimensions, approved as part of the City's 1999 Transportation Element, reflected the former primary focus on moving automobiles, the new expanded list of classifications now acknowledges the multi-modal role and objectives of complete streets. The new street standards are intended to reflect the variety of street dimensions that exist in today's actual physical street cross-sections. Revised standards are intended to lead to an overall preservation of existing roadway widths and widening of sidewalk widths.

The Mobility Plan 2035 includes goals that define the City's high-level mobility priorities. Each of the goals contains objectives and policies that guide the City's Mobility goals. The proposed General Plan Amendment would be in conformance with the following policies:

*1.2 Complete Streets - Implement a balanced transportation system on all streets, tunnels, and bridges using complete streets principles to ensure the safety and mobility of all users.*

*2.1 Adaptive Reuse of Streets - Design, plan, and operate streets to serve multiple purposes and provide flexibility in design to adapt to future demands.*

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

*2.5 Transit Network - Improve the performance and reliability of existing and future bus service.*

*2.10 Loading Areas - Facilitate the provision of adequate on and off-street loading areas.*

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

*3.4 Transit Services - Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.*

*3.8 Bicycle Parking - Provide bicyclists with convenient, secure and well maintained bicycle parking facilities.*

*4.14 Wayfinding Provide widespread, user-friendly information about mobility options and local destinations, delivered through a variety of channels including traditional signage and digital platforms.*

The main entry plaza of the project converges at the corner of Sunset Boulevard and Western Avenue and is oriented towards a transit station. The plaza would incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. New dedications would accommodate 15-foot-wide sidewalks along Sunset Boulevard and Western Avenue, a 12-foot wide sidewalk along St. Andrews Place and a minimum 10-foot-wide sidewalk along De Longpre Avenue. In the main entry plaza, the proposed project will provide a kiosk for transportation information that will include current routes and schedules, maps, and other information for the Metro Red Line subway and for other Metro and DOT bus lines operating in the project area. Target will be responsible for keeping this information up to date.

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. Streetlights would be maintained along the perimeter of 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.

The location of the project site at an intersection located 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 1,402 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 this policy. The proposed project includes streetscape improvements, shade trees and additional landscaping and a new Metro bus shelter along Western Avenue. The proposed project would provide 28 bicycle parking spaces on-site. In addition to onsite bicycle parking, the proposed project will incorporate bike racks within the public sidewalk, thereby encouraging ridership and providing convenient and easy access to both employees and the general public.

A comprehensive set of transportation improvements has been required of the proposed project to mitigate the potential significant traffic impacts. The project is also required to

provide an Integrated Mobility Hub within the plaza area. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

The proposed project will provide a kiosk for transportation information that will include current routes and schedules, maps, and other information for the Metro Red Line subway and for other Metro and DOT bus lines operating in the project area. Target will be responsible for keeping this information up to date, therefore complying with this policy.

The loading facilities for the retail building are located internally within the parking structure. On-site loading facilities for the Target would be located adjacent to De Longpre Avenue. These loading facilities are designed with additional capacity to accommodate all manner of deliveries and prevent queuing on local streets.

### Air Quality Element

*Objective 1.3: It is the objective of the City of Los Angeles to reduce particulate air pollutants emanating from unpaved areas, parking lots, and construction sites.*

*Objective 4.2: It is the objective of the City of Los Angeles to reduce vehicle trips and vehicle miles traveled associated with land use patterns.*

*Objective 5.1: It is the objective of the City of Los Angeles to increase energy efficiency of city facilities and private developments.*

During construction, the project would employ dust control and air quality measures such as frequent watering of the site, reducing the idling of construction vehicles, provision of construction entrances, and other such measures. The proposed project would utilize a covered parking structure in lieu of a surface parking lot. The project would be consistent with the objectives of the Air Quality Element by virtue of its location near transit facilities, and being able to offer an alternate means of transportation to customers and employees. The project would employ energy efficient design and sustainable features to further promote the objectives of the Air Quality Element.

### Land Use Element - Hollywood Community Plan

The Hollywood Community Plan includes the following relevant Land Use discussion. The intent of the Plan is to strategically distribute through the community neighborhood shopping areas, emphasizing convenience retail stores and services. The Plan encourages the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians. The requested General Plan Amendment and Specific Plan Amendment would be consistent with this intent and the following objectives of the Hollywood Community Plan:

*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...*

*Objective 4. To promote economic well-being and public convenience through:*  
*a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning*

*principals and standards.*

The commercial component of the proposed project would generate approximately 250 full and part time jobs. 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 1,402 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. The project is also required to provide an Integrated Mobility Hub to support transit usage. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

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.

The sidewalks along Western Avenue and Sunset Boulevard will be a minimum of 15 feet in width. All sidewalks will 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 an ingress only 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. In addition, as conditioned, all new sidewalks along the project's street frontages shall be paved with pervious (permeable) concrete or interlocking pavers to create a distinctive pedestrian environment.

