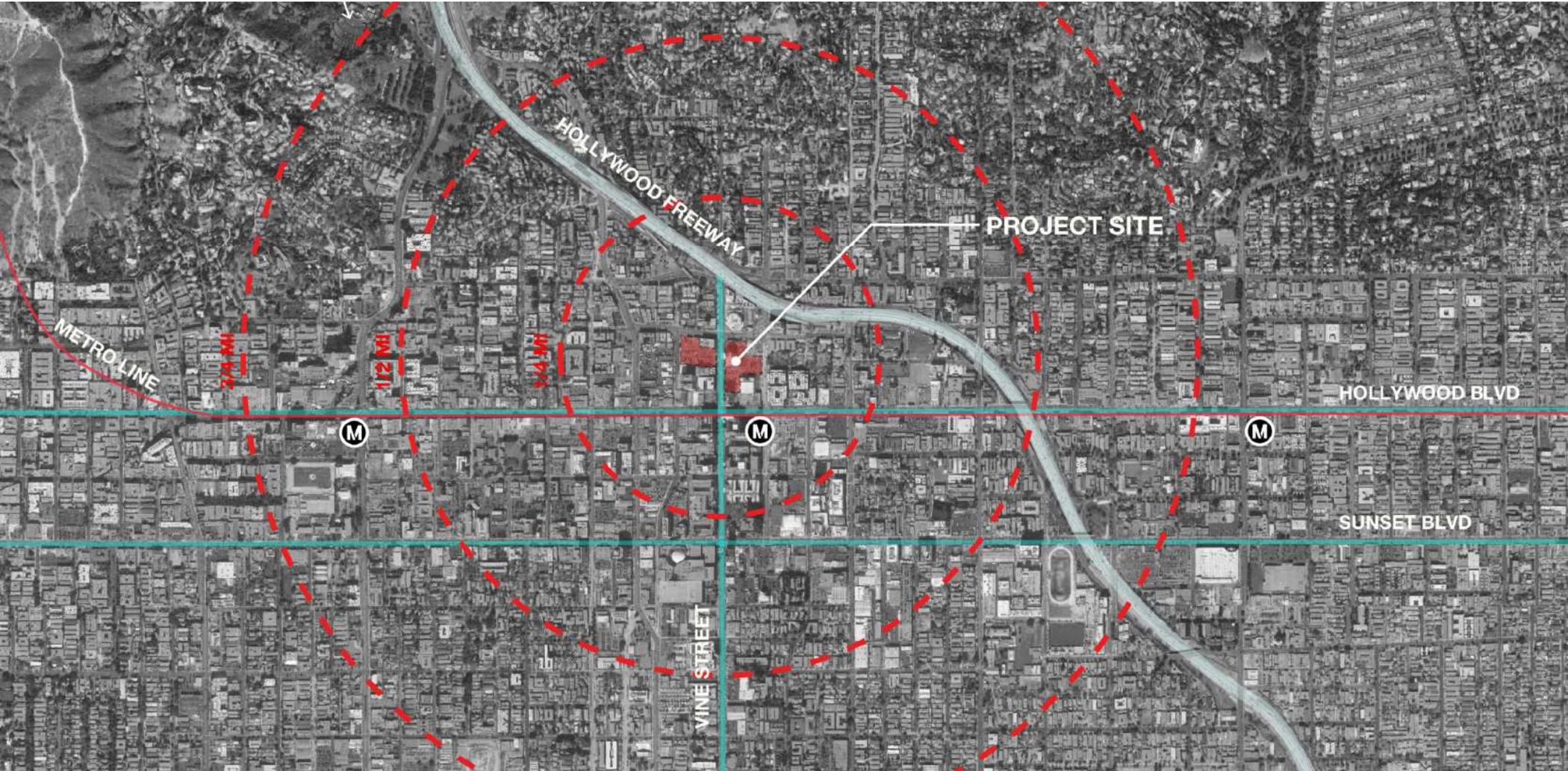


Hollywood Center

CPC-2018-2114-DB-CU-MCUP-SPR / VTT-82152
CPC-2018-2115-DA / ENV-2018-2116-EIR

**Deputy Advisory Agency and
Hearing Officer Hearing for the City Planning Commission
August 26, 2020**

Project Context



Aerial View of Property and Existing Conditions



Preserve & Enhance Capitol Records Complex



Hollywood Jazz Mural, Plaza, & Pedestrian-Oriented Ground Floor



Environmental Leadership Development Project (ELDP)

- Greenhouse Gas (GHG) Neutral
- Gold LEED Certification
- 15% Transportation Efficiency
- \$100 Million Investment in California Economy
- Project Labor Agreement

