

## **II. Project Description**

---



## **II. Project Description**

---

### **1. Introduction**

Paramount Pictures Corporation is proposing the Paramount Pictures Master Plan Project (the proposed Project) that consists of improvements to Paramount Studios (the Project Site) in the Hollywood Community of the City of Los Angeles and implementation actions that include a Specific Plan. The Paramount Studios property comprises the main studio property of approximately 56 acres (the Main Lot) and six surrounding properties of approximately 6 acres (the Ancillary Lots). The Main Lot and Ancillary Lots comprise the Project Site, encompassing a total of approximately 62 acres. The proposed Project includes the redevelopment of portions of the Project Site with new studio-related uses, circulation improvements, parking facilities, and pedestrian-oriented landscaped areas. The proposed Project would be implemented through the proposed Paramount Pictures Specific Plan (the Specific Plan), included as Appendix B of this Draft EIR, which would guide development within the Project Site through the year 2038. The proposed Specific Plan would allow for the construction of up to approximately 1,922,300 square feet of new stage, production office, support, office, and retail uses. With the proposed removal of approximately 536,600 square feet of stage, production office, support, office, and retail uses, this would result in a net increase of approximately 1,385,700 square feet of floor area within the Project Site upon completion of the proposed Project. The proposed Project is intended to support and enhance the role of the Project Site in the entertainment industry, which is widely recognized as a core industry in the City and the Hollywood Community. This Draft Environmental Impact Report (EIR) is a Project EIR prepared pursuant to Section 15161 of the California Environmental Quality Act (CEQA) Guidelines.

### **2. Project Location and Setting**

#### **a. Project Location**

The 62-acre Project Site is located within the Hollywood Community<sup>1</sup> of the City of Los Angeles, approximately 4 miles northwest of downtown Los Angeles, 1.5 miles south of

---

<sup>1</sup> As described in more detail below, the majority of the Project Site is located within the Hollywood Community Plan Area, while the Ancillary Lots south of Melrose Avenue are located within the Wilshire Community Plan Area.

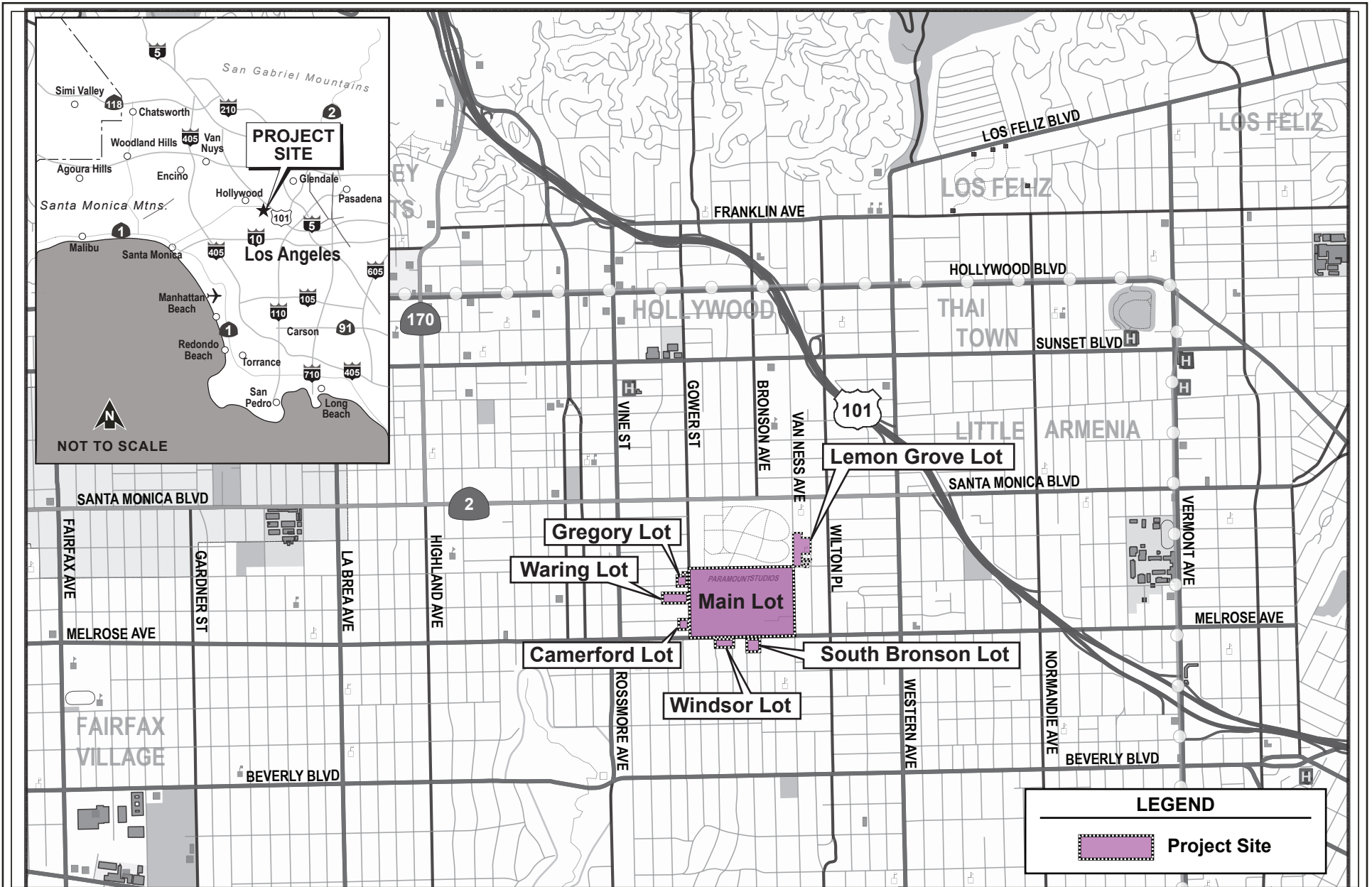
the Hollywood Hills, and 12 miles east of the Pacific Ocean. Regional access is provided by the Hollywood Freeway (US-101), located approximately 1 mile east of the Project Site. As described above and shown in Figure II-1 on page II-3 and Figure II-2 on page II-4, the Main Lot and Ancillary Lots comprise the Project Site. The Main Lot (totaling approximately 56 acres) is generally bounded by Van Ness Avenue to the east, Melrose Avenue to the south, Gower Street to the west, and a cemetery to the north. The Ancillary Lots (totaling approximately 6 acres), their locations, and the assessor's parcel numbers (APNs) that comprise them are as follows:

