II. PROJECT DESCRIPTION

PROJECT LOCATION

Project Site

The Project Site is located at 6650 West Franklin Avenue[1] in the Hollywood Community Plan Area of the City of Los Angeles. The rectangular-shaped site is comprised of five legal parcels totaling approximately 33,793 square feet (0.78 acres); bounded by West Franklin Avenue to the north, North Cherokee Avenue to the west, the Las Palmas Senior Center on the west and a multi-family housing building to the south; multi-family housing buildings are located immediately north, east, and west of the project site, along Franklin Avenue. The site is currently improved with one structure, a 118-unit, 10-story residential apartment building containing affordable senior housing. The Property fronts approximately 130 feet along the southerly side of Franklin Avenue and 150 feet on the westerly side of Cherokee Avenue. (see **Figure II-1, Regional and Project Vicinity Map**).

The Property is currently zoned [Q]R4-2, which permits by-right uses and area limitations consistent with the R4 Zone and a maximum Floor Area Ratio of 6:1. Pursuant to the Q condition established by Ordinance No. 165,656 the density and height of the underlying R4 zoning is restricted to 1 unit per 600 square feet of lot area and a maximum height of 60 feet. With a grade change of more than 20 feet, the Project is permitted an additional 12 feet in height for a maximum height of 72 feet.[2]

Regional access to the Project Site is provided by U.S. Highway 101 (US 101), approximately 0.4 miles to the east of the Project Site. Other regional access is provided by Hollywood Boulevard, two blocks south of the Site, and Highland Avenue, two blocks to the west. The Site is served by the DASH Hollywood line, directly abutting the property. Additionally, there are several major bus routes running along Franklin Avenue, Highland Avenue, Hollywood Boulevard, and Cahuenga Boulevard. The Project Site is less than one-half mile from the Hollywood/Highland Station of the Metro Red Line.

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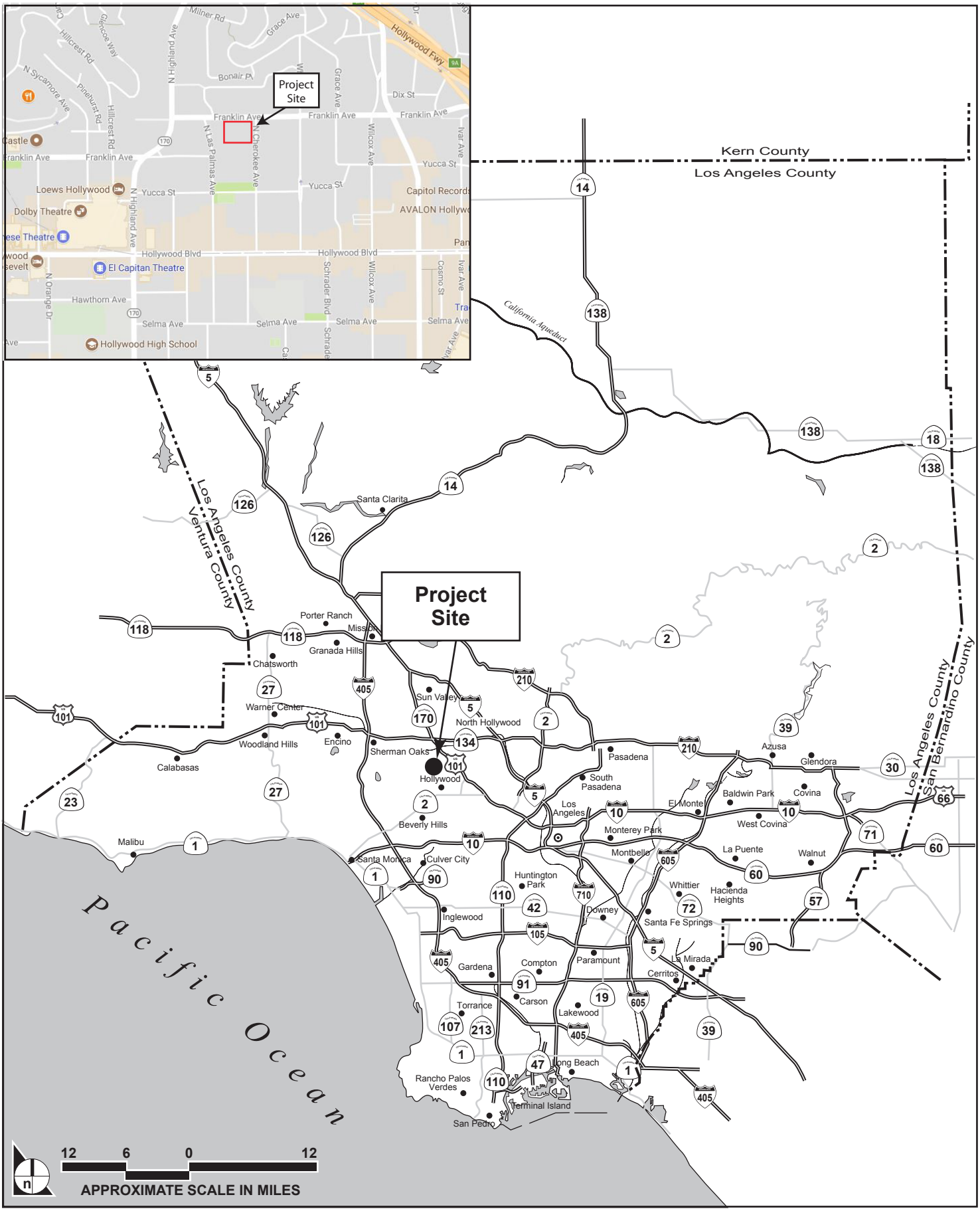
[1] *Additional addresses affiliated with the Project Site include 6669 West Franklin Avenue and 1855 North Cherokee Avenue*

[2] *A base height of 60 feet was established by Ordinance 165,656; LAMC 12.21.1 B.2 allows projects to exceed the base height by 12 feet for sites with a grade change of more than 20 feet.*