Project and Alternative 8 Summary

| | Project | Alternative 8 |
|--|--|---|
| Project Site Lot Area | 200,971 sf | 200,971 sf |
| Number of Dwelling Units | 1,005 | 903 |
| • Market-Rate | 872 | 770 |
| • Senior Affordable | 133 | 133 |
| Number of Buildings | 4 new buildings | 3 new buildings |
| Number of Floors | 35-stories & 11-stories on West Site 46-stories & 11-stories on East Site | 48-stories & 13-stories on West Site 17-story office building on East Site |
| Project Floor Area Ratio | 6.973:1 FAR (Maximum of 7:1 FAR Allowed) | 6.973:1 FAR (Maximum of 7:1 FAR Allowed) |
| Total Project Floor Area | 1,287,150 sf | 1,287,100 sf |
| • Residential Floor Area | 1,256,974 sf | 873,613 sf |
| • Commercial Floor Area | 30,176 sf | 413,487 sf |
| Total Project + Existing Floor Area | 1,401,453 sf | 1,401,403 sf |
| Total Vehicle Parking | 1,521 spaces | 2,237 spaces |
| Total Bicycle Parking | 551 short-term & long-term spaces | 526 short-term & long-term spaces |
| Total Open Space | 166,582 sf | 123,225 sf |
| Total Trees | 252 trees | 226 trees |