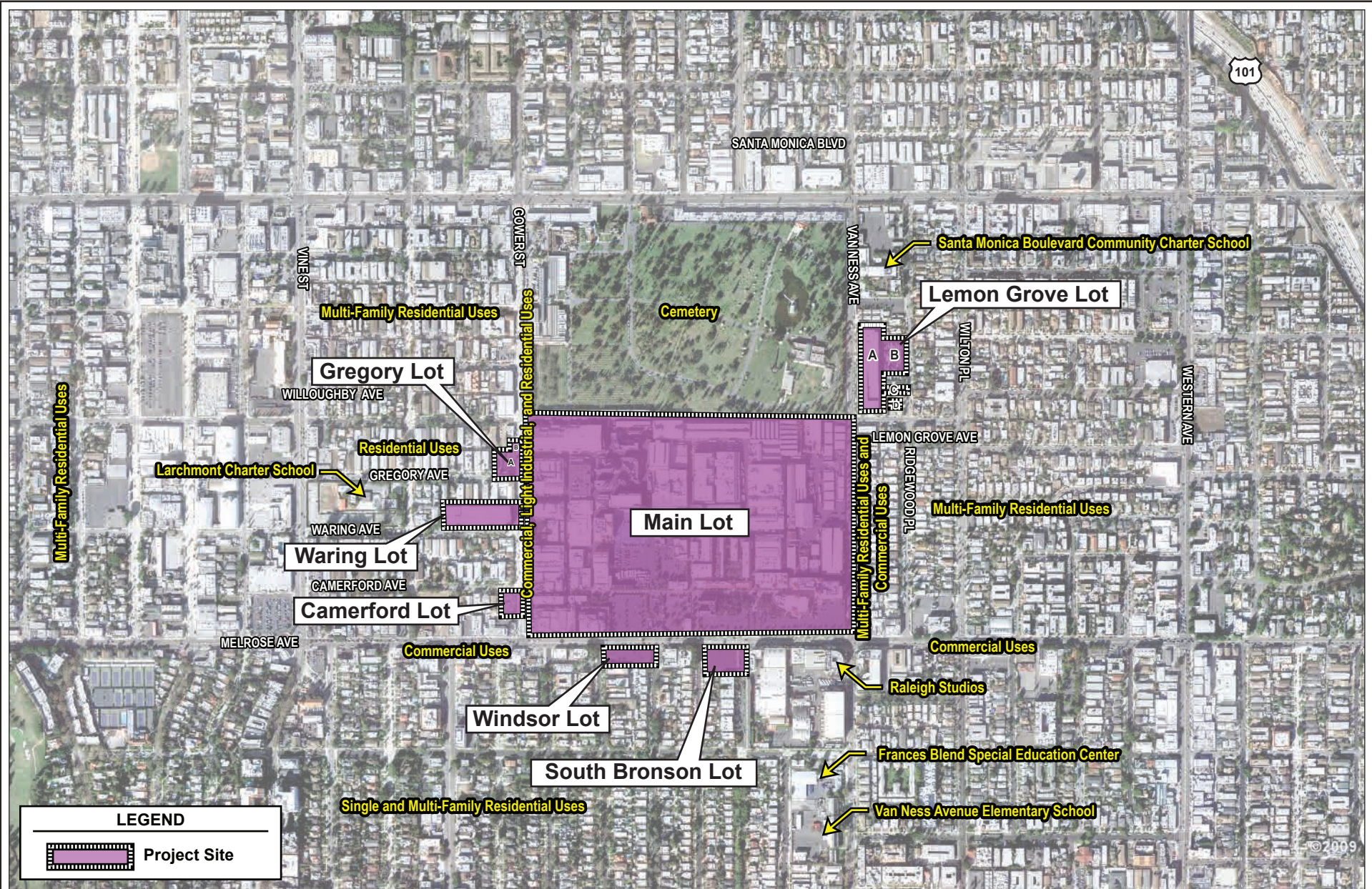
- The "Gregory Lot" is located on the west side of Gower Street at Gregory Avenue and includes APNs 5534-029-026, 5534-029-015, and 5534-029-016 (referred to as Parcel A of the Gregory Lot), as well as APN 5534-029-002 (referred to as Parcel B of the Gregory Lot);
- The "Waring Lot" is located on the west side of Gower Street at Waring Avenue and includes the following APN: 5534-031-020;
- The "Camerford Lot" is located on the west side of Gower Street at Camerford Avenue and includes the following APNs: 5534-035-002 and 5534-035-001; The "Windsor Lot" is located on the south side of Melrose Avenue at Windsor Boulevard and includes the following APNs: 5523-024-021 and 5523-024-001;
- The "South Bronson Lot" is located on the south side of Melrose Avenue at Bronson Avenue and includes the following APNs: 5523-026-028, 5523-026-002, 5523-026-001, 5523-026-019, and 5523-026-008; and
- The "Lemon Grove Lot" is located on the east side of Van Ness Avenue, north of Lemon Grove Avenue, and includes APNs 5536-015-032, 5536-015-027, 5536-015-022, 5536-015-031, 5536-015-030, 5536-015-029, 5536-015-006, and 5536-015-005 (referred to as Parcels A and B of the Lemon Grove Lot); APN 5536-015-012 (referred to as Parcel C of the Lemon Grove Lot); and APN 5536-015-015 (referred to as Parcel D of the Lemon Grove Lot).