SOURCE: Impact Sciences, Inc., 2017

FIGURE **II-1**

Regional and Project Vicinity Map

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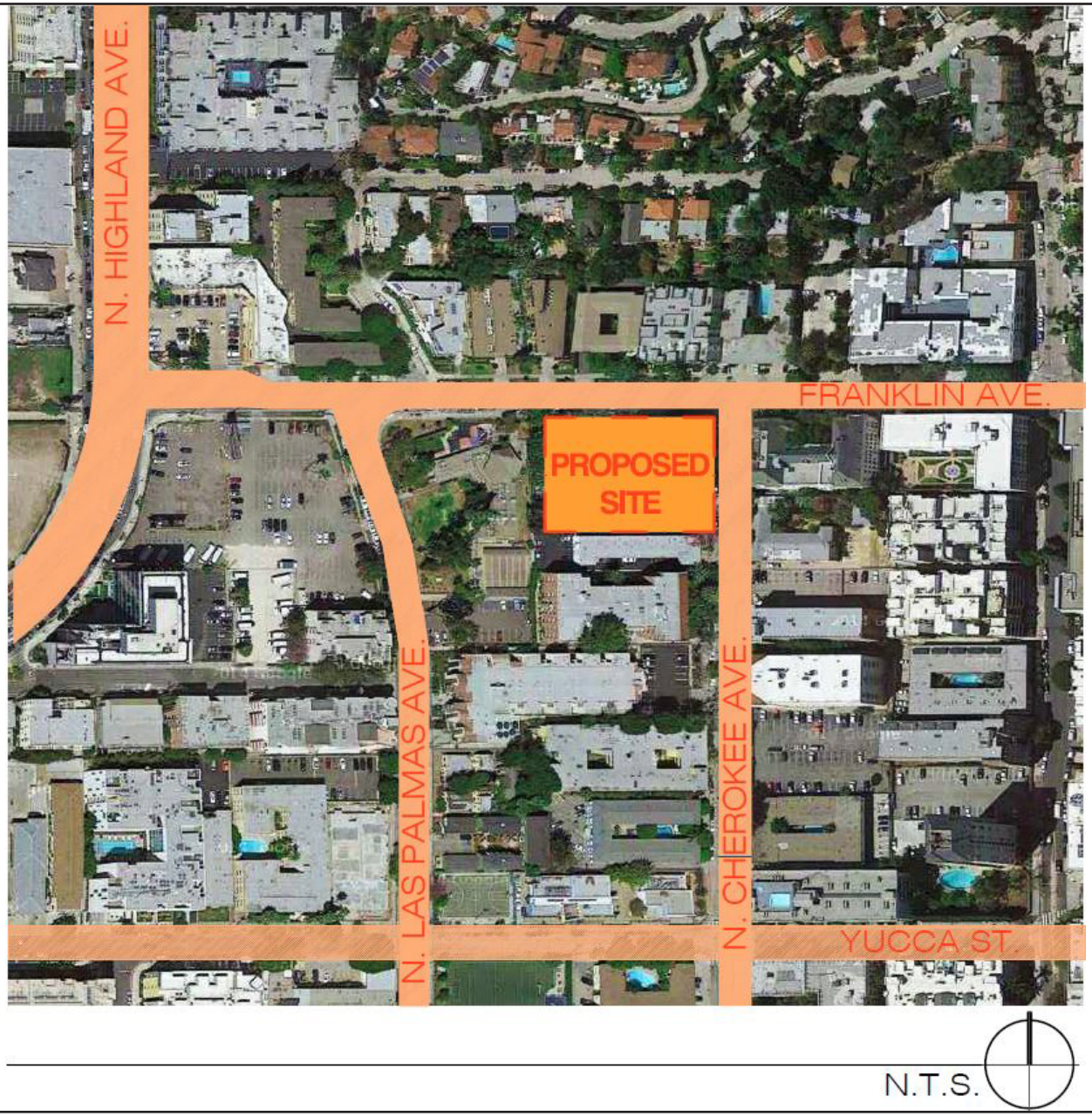
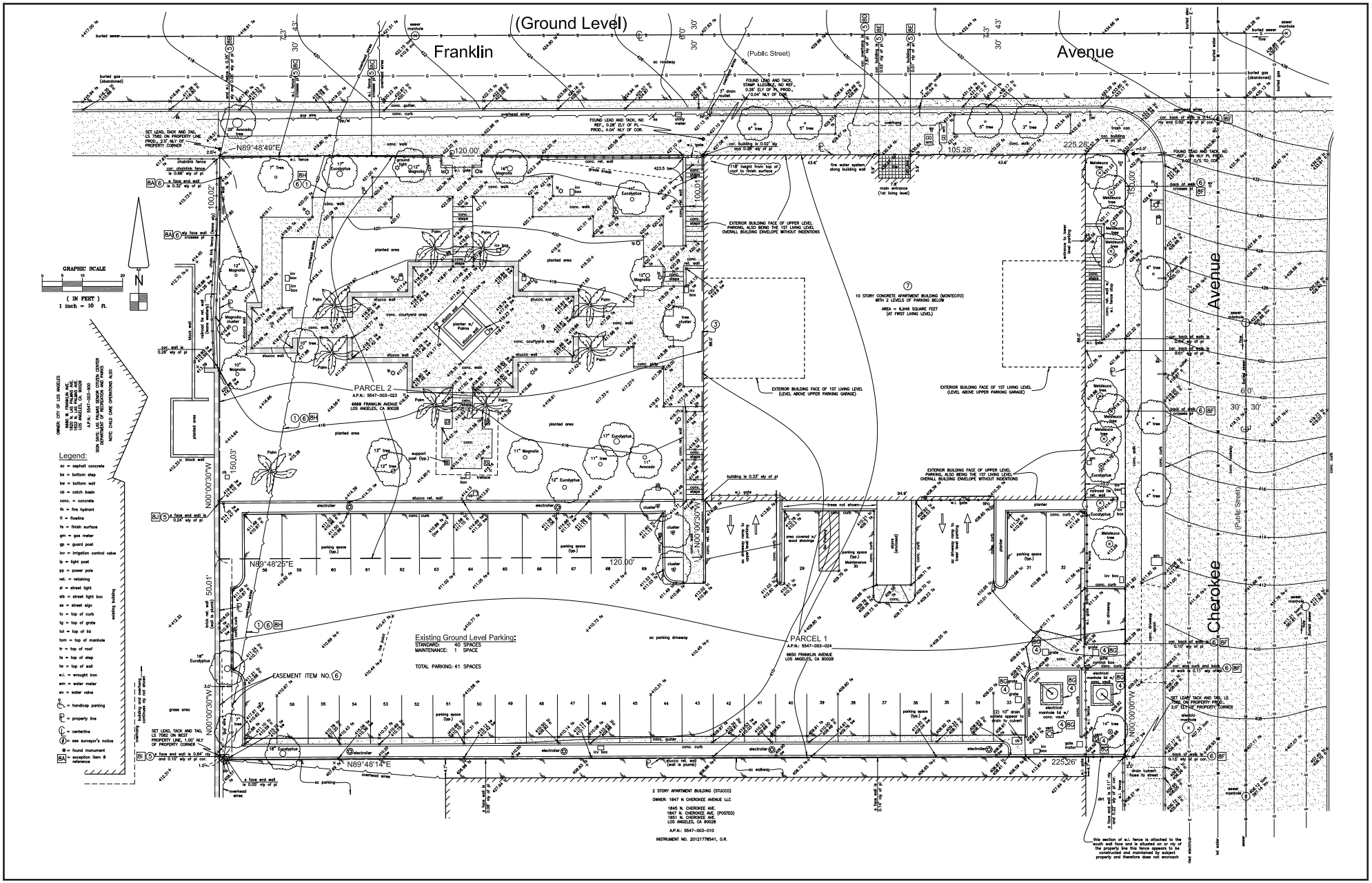


SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-2**

IMPACT SCIENCES

Aerial View of the Project Site



SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-3**

IMPACT SCIENCES

Project Site Survey

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Project Characteristics

The Project Site is currently improved with an existing, legally non-conforming apartment building with 118 units, known as The Montecito (Building A), which is a registered National and California Historic Resource (1985). Building A is currently operated as an affordable senior living facility. No demolition is proposed to the existing building.

The Proposed Project would construct a new 6-story, 76'-8" high building with 67 affordable units for senior residents and one (1) market-rate unit for an on-site manager (Building B). Building A and Building B would be physically connected by a new common lobby providing access to both facilities and the amenities within. One unit would be modified from a one bedroom to a studio to allow for the connection from the common lobby to Building B. The total residential floor area of Building B, including corridors, lobby, and amenity areas would be 53,370 square feet. With the existing Building A at approximately 71,450 square feet, the total site's Floor Area Ratio (FAR) would be 4.57 to 1.

Vehicle parking for the Project, as well as replacement parking for the existing surface spaces displaced by the new Building B will be provided in a subterranean structure on-site. Vehicular access to the Project is proposed via the existing driveway on the west side of Cherokee Avenue.

The new Building B would contain 68 new residential units, 32 studio units and 36 one-bedroom units, ranging from approximately 420 to 520 square feet. An open plan concept is employed in the common areas of the units to maximize interior space and flexibility. This unit plan layout would maximize the natural light in all common areas offering a visual connection to the outside from the living, kitchen and dining areas. Most units would feature a minimum 50 square feet of private balcony space off the living room providing private open space for relaxing and living. The kitchens would be furnished with Energy Star rated appliances. All bathroom and plumbing fixtures will be water-conserving fixtures.