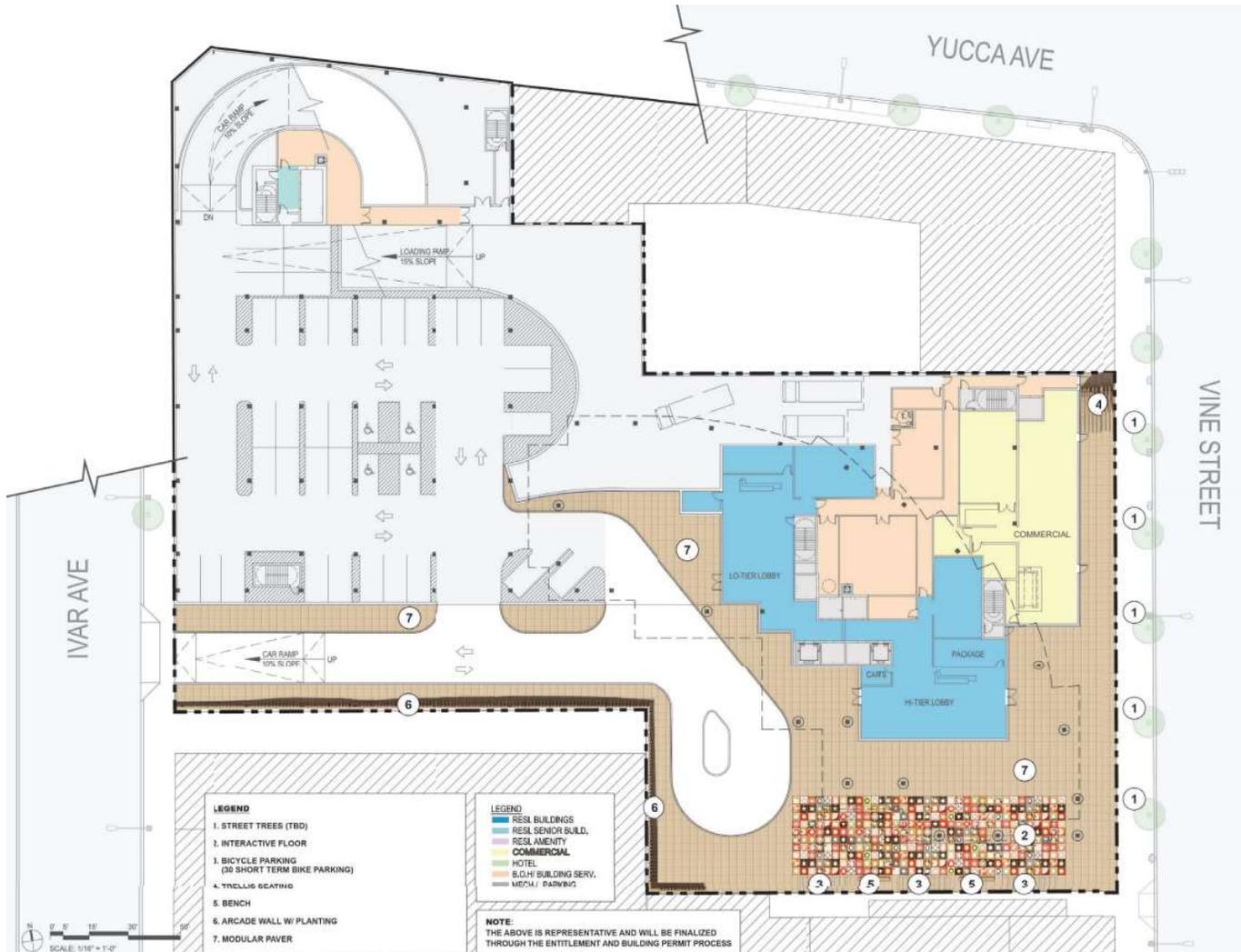
The Project



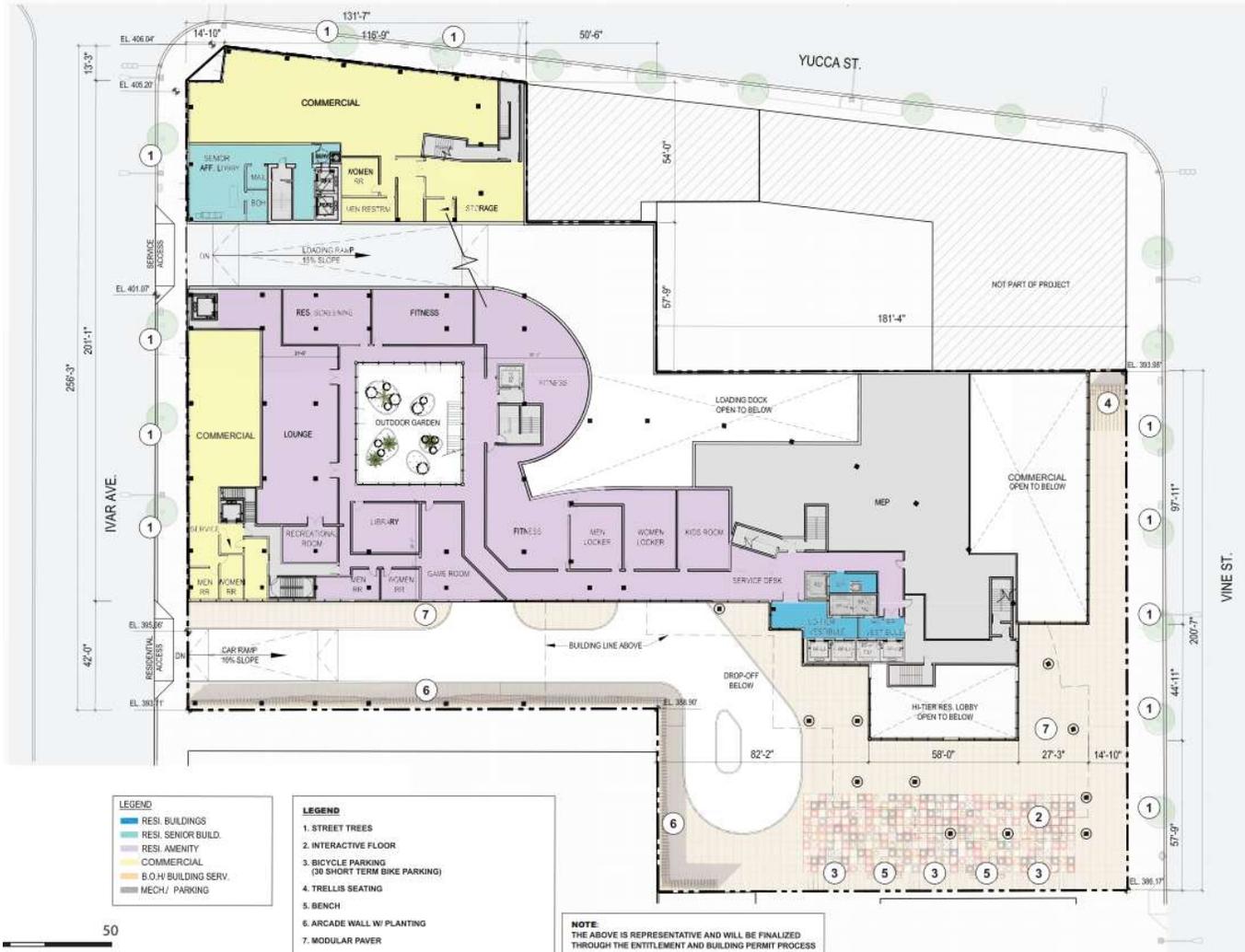
Site Plan



West Site Ground Floor



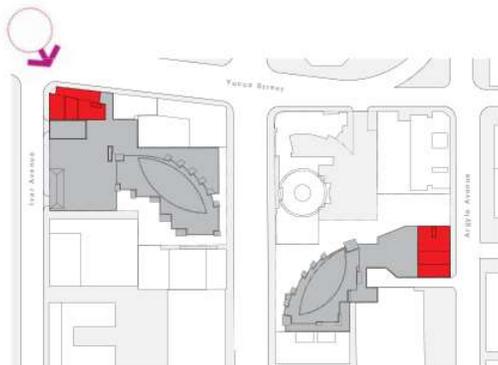
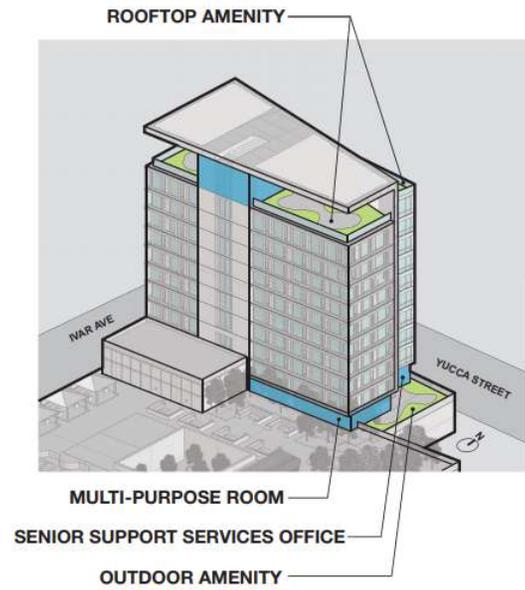
West Site Mezzanine Level