## **b. Surrounding Uses**

As shown in Figure II-2, the Project Site is located in a highly urbanized area that is developed with a diverse mix of land uses. In general, the major arterials in the Project vicinity, including Melrose Avenue, Santa Monica Boulevard, Vine Street, and Western Avenue, are lined with commercial, industrial, and some residential uses, with residential neighborhoods interspersed between the major arterials.

As shown in Figure II-2, to the east of the Project Site are multi-family residential and commercial uses. In addition, Santa Monica Boulevard Community Charter School is





located across Van Ness Avenue, north of the Lemon Grove Lot. To the south of the Main Lot are Raleigh Studios and commercial uses along Melrose Avenue, with single- and multi-family residential uses further to the south. The Frances Blend Special Education Center and Van Ness Avenue Elementary School also are located further to the south of the Project Site along Van Ness Avenue. Land uses to the west of the Project Site include commercial, light industrial, and residential uses along Gower Street, with predominantly multi-family residential uses located further to the west. Larchmont Charter School is also located further to the west on North El Centro Avenue. To the north, a cemetery is adjacent to the northern boundary of the Main Lot, and commercial and light industrial uses are located along Santa Monica Boulevard.

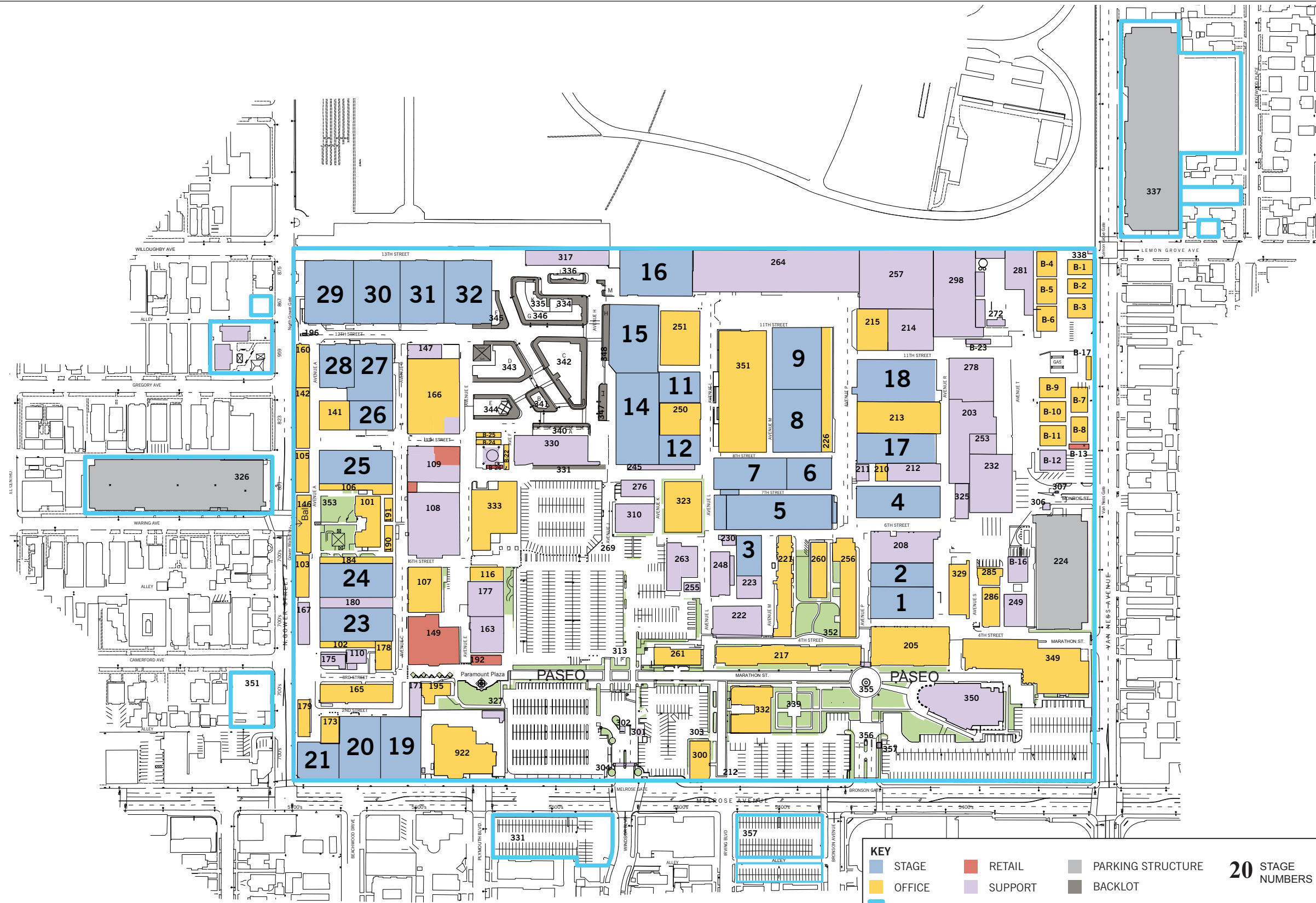