Design and Architectural Features

The new building provides a variety of architectural materials and building planes, with special attention to create a pedestrian-scaled project at the street level. The architectural design of the building references the adjacent historical Montecito Apartment building without attempting to copy the 1920's art deco theme. The building incorporates clean lines, articulated details, quality materials, and dignified presentation. The design alternates textures, colors, materials, and distinctive architectural treatments to add visual interest while avoiding dull and repetitive

facades. Prior to the issuance of a building permit, the type or categories of all exterior glass and architectural features on the building façades and rooftops would be submitted for review to the Department of Building and Safety to ensure that highly reflective materials are not utilized. The proposed landscaping plan provides a mix of ground cover and trees to compliment the architecture. Plant material has been selected for temperature hardiness and low water use.

Open Space

Per LAMC 12.21 G, the Proposed Project is required to provide 100 square feet of useable open space for each studio and one-bedroom unit for a total requirement of 6,800 square feet of total usable open space. Fifty percent of the total usable open space is required to be designed as common open space in the new Project. The existing Montecito is non-conforming as to open space and does not require the provision of open space. The Applicant proposes approximately 2,300 square feet of private open space in the form of balconies, a 1,300-square-foot indoor community room, a 500-square-foot rooftop deck, and a 2,900-square-foot courtyard at the podium level. Therefore, Building B provides 7,000 square feet of total useable open space, including 4,700 square feet of common open space. A minimum of 25 percent of the outdoor common open space will be landscaped with a palette of drought-tolerant plantings. All of the Project open space will be shared by the residents of both buildings.

Green Building and Sustainability

The Project's infill location would promote the concentration of development in a developed location with extensive infrastructure. The proposed Project's proximity to public transportation and services would aid in reducing vehicle miles traveled for residents and employees.

The building will be sustainably designed to meet and/or exceed all City of Los Angeles current building code and Title 24 requirements. As such, the Project will incorporate eco-friendly building materials, systems, and features wherever feasible, including Energy Star appliances, water saving/low flow fixtures, non-VOC paints/adhesives, drought tolerant planting, and high performance building envelopment.

CALGreen Building Code

The 2016 California Green Building Standards Code (*CAL*Green), set forth in Part 11 of Title 24 of the California Code of Regulations, became effective on January 1, 2017. *CAL*Green sets minimum standards that all new structures must meet to minimize significantly the state's overall carbon

output. Local jurisdictions retain the administrative authority to exceed the new *CAL*Green standards.

*CAL*Green requires that new buildings reduce water consumption, employ building commissioning to increase building system efficiencies, divert construction waste from landfills, and install low pollutant emitting finish materials. *CAL*Green's mandatory measures establish a minimum for green construction practices, and incorporate environmentally responsible buildings into the everyday fabric of California cities without significantly driving up construction costs.

*CAL*Green also has more stringent, voluntary provisions that have been placed in the appendix for optional use. Some key mandatory measures for commercial occupancies include specified parking for clean air vehicles, a 20 percent reduction of potable water use within buildings, a 50 percent construction waste diversion from landfills, use of building finish materials that emit low levels of volatile organic compounds, and commissioning for new, nonresidential buildings over 10,000 square feet.

Key optional measures are included in a two-tiered system designed to allow jurisdictions to adopt codes that go beyond the State mandatory provisions. The non-residential tiers include increased reduction in energy usage by 15 or 30 percent and increased reduction in potable water use, parking for clean air vehicles, cool roofs, construction waste diversion, use of recycled materials, and use of low-emitting resilient flooring and thermal insulation.

The code uses the existing building code enforcement infrastructure to verify compliance. *CAL*Green measures are inspected and verified by local building departments, in this case the City of Los Angeles Department of Building and Safety, during permitting and construction.

Los Angeles Green Building Code

The City of Los Angeles implemented Ordinance No. 184,691 as the most recent update to the Los Angeles Green Building Code (LA Green Building Code). The LA Green Building Code is based on the 2016 *CAL*Green code discussed above. The following types of projects are subject to the LA Green Building Code:

- All new buildings (residential and non-residential)
- All additions (residential and non-residential)
- Alterations with building valuations over $200,000 (residential and non-residential)

Specific measures to be incorporated into the proposed Project to the extent feasible would include, but are not limited to:

- Recycling of asphalt, concrete, metal, wood and cardboard waste generated during demolition and construction;
- Installation of a "cool roof" that reflects the sun's heat and reduces urban heat island effect;
- Use of recycled construction materials, including recycled steel framing, crushed-concrete sub-base in parking lots, fly ash-based concrete and recycled content in joists and joist girders when feasible;
- Use of locally (within 500 miles) manufactured construction materials, where possible;
- Central tracking of waste compactor loads, ensuring that compactors are full thereby reducing trips to landfills;
- Use of energy efficient lighting;
- Use of ENERGY STAR(®)[3] appliances in residential units;
- Use of high energy efficiency rooftop heating and conditioning systems;
- 15 percent of the roof area set aside for future solar panels;
- Use of ultra-low-flow toilets and low-flow metered hand-wash faucets in public facilities;
- Use of smart irrigation systems to avoid over-watering of landscape;
- Use of indigenous and/or water-appropriate plants in landscaping; and
- Use of low-impact development measures using innovative design to filter and infiltrate stormwater runoff and reduce water sent to stormdrain systems.
- Provision of electric vehicle charging stations in the parking structure; five (5) percent of total spaces would be designated for low emitting, fuel efficient and carpool/van pool vehicles.

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[3] *The ENERGY STAR program, developed by the US Environmental Protection Agency in 1992, is a voluntary measure intended to reduce energy consumption and improve energy efficiency, which has resulted in appliance companies, car companies, home builders, and more stepping in to create and promote more energy efficient products. For products to be designated as ENERGY STAR they must be certified by an independent third-party to provide increased energy efficiency. If the product costs more than a similar non-ENERGY STAR product the purchaser must be able to recoup their investment through utility savings.*

Security

Design Out Crime/Crime Prevention through Environmental Design

Through the City's land use and building permit process, the LAPD's Crime Prevention Unit provides guidance on design techniques for new developments to incorporate crime prevention into the development design. The techniques and process are outlined in the Design Out Crime Guidelines: Crime Prevention Through Environmental Design, and include the following basic concepts:

- Natural surveillance: The placement of physical features, activities, and people in a way that maximizes visibility.
- Natural access control: Restricting or encouraging people to come into a space through the placement of entrances, exits, fencing, landscaping, and lighting.
- Territorial reinforcement: The use of physical attributes to define ownership and separate public and private space.

The Proposed Project would include installation of security and fire sprinkler alarm systems that would be connected to a UL (Underwriters Laboratories Inc.) listed 24-hour monitoring station and local police and/or fire departments.

Closed circuit television (CCTV) cameras would be mounted on the building exteriors, in the various residential lobbies at plaza level and throughout all levels of the parking garage that would record activity on the property at all times. The cameras would also be connected to a computer screen in the main lobby at the daytime concierge desk.

The main and other residential lobbies at plaza level would have intercom access/controlled access. Residential parking would be gated with intercom access/controlled (card key or 'clicker') access.