West Site Amenity Deck



West Senior Building



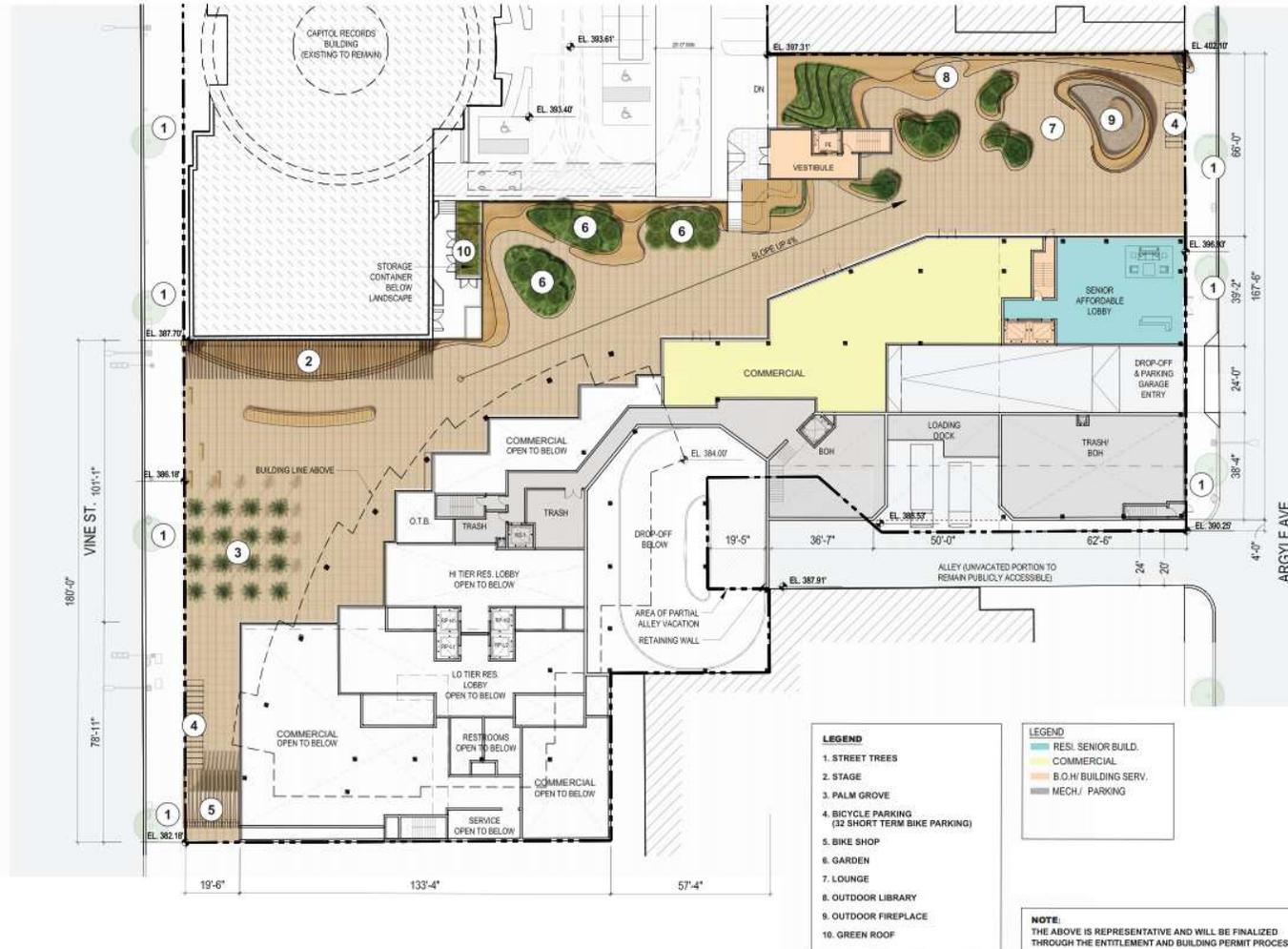
West Senior Building Rooftop Amenity View