### **c. Background and Existing Project Site Conditions**

#### **(1) Background and Existing Uses**

Paramount Pictures is the largest working film and television studio still located in Hollywood. Paramount Pictures can be traced back to the creation of Adolph Zukor's Famous Players Film Company in New York in 1912. Paramount Pictures was founded in Hollywood in 1913 by William Hodkinson as a small distribution company. That same year, Jesse L. Lasky, Cecil B. DeMille, and Samuel Goldwyn created the Jesse L. Lasky Feature Players Company in Hollywood. In 1916, the Jesse L. Lasky Company merged with Zukor's Famous Players, creating Famous Players–Lasky, which then acquired Paramount Pictures. During the 1920s, Famous Players–Lasky was one of the largest and most successful studios in Hollywood. In 1925, the company name was changed to Paramount-Famous-Lasky Corporation, and it purchased the Marathon Street property (the eastern part of the Main Lot north of Marathon Street) in 1926. Stages then existing on the property in 1926 were demolished and Paramount-Famous-Lasky began a building program that continued on the lot through the 1930s and 1940s. Many of the existing buildings within this portion of the Main Lot are from this period of construction.

Further changes in ownership and control of Paramount occurred from the 1930s to the 1960s. In 1967, the new Paramount Pictures Inc., purchased the adjacent RKO Studios lot from Desilu Productions, forming most of what is the Main Lot today. The RKO Studios lot was first developed as a studio in 1921 by Robertson-Cole. RKO and Paramount functioned side-by-side for many years, separated only by a fence. Desilu owned the RKO Studios lot from 1957 until its sale to Paramount Pictures in 1967.