Project Design Features

SEC-PDF-1: The Project Applicant will submit Site plans and building plans as necessary to the LAPD Crime Prevention Unit to ensure the design incorporates building design standards that enhance police protection and meet *Design Out Crime* Guidelines. The Project includes, but is not limited to, the following features:

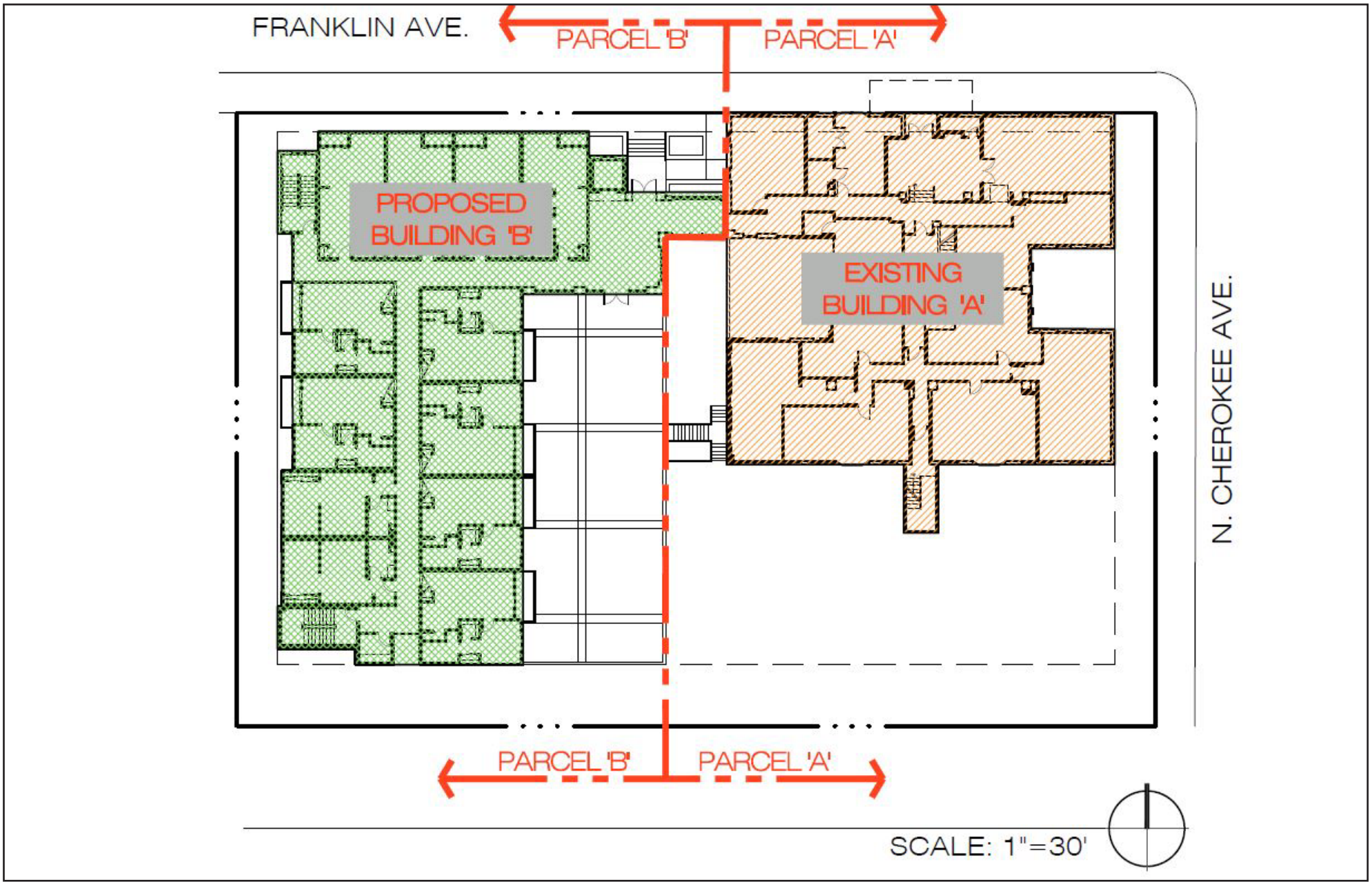
- Natural surveillance: Physical features, activities, and people gathering areas are placed in a way that maximizes visibility.
- Mix of uses that provide good visual connection between uses, and no ambiguous unassigned spaces.
- Natural access control: Restricting or encouraging people to come into a space through the placement of entrances, exits, fencing, landscaping, and lighting, which provide nighttime vision for pedestrians, homeowners and business people to permit pedestrians to see one another.
- Clear well-lit paths from the street to the development through parking and landscape areas and within the development to building entries.
- Territorial reinforcement: The establishment of the building perimeter creates physical attributes to define ownership and separate public and private spaces.

SEC-PDF-2: During construction, security measures will be provided including security fencing, lighting, and locked entries around the construction zones.

PROJECT CONSTRUCTION

The Proposed Project construction would take approximately 20 months.

Construction worker parking and building material laydown during construction of the Proposed Project would take place on the Project Site.