#### Health and Wellness Element

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

## *Chapter 2: City Built for Health*

*2.1. Access to goods and services - Enhance opportunities for improved health and well-being for all Angelenos by increasing the availability of and access to affordable goods and services that promote health and healthy environments, with a priority on low-income neighborhoods.*

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

*2.10. Social Connectedness - Acknowledge the mental and physical health benefits of social connectedness by promoting and valuing public spaces, social interaction, relationship building, and resilience in community and urban design.*

The proposed project will provide a much needed, convenient, affordable, high quality retail shopping center that will serve the existing community in a location that contains under-utilized commercial uses. The proposed development would provide public amenities and a clean and safe shopping environment for the residents within the SNAP area. Existing sidewalks would be modified and widened to provide a lively streetscape that includes benches, bike racks, and street trees. The project would also incorporate an outdoor Plaza, pedestrian access ways and display windows to promote a pedestrian oriented environment.

The plaza will also provide an Integrated Mobility Hub. These Mobility Hubs can offer a variety of amenities including wayfinding, free Wifi, Next Bus technology, bike shares, car shares, EV charging stations, bus shelters, and public restrooms.

The plaza would incorporate enhanced architectural, landscape, and hardscape elements to provide an urban streetscape and a vibrant place for pedestrians to gather. It will be publicly accessible for a minimum of 14 hours per day, and can assist to provide space for social interaction and relationship building among community members.

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

The goals of SNAP seek to concentrate commercial development in existing commercial corridors and in areas that are able to support such development, in close proximity to rail and bus transit stations. It also encourages the development of general commercial uses, which support community needs. The proposed project will provide a much needed, convenient, high quality retail shopping center in an existing commercial corridor. The project would be designed in harmony with the existing neighborhood and minimize impacts on neighboring properties. The Project is not located within a Transitional Height area. The proposed FAR is approximately 1.15:1 based on the net floor area, significantly lower than the allowed FAR of 1.5:1.0. This area is designated for a higher density of land uses and existing regulations encourage a lively pedestrian environment along major transit corridors such as Sunset Boulevard and Western Avenue. The height allowed for a commercial project within Subarea F of the SNAP is 75

feet with a floor area ratio of 1.5:1.

The project's components are arranged to be proper in relation to the surrounding streets. The proposed height to 74 feet and 4 inches is consistent with the allowable height for mixed-use developments in Subarea C across the street and existing buildings. Small pedestrian friendly retail uses would be located fronting Sunset Boulevard and Western Avenue. The project would provide new wider sidewalks incorporating amenities along its frontages to encourage public transit. Structured parking would be oriented to St. Andrews Place, a secondary street. Along this frontage the project incorporates a landscaped water quality filtration system and green walls to provide a landscaped edge for pedestrians. The receiving area and stock room for the Target store are adjacent to De Longpre, a less traveled local street and would accommodate store deliveries. Loading docks are equipped with roll down screen doors to minimize impacts on adjacent properties. Project lighting would be designed such that it provides security while eliminating glare to surrounding properties. A trash compactor for the Target will be located within the enclosed loading area. Trash and recycling facilities for the smaller retail facilities are proposed within the parking structure within screened enclosures.

Proposed design features involve façade treatments on all four sides with varying elements such as glazed storefronts, green elements, display windows, plazas, balconies, overhangs, landscaping and vine treatments and the use of colors and materials to provide visual interest, all of which are encouraged by the SNAP. As conditioned in this report, the materials to be utilized will offer a sense of permanence and durability to the building. The main entry focal point incorporates a large, pedestrian plaza and vertical circulation elements oriented to the main transit center adjacent to the project. This plaza would provide raised planters, landscaping, benches and other such amenities intended to promote a lively retail center with an urban streetscape and would facilitate the break-up of the massing and scale of the project. The plaza will also include an Integrated Mobility Hub to support transit usage. An Integrated Mobility Hub is a location that has multiple adjacent transit lines, operating with high frequency and with a high number of boardings. These hubs provide transit supporting services such as bike corrals, bikeshare, bicycle storage, car shares, and similar elements. They can be a variety of sizes.

The design of the project incorporates materials similar to recent developments.

**16. The residential project provides recreational and service amenities to improve habitability for its residents and minimize impacts on neighboring properties.**

No residential uses are included in the proposed project.