As shown in Figure II-3 on page II-6, the Project Site comprises a varied mix of entertainment production uses including sound stages; filming lots; pre- and post-production facilities; production offices; executive, business, and administrative offices; retail uses; ancillary uses, including equipment facilities and support uses; theaters;



Source: Levin & Associates Architects and Rios Clementi Hale Studios, 2013



Figure II-3  
Existing Site Plan

and vehicular parking. These uses are located within low- and mid-rise buildings with a range of sizes and building types. As shown in Table II-1 on page II-8, buildings within the Project Site comprise a total of approximately 1,848,700 square feet including approximately 362,100 square feet of stages, 332,300 square feet of production offices, 586,000 square feet of support uses, 546,300 square feet of office uses, and 22,000 square feet of retail uses.

*(i) Main Lot*

The Main Lot is an operating movie and television studio with a mix of entertainment production uses enclosed by a perimeter wall formed by buildings with related signage, fencing and landscaping, and with entry gates, as discussed below.

Sound stages are concentrated in two separate clusters within the Main Lot: one oriented along Gower Street in the western portion of the Main Lot, and the other in the northeast/central portion. The two clusters are largely separated by outdoor sets and surface parking lots. Smaller, linear support structures generally used for office and/or storage use are also located adjacent to the sound stages.

Filming occurs throughout the Main Lot within various indoor and outdoor areas. Much of the outdoor filming occurs within the northern half of the Project Site in an area referred to as the "Backlot." Numerous outdoor sets comprised of architectural structures and building façades resembling street fronts throughout the world are present in the Backlot. The most prominent of these is the New York Street Backlot, a 5-acre area located in the northwest portion of the Main Lot between the two clusters of sound stages. The New York Street Backlot features architectural building façades, streets and sidewalks, and other structural features in a variety of styles to recreate eight distinct areas of New York City. Just south of the New York Street Backlot is the B-Tank, a depressed surface parking lot with a large blue sky building façade to the north. The B-Tank can be filled with water to create an over 900,000-gallon water tank where water scenes are filmed.

Larger pre-production buildings are also found interspersed throughout each sound stage cluster and are used to support nearby production. These buildings house a variety of set-making activities including signage and graphics production, painting, metalwork, manufacturing, special effects creation, and millwork. They also provide storage for production equipment such as grip equipment, lighting, construction materials, and transportation vehicles. Post-production facilities are also present. Increasingly more office-like in nature with advances in technology, post-production facilities house equipment related to film and still image processing, editing, and sound production.



**Table II-1  
Existing On-Site Uses**

Land Use	Size <sup>a</sup> (sf)
Stage	362,100
Production Office	332,300
Support <sup>b</sup>	586,000
Office	546,300
Retail	22,000
<b>Total</b>	<b>1,848,700</b>
<p><sup>a</sup> Pursuant to the Los Angeles Municipal Code (LAMC) definition of floor area for the purposes of calculating floor area ratio. In accordance with LAMC Section 12.03, floor area is defined as: "the area in square feet confined within the exterior walls of a building, but not including the area of the following: exterior walls, stairways, shafts, rooms housing building-operating equipment or machinery, parking areas with associated driveways and ramps, space for the landing and storage of helicopters, and basement storage areas." Gross square footage is approximately five percent greater than the floor area shown.</p> <p><sup>b</sup> Represents a variety of support uses and site-serving amenities including, for example, storage, assembly, facilities (mill, paint, storage, supply), film vaults, theaters, building operations, security, mail room, gym, child care, and medical.</p> <p>Source: Rios Clementi Hale Studios, 2015.</p>	

Several theaters are located in the southern portion of the Main Lot. These include the 516-seat Paramount Theater in the southeast corner of the Main Lot and the 284-seat Sherry Lansing Theater in the central portion of the Main Lot. In addition, a number of smaller theaters and screening rooms are located throughout the property and range in size from up to 30 seats to up to approximately 80 seats.

Two primary types of offices are distributed throughout the Main Lot: administrative and production. Administrative offices primarily serve the corporate functions of Paramount Pictures, while production offices provide workspace for a variety of production employees (e.g., writers, casting, wardrobe, music, editing) depending on the needs and schedules of individual production activities currently taking place on-site. This production office space is used by both Paramount Pictures employees and third parties. Critical support functions are also provided throughout the Main Lot, including mail and shipping rooms, a medical center, safety inspection and fire prevention crew facilities, and 24-hour security facilities.

Numerous amenities are located on the Main Lot, including a credit union, fitness center, salon, dry cleaners, car wash, retail stores, child care facility, and cafés and dining

rooms. The cafés and retail facilities are largely centered around “the Paseo,” a pedestrian walkway featuring enhanced landscape and hardscape that extends across the southern portion of the Main Lot on an east/west axis and connects to the two main entry points off Melrose Avenue (the Melrose and Bronson Gates, discussed below). Most of the internal amenities are available to guests and employees at Paramount Studios, but not the general public. The credit union, fitness center, car wash, and child care facility are not available to guests.