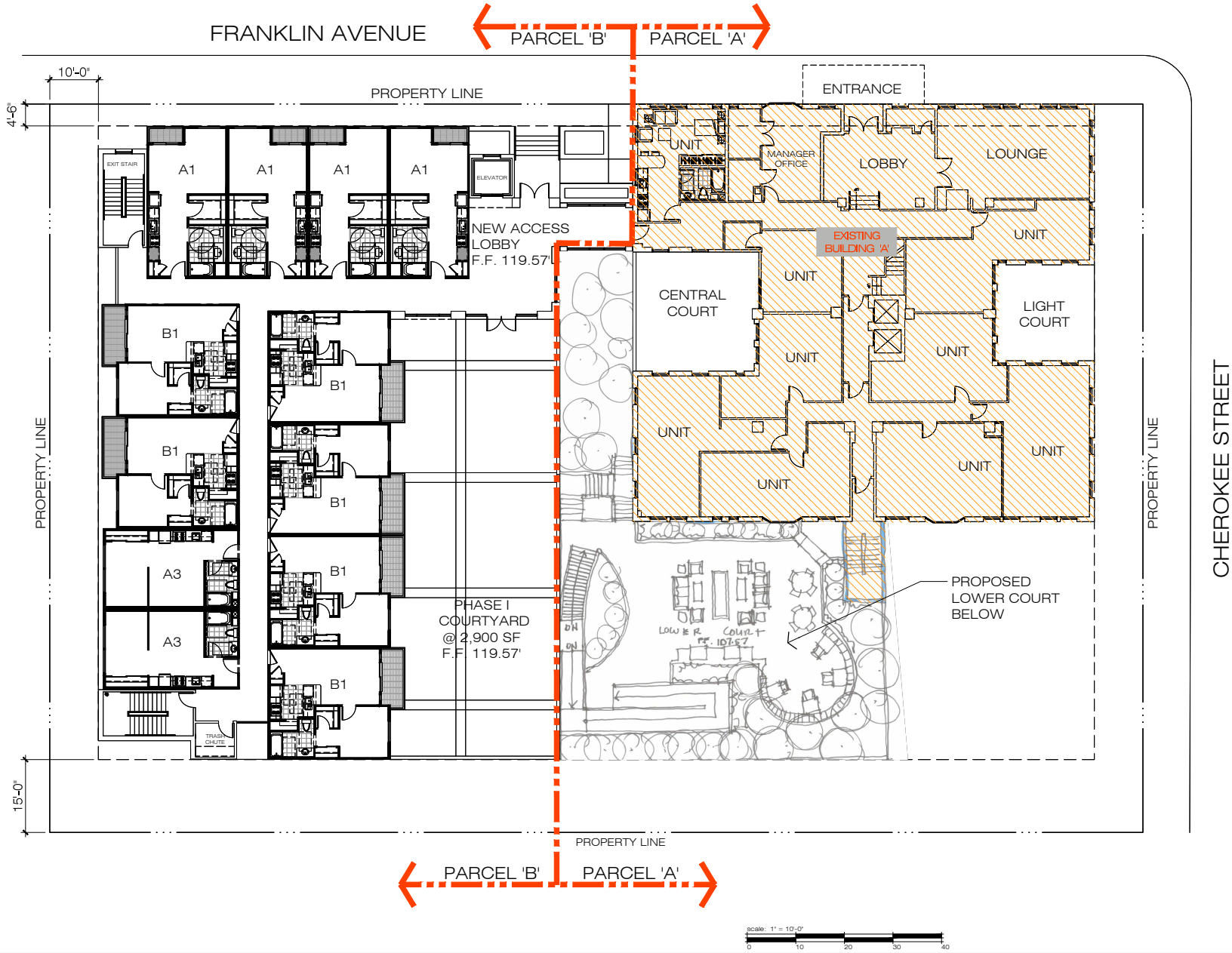


SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-4**

IMPACT SCIENCES

Project Site Plan



SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-5**

IMPACT SCIENCES

Ground Floor Plan

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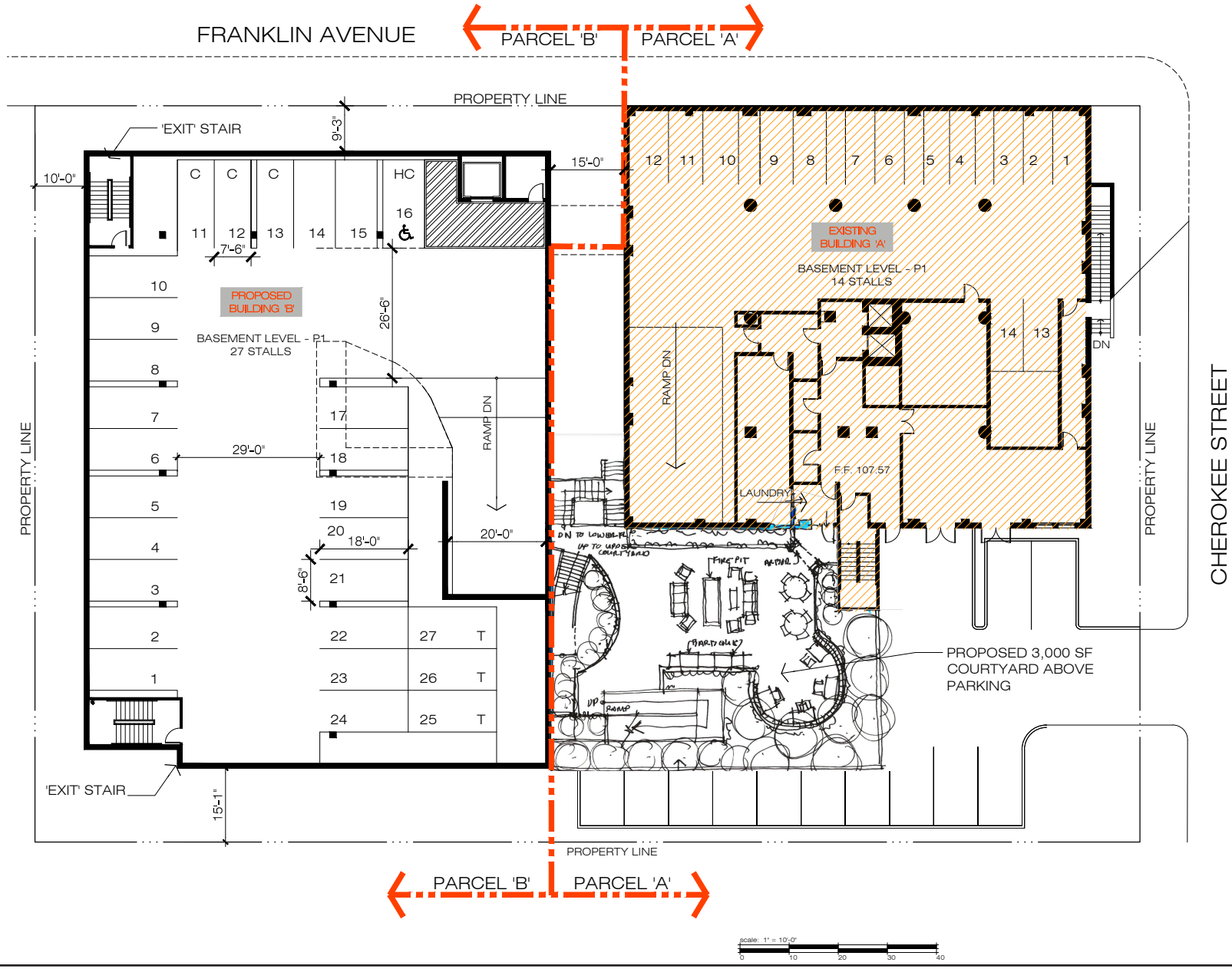

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-6**

IMPACT SCIENCES

Basement Level (Upper) Plan

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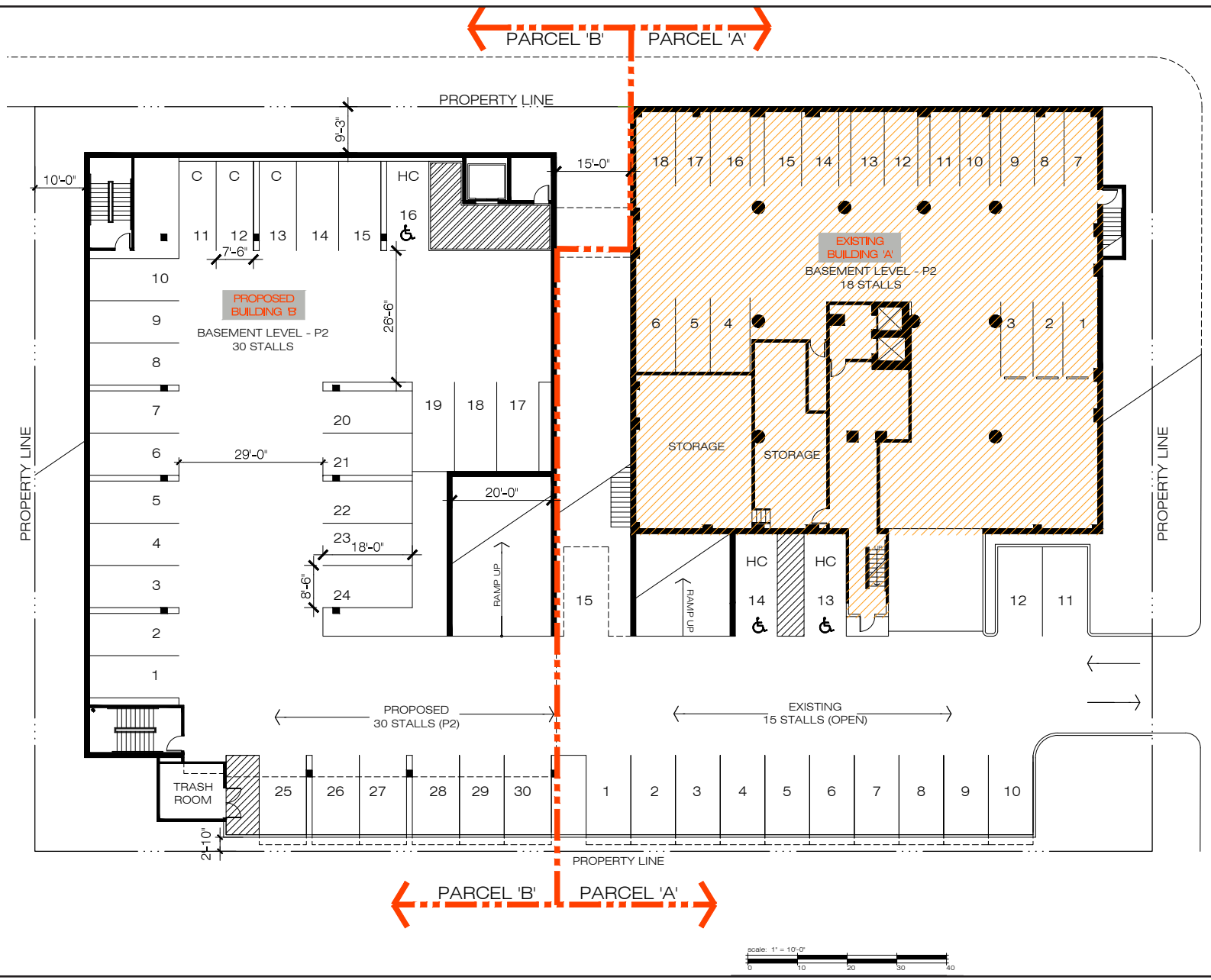