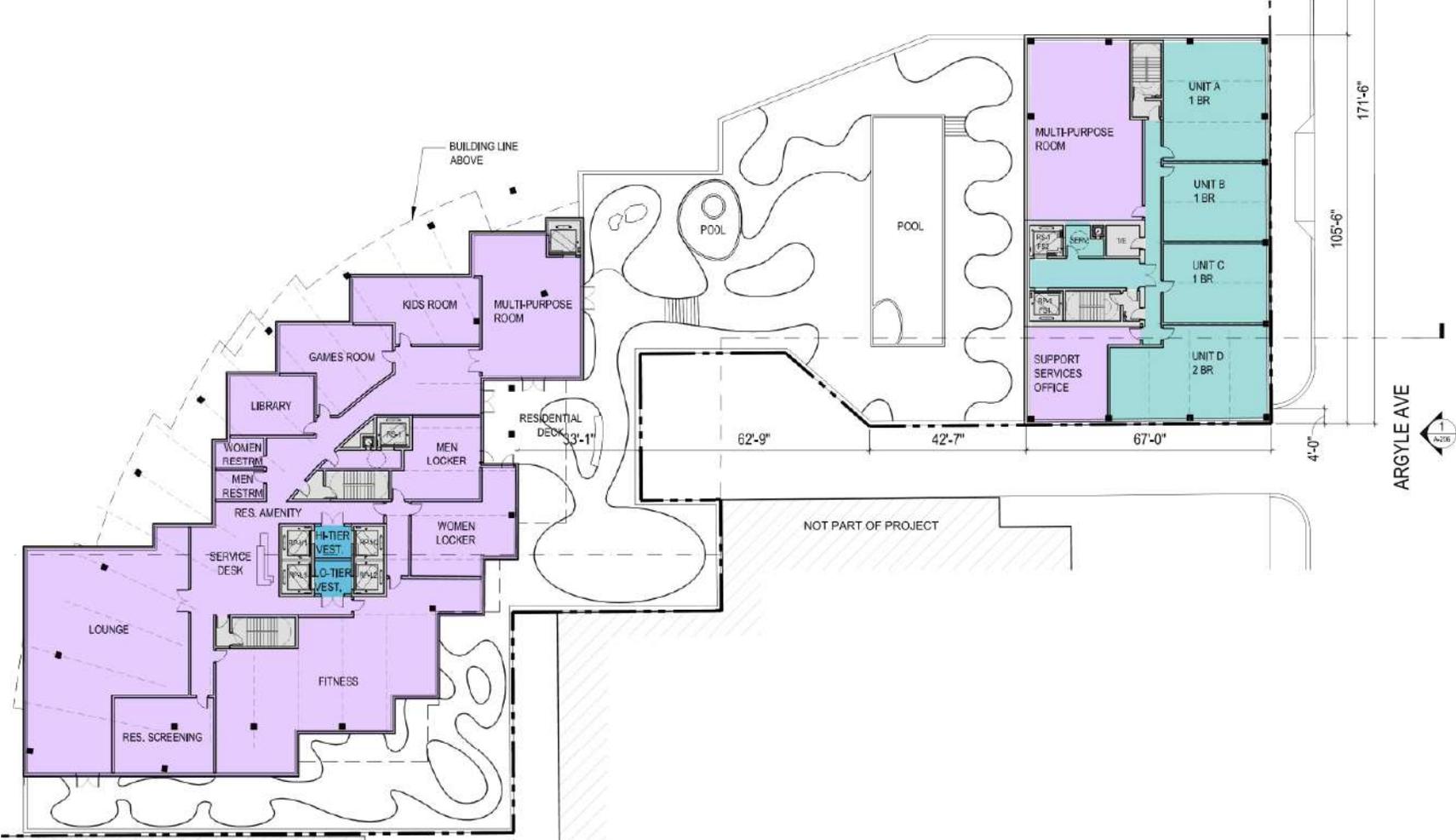
East Site Ground Floor



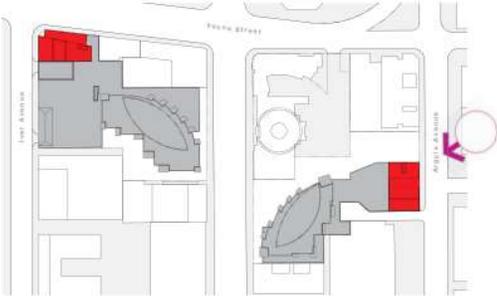
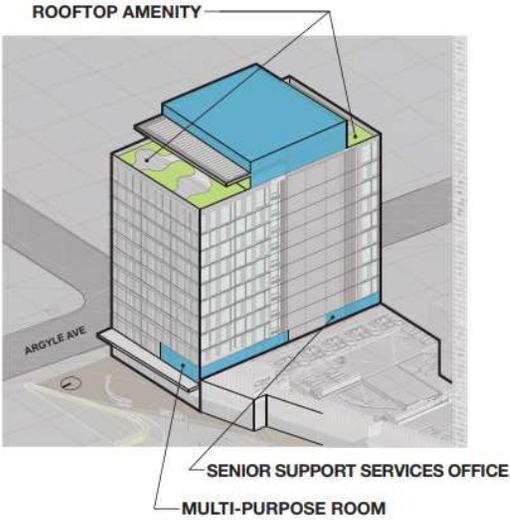
East Site Mezzanine Level