Landscaping, plazas, walkways, and fountains are also located throughout the Main Lot. The majority of the landscaped spaces are located in the southern half of the Main Lot adjacent to either office buildings or surface parking lots. Additionally, a fence covered by a thick hedge separates Melrose Avenue from on-site surface parking in the southern half of the Main Lot.

Finally, the Main Lot also includes numerous surface parking lots and a parking structure. The surface parking lots are concentrated within the southern half of the Main Lot. A parking garage is located on the eastern perimeter of the Main Lot along Van Ness Avenue. A total of approximately 1,520 parking spaces are provided on the Main Lot. In addition, production trailers are parked throughout the Main Lot and along Gower Avenue, generally adjacent to sound stages, as needed for productions. Production trailers are used for dressing rooms, lighting and sound equipment storage, wardrobe and prop storage, and other similar uses.

#### *(ii) Ancillary Lots*

The Ancillary Lots are primarily developed with surface parking lots and above-grade parking structures. A total of approximately 2,060 parking spaces are located within the Ancillary Lots.

West of the Main Lot, along Gower Street, the Gregory Lot is currently leased to the federally funded Head Start program, which provides preschool services. The Gregory Lot is developed with two modular trailers, a surface parking lot, outdoor playground, and landscaped open space. The Waring Lot is developed with a four-story parking structure. The Camerford Lot is developed with a surface parking lot. South of the Main Lot, along Melrose Avenue, both the Windsor Lot and the South Bronson Lot are developed with surface parking lots. East of the Main Lot, along Van Ness Avenue, the Lemon Grove Lot comprises several parcels, one of which is developed with a four-story, 55-foot-tall parking garage, the second of which is developed with a surface parking lot that also serves as a storage location for trailers, and two additional parcels which are vacant and fenced. Filming occasionally occurs throughout the Ancillary Lots within various indoor and outdoor areas.

## (2) Access and Circulation

Vehicular access to the Main Lot is provided at eight access points, including three emergency fire gates. General access is provided through a main gate at Melrose Avenue and Windsor Boulevard (known as the Melrose Gate) and a lesser-used gate at Melrose Avenue and Bronson Avenue (known as the Bronson Gate). Three gates are primarily used for production access, including one on Gower Street near the northwest corner of the Main Lot and two gates along Van Ness Avenue. Three fire gates provide emergency access to the Main Lot, including one gate on Gower Street and two on Van Ness Avenue.

The Ancillary Lots are served by 12 access points. The Gregory Lot Parcel A is served by a single driveway to the alley running along the northern border of the parcel. The Gregory Lot Parcel B is on the north side of the alley and also has a single driveway to the alley. The Gower parking structure on the Waring Lot has access on Gower Street immediately north of Waring Avenue. The Camerford Lot is served by a driveway on Gower Street immediately south of Camerford Avenue. The Windsor Lot has inbound access via Windsor Boulevard and outbound access via Plymouth Boulevard. The South Bronson Lot has inbound and outbound access on Irving Boulevard and outbound access on Bronson Avenue. The parking structure in Parcel A of the Lemon Grove Lot has primary access on Lemon Grove Avenue immediately east of Van Ness Avenue and has a secondary access to the subterranean level, which serves the Paramount Studios transportation department, on Van Ness Avenue north of Lemon Grove Avenue. Parcel B of the Lemon Grove Lot is accessed through Parcel A of the Lemon Grove Lot. Parcels C and D of the Lemon Grove Lot have access on Ridgewood Place and Lemon Grove Avenue, respectively.

There are pedestrian sidewalks provided on both sides of each street fronting the Main Lot and Ancillary Lots. Pedestrians can access the Main Lot through the Melrose Gate and the Bronson Gate as well as two pedestrian gates on Van Ness Avenue and one on Gower Street. There are signalized pedestrian crosswalks between the Ancillary Lots and the Main Lot across Van Ness Avenue at Lemon Grove Avenue, across Melrose Avenue at Plymouth Boulevard, Windsor Boulevard, and Bronson Avenue, and across Gower Street at Waring Avenue. The Gregory Lot and the Camerford Lot are within a short distance of the crosswalk across Gower Street at Waring Avenue. On Van Ness Avenue, bicycles may access the Main Lot at the Van Ness and Lemon Grove pedestrian gates. On Melrose Avenue, bicycles may access the Main Lot at the vehicular portions of the Melrose and Bronson Gates. On Gower Street, bicycles may access the Main Lot via the vehicular North Gower Gate.

Within the Main Lot, circulation is provided via a series of north-south production avenues between stages, offices, and support facilities. Pedestrians, bicycles, and production vehicles share these narrow streets, and they are also often used as production

staging areas. A landscaped pedestrian and bicycle thoroughfare (the Paseo) runs east-west from one end of the Main Lot to the other.