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-7**

Basement Level (Lower) Plan

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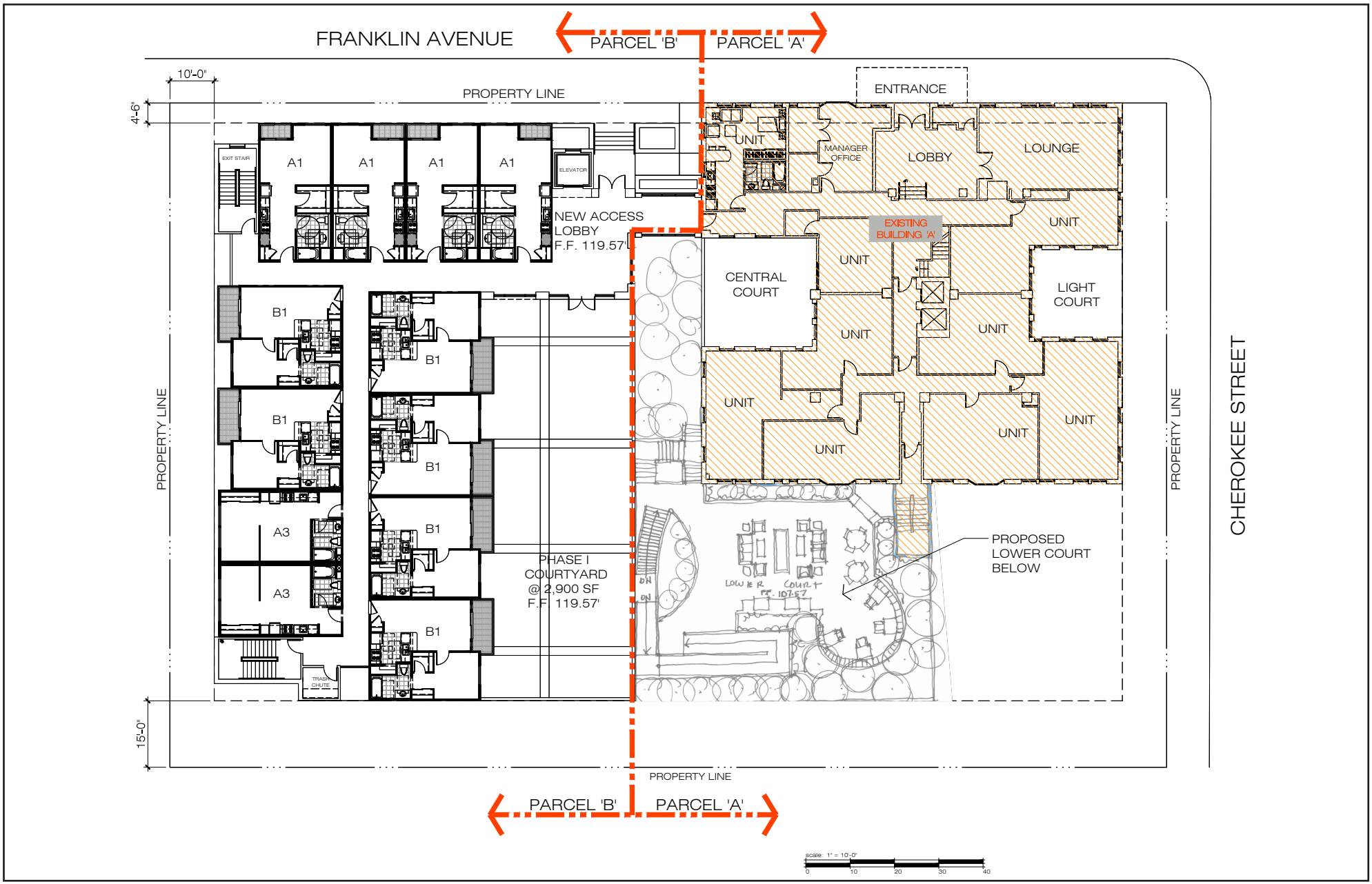

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-8**

IMPACT SCIENCES

Typical Upper Story Floor Plan

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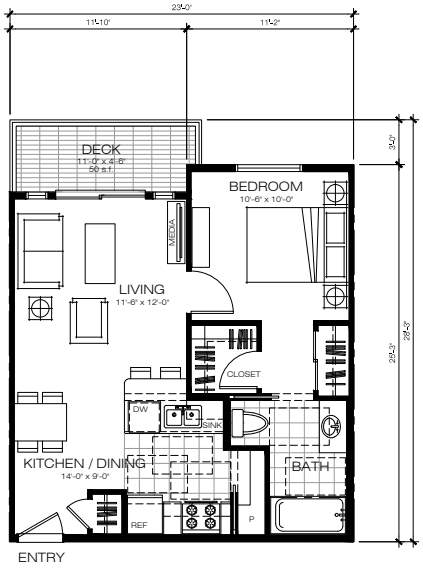
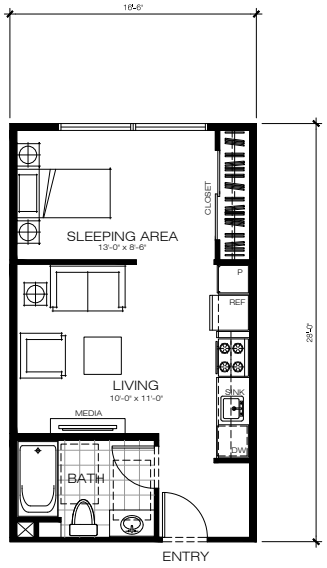


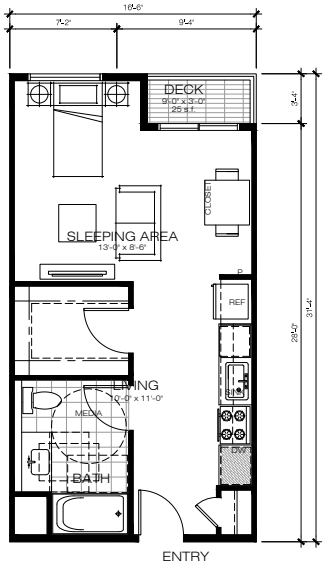
UNIT B-1

1BEDROOM / 1 BATH
NET UNIT SF = 520 S.F.
DECK AREA = 50 S.F.



UNIT A-2

STUDIO / 1 BATH
NET UNIT SF = 420 S.F.
DECK AREA = N/A



UNIT A-1

STUDIO / 1 BATH
NET UNIT SF = 440 S.F.
DECK AREA = 25 S.F.