East Site Amenity Deck



East Senior Building



Landscaped Common Open Space



Alternative 8

Site Plan





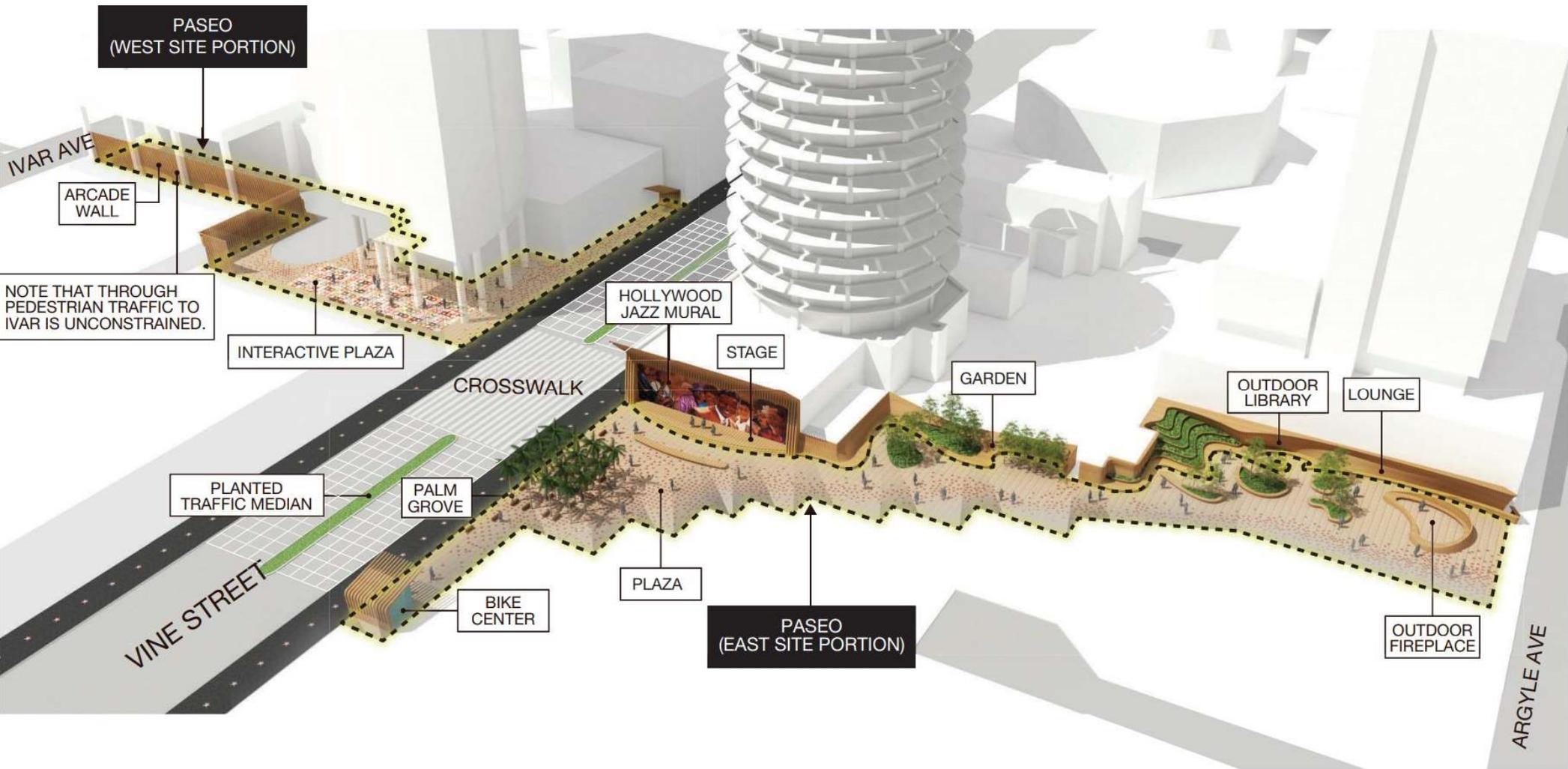








Publicly Accessible Open Space



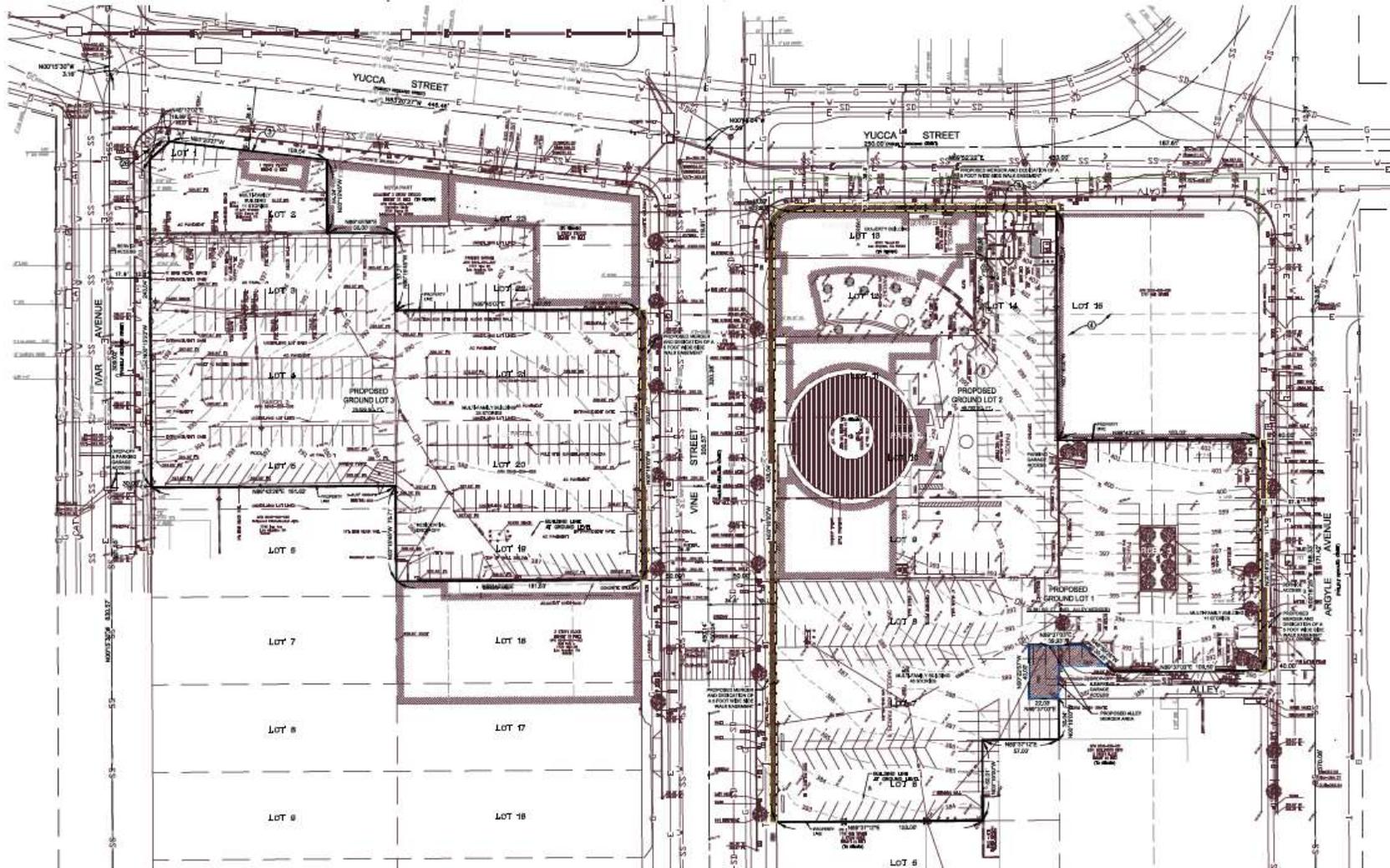
View Looking West Across Vine Street



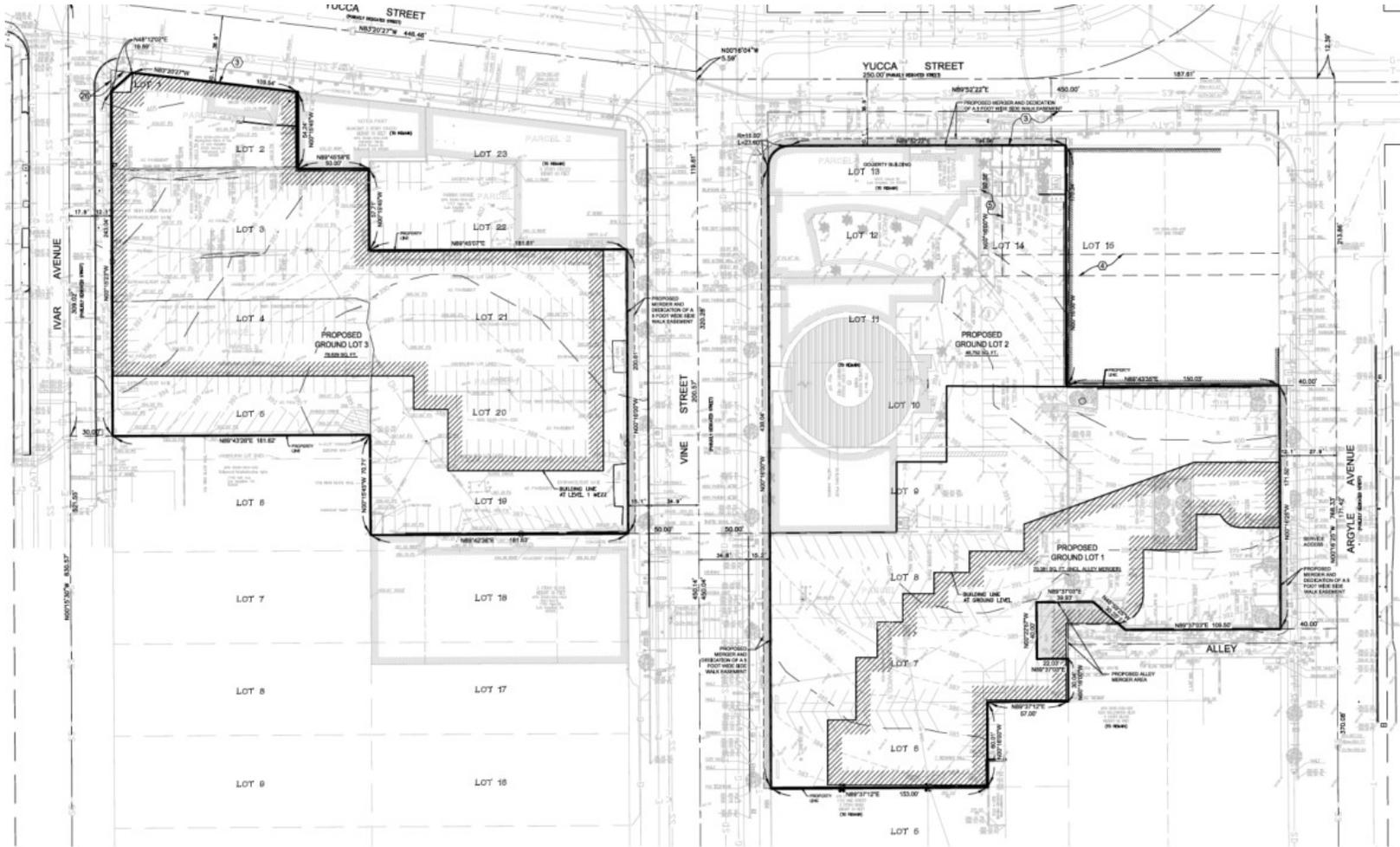
East Site Vine Plaza Activated Ground Floor



Project VTTM No. 82152



Alternative 8 VTTM No. 82152



Requested Entitlements

- Density Bonus Compliance Review, reserving at least 11 percent of the Project's units for Very Low Income households, seeking the following incentives and waivers:
 - An On-Menu Incentive to permit a 35 percent increase in the maximum allowable floor area ratio (FAR) from 2:1 to 2.7:1 (for portions of the Project Site located at the corner lot on the southeast corner of Yucca Street and Ivar Avenue and associated with APN 5546-004-032); and from 3:1 to 4.05:1 FAR (for the balance of the Project Site).
 - An Off-Menu Incentive to allow FAR and density averaging for a Housing Development Project located on non-contiguous lots.