Three transit service providers operate lines within the Project area, including Metro, Los Angeles Department of Transportation (LADOT) Downtown Area Shuttle (DASH), and Foothill Transit. Currently, the Metro bus system operates 29 bus lines within the Study Area in the form of both local and rapid service. LADOT DASH provides six local lines, including a lunchtime shuttle adjacent to the Project Site.<sup>2</sup> Foothill Transit provides one commuter line south of the Project Site. In addition to the 36 bus lines that provide service within the Project vicinity, Metro also operates the Red Line and Purple Line subways to the north and south of the Project Site, respectively.

### (3) Land Use and Zoning

#### *(i) Land Use Designations*

The majority of the Project Site (north of Melrose Avenue) lies within the Hollywood Community Plan area. The Hollywood Community Plan is one of 35 community and district plans established for different areas of the City to implement the policies of the General Plan Framework. As shown in Figure IV.G-1 in Section IV.G, Land Use, of this Draft EIR, the Main Lot is designated for Industrial/Limited Manufacturing land uses by the Hollywood Community Plan. The Ancillary Lots located in the Hollywood Community Plan area, which include the Gregory Lot, Waring Lot, Camerford Lot, and Lemon Grove Lot, are designated Medium Residential by the Hollywood Community Plan, with the exception of Parcel B of the Gregory Lot, which is designated Industrial/Commercial Manufacturing, and Parcels B, C, and D of the Lemon Grove Lot, which are designated Low Medium II Residential.

As discussed in Section IV.G, Land Use, of this Draft EIR, the Hollywood Community Plan Update was adopted by the City Council on June 19, 2012 (Ordinance No. 182,173), and included General Plan land use designation amendments and zone and height district changes for the Hollywood Community Plan area, including portions of the Project Site. Litigation was filed challenging the approval of the Hollywood Community Plan Update after its adoption. On February 11, 2014, the Los Angeles Superior Court issued a decision directing the City to rescind, vacate, and set aside the 2012 approval of the Hollywood Community Plan Update and related actions. The City Council passed an ordinance (Ordinance No. 182,960) on April 2, 2014, repealing Ordinance No. 182,173, thus rescinding, vacating, and setting aside the 2012 approval of the Hollywood Community

---

<sup>2</sup> *The lunchtime shuttle provided by LADOT DASH runs a circular route along Beverly Boulevard, Van Ness Avenue, Melrose Avenue, and Larchmont Boulevard.*

Plan Update. By setting aside the approval of the Hollywood Community Plan Update, the land use and zoning designations and regulations for the Hollywood Community Plan area reverted to those that were in effect immediately prior to the 2012 approval of the Hollywood Community Plan Update.

The Windsor Lot and South Bronson Lot are located within the Wilshire Community Plan area. Both lots are designated as Neighborhood Office Commercial, with the exception of two lots in the southerly portion of the South Bronson Lot which are designated as Medium Residential.

*(ii) Zoning*

The following discussion describes the existing zoning designations on the Project Site. Additionally, Table IV.G-1 in Section IV.G, Land Use, of this Draft EIR provides a summary of the property development standards pertaining to the Project Site, and Figure IV.G-3 shows the current zoning designations on the Project Site

The majority of the Main Lot is currently zoned [Q]M1-2D (Qualified Limited Industrial, Height District 2 with Development Limitation). Portions of the southern half of the Main Lot, including the area of 5515 Melrose Avenue (known as the KCAL Building) and a portion of the surface parking lot to its east, as well as an area between the two main entrances to the Main Lot, and the adjacent surface parking lot to the south, are zoned [Q]M1-1 (Qualified Limited Industrial, Height District 1). Finally, a small parcel on the Main Lot's southeast corner is zoned [Q]C2-1 (Qualified Commercial, Height District 1).

With respect to the Ancillary Lots, except for Parcel B of the Gregory Lot, which is zoned [Q]C2-1VL (Qualified Commercial, Height District 1VL), the Ancillary Lots west of Gower Street (i.e., Parcel A of the Gregory Lot, and the Waring and Camerford Lots) are zoned R3-1XL (Multiple Dwelling Residential, Height District 1XL).

The Ancillary Lots south of Melrose Avenue (i.e., the Windsor and South Bronson Lots) are zoned C2-1 (Qualified Commercial, Height District 1), with the exception of two parcels in the southerly portion of the South Bronson Lot which are zoned R3-1 (Multiple Dwelling Residential, Height District 1).

The Ancillary Lot east of Van Ness Avenue (i.e., the Lemon Grove Lot) includes three zoning designations. The western half of the Lemon Grove Lot or Parcel A, which is currently developed with a parking garage, is primarily zoned R3-1XL (Multiple Dwelling Residential, Height District 1-XL). The two most northern lots of Parcel A are zoned R3-1 (Multiple Dwelling Residential, Height District 1). To the immediate east, Parcel B of the Lemon Grove Lot, which is currently developed with a surface parking lot, and Parcels C

and D, which are both currently undeveloped, are zoned RD1.5-1XL (Restricted Density Multiple Dwelling Residential, Height District 1-XL).