### **CEQA Findings**

17. An Addendum to the previously certified Environmental Impact Report (EIR) was prepared analyzing the proposed modifications to the project approved by the Los Angeles City Council. The Certified EIR is a Project EIR that analyzed the environmental effects of a commercial development located in the Hollywood Community of the City of Los Angeles. The project evaluated in the Certified EIR consisted of the demolition of 59,561 square feet of existing single-story buildings, electrical substation and parking lot, and development of commercial retail uses, including a Target store, retail/restaurant uses, and a parking structure containing two levels of parking. The proposed project would include a total of approximately 194,749 gross square feet of retail and associated uses in a three-level, 74'-4" tall retail center. Approximately 458 parking spaces were

proposed to be located on the ground level and second level of the project. The City of Los Angeles, Department of City Planning is the lead agency for the Certified EIR.

The Project was approved and the EIR was certified in April, 2013. The Project and Certified EIR were subjected to legal challenges, which resulted in some of the Project approvals being overturned. In response, the applicant and City are proposing to amend the Vermont/Western Transit Oriented District Specific Plan and, solely to address roadway standards, the Hollywood Community Plan and the Citywide General Plan Transportation Element, within which the Project is located. The Addendum was prepared pursuant to CEQA Guidelines Section 15164(a) which allows a lead agency to prepare an addendum to a previously certified EIR if some changes or additions to the previously certified EIR are necessary but none of the conditions described in CEQA Guidelines Section 15162 requiring preparation of a subsequent EIR are present.

Since the EIR was certified in April, 2013, the following modifications to the project have occurred:

- Changes in Circumstances Under Which the Project is Undertaken – background conditions within the area in which the project site is located, most notably the levels of background traffic have changed;
- Proposed Project Modifications – revised entitlement requests including a General Plan Amendment and Specific Plan Amendment.

The proposed changes to the entitlement requests, including the General Plan Amendment and Specific Plan Amendment are described and analyzed above. The analysis contained in the Addendum demonstrates that the potential environmental impacts associated with the Modified Project would be similar to or less than the impacts addressed in the Certified EIR. All of the Mitigation Measures included as part of the Certified EIR would continue to be implemented under the modified project with the exception of Mitigation Measures C-6, C-7, and C-9 which have been eliminated. Mitigation Measures C-2, C-3, C-4, and C-5 have been modified. A new Mitigation Monitoring and Reporting Program for the Modified Project is proposed for adoption, which reflects these revisions. As all the impacts would be within the envelope of impacts identified in the Certified EIR, no additional environmental analysis of the Modified Project is necessary.

A description of the modifications to the Mitigation Monitoring and Reporting Program are as follows:

To address the potential traffic impacts associated with the Revised Project, and changed circumstances associated with the Revised Project, an updated traffic analysis was prepared by Overland Traffic Consultants, which is included as Appendix E to the EIR Addendum. The updated analysis reflects the partial completion of project construction, as well as updated background traffic information for the project vicinity (updated baseline conditions).

The updated traffic analysis utilized the same LADOT methodologies and protocols for traffic evaluation in the City of Los Angeles as were used in the Original Project traffic analysis. Project traffic generation was calculated using the most current information contained in the Institute of Transportation Engineers (ITE) publication Trip Generation. This publication of traffic generation data is the industry standard for estimating traffic generation for different commercial land uses. On the basis of the LADOT approved trip generation rates, estimates of the project's traffic volume were calculated. The Revised

Project is estimated to generate 5,509 daily trips, 193 AM peak hour trips, and 473 PM peak hour trips. This level of trip generation would be lower than the Original Project's daily and PM peak hour trip generation (6,143 trips and 538 trips, respectively), and higher than the Original Project's AM peak hour trip generation (117 trips). These estimated trips do not include any credits for previous uses.

The future cumulative traffic analysis includes other "related" development projects located within the study area that are either under construction or planned. As part of this cumulative analysis, up-to-date development lists were obtained from the City of Los Angeles Department of Transportation, Department of City Planning, and the Hollywood Economic Development Update report. The list identifies 120 related projects that could produce additional traffic at the study intersections by the future study year 2017. The updated related projects list includes the Hollywood Cap Park Project, which was specifically mentioned in comments submitted during the review and certification process for the Certified EIR.

Based on the updated Traffic Study, no new impacts would result from the Revised Project. The updated traffic analysis and LADOT Assessment letter identified revised mitigation measures based upon most current information to address the significant impacts of the Revised Project. These mitigation measures are included in the Mitigation Monitoring and Reporting Program.

Public Resources Code Section 21166 provides that unless one or more of the conditions set forth are met, no subsequent or supplemental environmental impact report is required. The Addendum describes the proposed modifications to the Target at Sunset and Western project and provides a comparison of the potential environmental effects which could be associated with those modifications to the impacts of the project as approved for each of the environmental issue areas evaluated in the Certified EIR. The analysis demonstrates that the proposed modifications evaluated in the Addendum would not result in conditions meeting the criteria set forth in CEQA Guidelines Section 15162. Therefore, pursuant to PRC Section 21166 and CEQA Guidelines Section 15162, preparation of a subsequent EIR is not required.