 - A Waiver of Development Standards to permit a 7:1 FAR averaged across the Project Site.
 - A Waiver of Development Standards to permit the floor area of any residential balconies and terraces to be excluded for purposes of calculating the total buildable area.
- Master Conditional Use Permit for the sale or dispensing of alcoholic beverages for onsite and off-site consumption within 12 establishments
- Site Plan Review
- Development Agreement

CEQA

- The City prepared an Initial Study in accordance with CEQA.
- The City circulated a NOP of an EIR to State, regional and local agencies, and members of the public for a 30-day period commencing on August 30, 2018, and ending on September 27, 2018.
- The NOP also provided notice of a Public Scoping Meeting held on September 12, 2018.
- The Draft EIR was circulated for a 47-day public comment period beginning on April 16, 2020, and ending on June 1, 2020.

CEQA

- The EIR studied the environmental effects in the following areas:
 - Aesthetics (informational)
 - Air Quality
 - Cultural Resources (Historic, Archaeological, and Human Resources)
 - Geology and Soils (including Paleontological Resources)
 - Greenhouse Gas Emissions
 - Hazards and Hazardous Materials
 - Hydrology and Water Quality
 - Land Use and Planning
 - Noise
 - Population and Housing
 - Public Services (Fire Protection, Police Protection, Schools, Parks and Recreation, and Libraries)
 - Transportation and Traffic
 - Tribal Cultural Resources
 - Utilities and Service Systems (Wastewater, Water Supply, and Solid Waste)
 - Energy Conservation and Infrastructure

Alternative 8

- No new or more severe impacts under Alternative 8 as compared to the Project
- No “significant new information” has been added to the EIR after public notice was given of the availability of the Draft EIR for public review to require recirculation of the Draft EIR. CEQA Guidelines Section 15088.5(a); *Laurel Heights Improvement Assn. v. Regents of University of California* (1993)

Thank You!