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-9**

Typical Unit Plans

IMPACT SCIENCES

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-10**

IMPACT SCIENCES

Franklin Avenue Elevation

1. VIEW ON FRANKLIN AVENUE LOOKING EAST

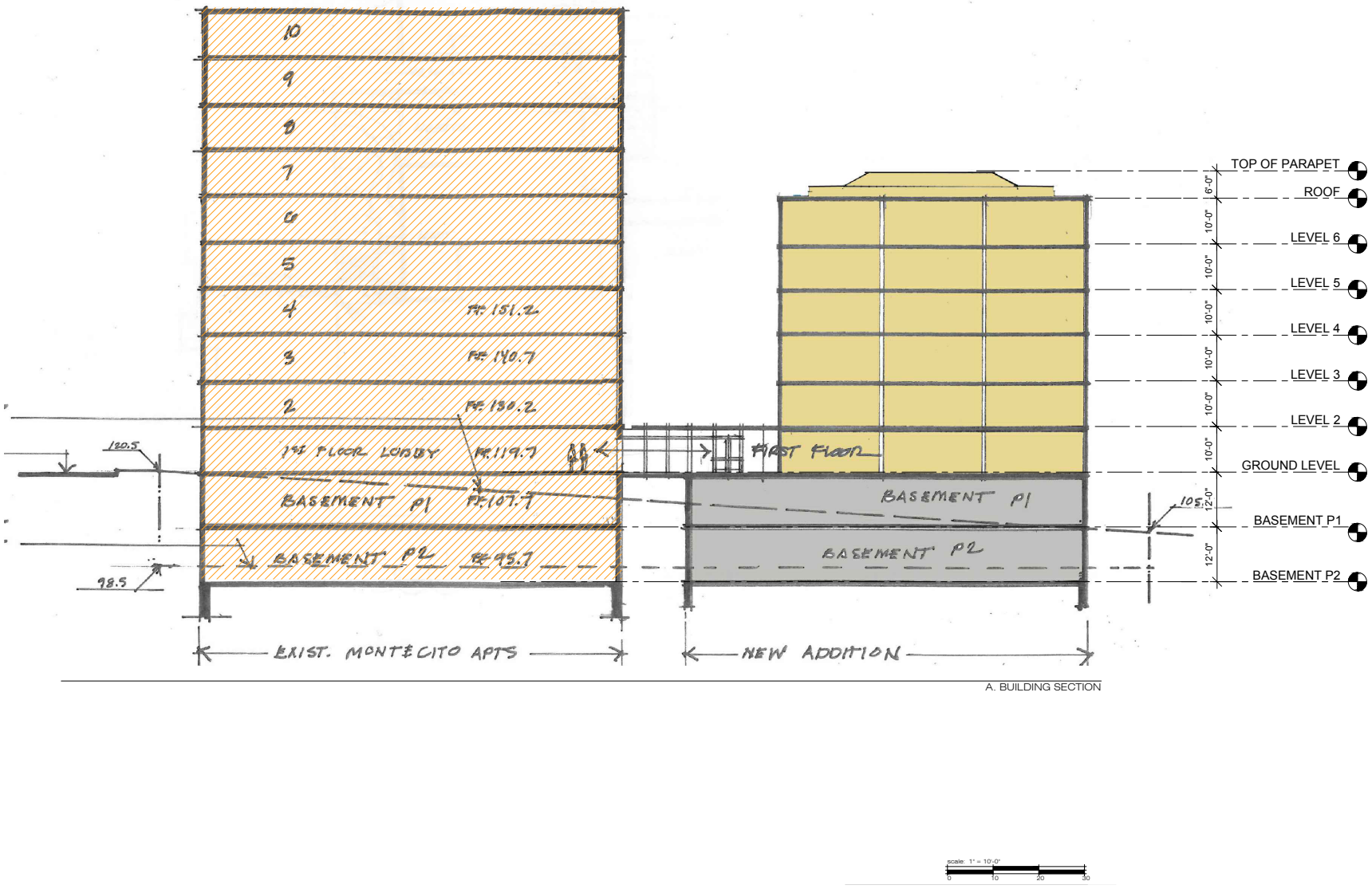
scale: 1" = 10'-0"
0 10 20 30

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-11**

IMPACT SCIENCES

Franklin and Las Palmas Elevation



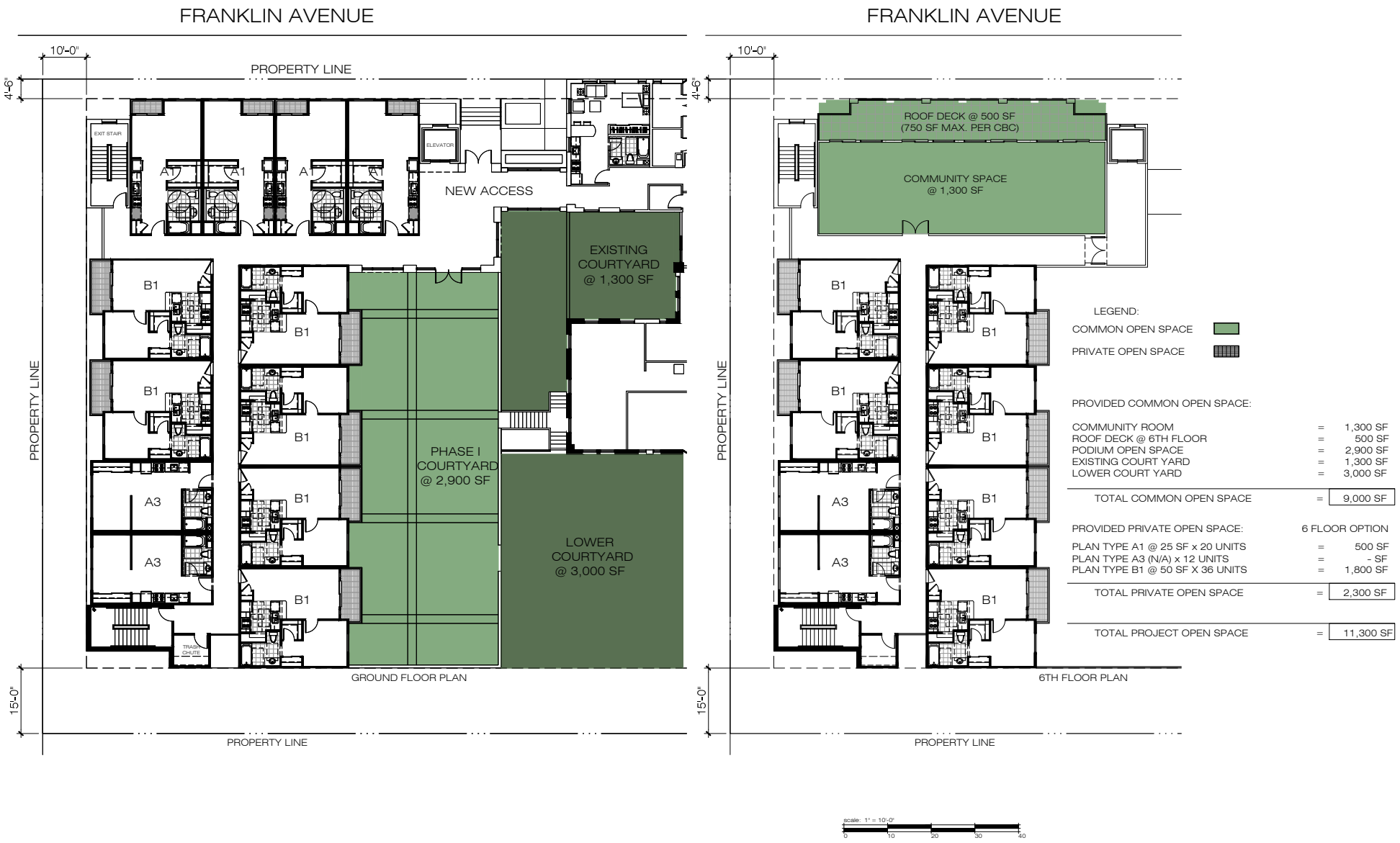
A. BUILDING SECTION

SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-12**

IMPACT SCIENCES

Project Building Sections



SOURCE: Thomas Safran & Associates, 2017

FIGURE **II-13**

Project Open Space Diagram

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PROJECT OBJECTIVES

The Site is designated High Density Residential by the Hollywood Community Plan. The Project advances a number of specific goals and objectives of the Community Plan:

HOUSING. *The intensity of residential land use in this Plan and the density of the population which can be accommodated thereon shall be limited in accordance with the following criteria:*

> *The adequacy of the existing and assured circulation and public transportation systems within the area;*

Complies. As an infill development site, the property has outstanding access to community resources, particularly public transportation. The site is serviced by the DASH Hollywood line, directly abutting the property. Additionally, there are several major bus routes running along Franklin Avenue, Highland Avenue, Hollywood Boulevard and Cahuenga Boulevard. The Project Site is less than one-half mile from the Hollywood/Highland Station of the Metro Red Line. The Project Site's proximity to Highway 101, Hollywood Boulevard, and Highland Avenue also ensures adequate access to arterials roads and freeways for regional vehicular travel.

> *The availability of sewers, drainage facilities, fire protection services and facilities, and other public utilities;*

Complies. As an infill development site, the property has existing connections to sewer and drainage facilities, and is served by Los Angeles Fire Department, Fire Station 27 (1327 Cole Avenue - 1 miles from Project Site) and the Los Angeles Police Department, Hollywood Division (1358 N. Wilcox Avenue – 0.9 miles from Project Site).

> *The steepness of the topography of the various parts of the area, and the suitability of the geology of the area for development.*

Complies. The Project Site is located on a sloping site improved with an existing residential building and surrounding by other multi-family residential buildings and is therefore suitable for the development of multi-family residential uses. A full seismic hazard study has been conducted on the site including trenching required for a project in an Alquist-Priolo Zone and has cleared the Project Site for development by LADBS.

Additional low and moderate-income housing is needed in all parts of this Community. Density bonuses for provision of such housing through Government Code 65915 may be granted in the Low-Medium I or less restrictive residential categories.

Complies. The Proposed Project is in an area designated for High Density Residential uses and surrounding by other medium- and high-density residential development. The Proposed Project is using Government Code 65915 to achieve development waivers that will produce 67 new affordable senior housing units in the Hollywood Community Plan Area.

GENERAL PLAN FRAMEWORK ELEMENT

Policy 3.1.4: *Accommodate new development in accordance with land use and density provisions of the General Plan Framework Long-Range Land Use Diagram (Figures 3-1 to 3-4) and Table 3-1.*

According to the General Plan Framework Long-Range Land Use Diagram for the Metro Subarea (Figure 3-1), the Project site is located in or adjacent to a designated Regional Center around the intersection of Hollywood Boulevard and La Brea Avenue. Residential development in proximity of these Regional Centers will shorten and lessen the need for vehicle trips and vehicle miles traveled. Thus, the Project is consistent with Policy 3.1.4 of the General Plan Framework.

Furthermore, Chapter 4 outlines Goals, Objectives and Policies with regard to Housing in the City of Los Angeles:

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

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

Policy 4.1.1: *Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within each City sub-region to meet the twenty-year projections of housing needs.*

Policy 4.1.6*: Create incentives and give priorities in permit processing for low- and very-low income housing developments throughout the City.*

HOUSING ELEMENT

The Housing Element of the General Plan provides land use policies and programs that encourage development of affordable housing across the City. The Project is consistent with the following policies of the Housing Element of the General Plan:

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

The fastest growing age group aligns broadly with the "baby boom" generation, which is currently between about 45 and 65 years old. There are about 190,000 more people in the City within this age group, compared to 10 years ago. In fact, the number of "new seniors" (from 2000 to 2010) increased faster in the Los Angeles region than New York or any other metropolitan area[4] (p. 1-5).

According to demographers, the next decade will be marked by growth of households without children, primarily by those headed by householders aged 55 and older[5]. While the City's overall population is projected to increase by about 4.5% between 2010 and 2020, its senior population (65 and older) is expected to grow by approximately 45% percent during this time period (to approximately 562,992).[6] By 2020, seniors are expected to account for more than 14% of the City's households, compared to 10.5% in 2010. This far exceeds the growth of any other age groups in the City. The increasing numbers of older Angelenos will have important effects on the demand for housing to come (p.1-6).

Older adults over the age of 65 own their homes at the highest rate of any age group (58%).[7] While most are likely to want to stay in their homes as long as they can, many older adults may seek out alternative housing options. When seniors move, they are most likely to move into rental apartments. Statewide projections for California indicate that, of those turning 65 in 2011,

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[4] *Referenced in the Housing Element: Mcllwain, John K "Seniors: In Which Metro Region are They Living?" Urban Land Institute February 23, 2012 http://urbanland uli org/ Articles/2012/Feb/McIlwainSeniors1*

[5] *Referenced in the Housing Element: Nelson, Arthur C "The New California Dream: How Demographic and Economic Trends May Shape the Housing Market," Urban Land Institute, Washington DC (2011)*

[6] *Referenced in the Housing Element: Economic Roundtable "Affordable Housing Benefit Fee Study" (2011) Underwritten by the HCIDLA and DCP*

[7] *Referenced in the Housing Element: U S Census Bureau 2010 Census, Tenure by Age of Householder SF1*

approximately 60% will have moved into apartments by 2029[8]. The additional demand placed on the City's rental stock by the aging population will be highly significant. (p. 1-18)

Seniors should have options allowing them to live in the most integrated setting possible. To provide for this, a full spectrum of affordable housing is needed, from conventional residences to transitional and permanent supportive housing, including group, congregate, and independent housing. Independent, supported living in the most integrated setting possible is preferable, either through individual or shared single-family homes or apartments, providing each individual with his/her own bedroom and optional access to support services and auxiliary amenities. Persons who use wheelchairs need affordable, conveniently-located housing which has been specially adapted for wheelchair accessibility, along with other physical needs (p. 1-22). The Project seeks to provide these options, by expanding the number of affordable units for seniors and augmenting the existing Montecito Senior Apartments.

DISCRETIONARY ACTIONS

The Proposed Project would require the following discretionary actions from the City of Los Angeles Department of City Planning and other governmental agencies:

- A **Density Bonus** (DB) pursuant to CA Government Code Section 65915(f)(3) and LAMC Section 12.22.A.25 to permit a Senior Residential Housing Development Project with 118 existing non-conforming units and 68 new units, dedicating 99% of proposed units restricted to Low and Very Low Income Households in exchange for the following incentives:
    - An **On-Menu Incentive** for an increase in height to permit a new building with 76-feet, 8-inches in height in lieu of the otherwise permitted 72-foot height limit pursuant to Ordinance 165,656 and LAMC 12.21.1 B.2 for a site with more than 20 feet of grade change;
    - An **Off-Menu Incentive** for a decrease in yards to permit a 4-foot, 6-inch northerly side yard fronting Franklin Boulevard in lieu of the otherwise required 9-foot front yard for a 6-story building pursuant to LAMC 12.11 C.2;

[8] *Referenced in the Housing Element: Nelson, Arthur C "The New California Dream: How Demographic and Economic Trends May Shape the Housing Market," Urban Land Institute, Washington DC (2011)*

- An **Off-Menu Incentive** for a decrease in yards to permit a 10-foot rear yard in lieu of the otherwise required 18-foot rear yard for a 6-story building pursuant to LAMC 12.11 C.3;

- A **Conditional Use Permit** (CUP) to permit pursuant to 12.24 U.26, to permit a housing development project with a density increase greater than the maximum permitted in LAMC 12.22 A.25, for a total of 186 units;

- A **Site Plan Review** (SPR) pursuant to LAMC 16.05 C, to permit the construction, use, and maintenance of more than 50 new residential units;

- A **Preliminary Parcel Map** (PMLA) pursuant to LAMC 17.50, a to permit the merger and re-subdivision of five (5) ground lots into one (1) ground lot and two (2) air space lots;

- Adoption of the **Sustainable Communities Environmental Assessment** (SCEA); and

- Approval of other permits, ministerial or discretionary, may be necessary in order to execute and implement the Project. Such approvals may include, but are not limited to: landscaping approvals, exterior approvals, storm water discharge permits, grading permits, haul route permits, and installation and hookup approvals for public utilities and related permits.