*(iii) Other Land Use Plans*

As discussed further in Section IV.G, Land Use, of this Draft EIR, the Main Lot is within Analysis Area 1 of the Hollywood–Wilshire Employment Protection District as designated in the Department of City Planning and Community Redevelopment Agency’s memorandum entitled “Staff Direction Regarding Industrial Land Use and Potential Conversion to Residential or Other Uses” (Industrial Land Use Policy Memo).<sup>3</sup> The City of Los Angeles has also adopted various environmental policies, ordinances, and plans that apply to the Project Site, such as the City Solid Waste Management Policy Plan, Source Reduction and Recycling Element, Clean Air Program, Green Building Ordinance, and Landscape Ordinance. These plans, policies, and ordinances are discussed throughout Section IV, Environmental Impact Analysis, of this Draft EIR in their respective environmental topic sections.

#### (4) Existing Operations

The Project Site is an existing major motion picture and television studio. The majority of the Project Site has been used as a film studio since the 1920s. Currently, activities on the Project Site include the production of motion pictures, television, commercials, and animation productions in stages, on indoor and outdoor sets, and in production offices; the design and production of video games, other digital media, music and other entertainment products; and new media marketing. These activities include pre- and post-production activities, and related administrative functions, such as the licensing and marketing of entertainment products. The Project Site also includes office, retail, and support facilities, and parking. In addition, the Project Site is used for a range of other entertainment uses, including civic, charitable and special events. For example, portions of the Project Site are used by Paramount Pictures or rented out to third parties for award shows, corporate events, screenings, receptions, concerts, weddings and other private functions.

The Project Site is enclosed with restricted access and on-site security at the entrances and throughout the property. The Project Site is used 24 hours a day. Filming activities may occur at any time of day and any day of the week, including evenings and

---

<sup>3</sup> *ILUP Memo, “Attachment A—ILUP Geographically Specific Directions,” Hollywood–Wilshire, available at [http://cityplanning.lacity.org/code\\_studies/landuseproj/industrial\\_Files/Hollywood.pdf](http://cityplanning.lacity.org/code_studies/landuseproj/industrial_Files/Hollywood.pdf), accessed February 27, 2015.*

weekends. Currently, most filming is closed to the public, however, some television shows may involve live audiences.

### (5) Interim Projects

As part of ongoing operations at the Project Site, additions and changes to the Project Site occur on a continuous basis, including interior and exterior improvements. It is expected that such activities will continue during the time period the proposed Project is under consideration by the City. During the review process for the proposed Project, it is anticipated that approximately 50,000 square feet of new floor area would be constructed as part of ongoing business activities. These additional facilities are referred to as “interim projects.” The interim projects are anticipated to consist of new office, stage, production office, and/or support uses.<sup>4</sup> The interim projects are considered in the Project Impacts section for each of the environmental issue analyses presented in this Draft EIR.

## 3. Project Objectives

Section 15124(b) of the CEQA Guidelines states that the project description shall contain “a statement of the objectives sought by the proposed project.” Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the proposed Project is to maintain and enhance studio operations, invest in new state-of-the-art soundstages and high-tech production facilities, and create entertainment jobs in Hollywood while respecting the studio’s history. The proposed Project provides the opportunity to evaluate the entire studio lot to improve synergy and efficiencies that are critical to preparing for the future. As set forth by the CEQA Guidelines, the proposed Project’s specific objectives are provided below.

1. Substantially enhance the role of the Project Site in the movie, television, and entertainment industry, and in so doing, contribute to the preservation of Hollywood as the international focus for the movie, television and entertainment industry;
2. Modernize and upgrade the facilities at the Project Site to meet the increased competition for movie, television, and entertainment production and post-production facilities from other worldwide locations, including competition from other studios in the Los Angeles region;

---

<sup>4</sup> *Production sets are not included in the calculation of floor area pursuant to Los Angeles Municipal Code Section 12.03.*

3. Provide new state-of-the-art and technologically advanced soundstages, production offices, and post-production areas within the Project Site to meet the anticipated future demand of the movie, television, and entertainment industry and allow flexibility to incorporate future technology advances;
4. Establish a clear and consistent set of guidelines to provide a level of certainty for future development of the Project Site to meet the anticipated future demand of the movie, television, and entertainment industry and to remain competitive;
5. Maximize opportunities for the local and regional economy by creating construction jobs and a wide range of jobs serving the movie, television and entertainment industry;
6. Improve the identity of the Project Site as a movie, television and entertainment industry area and enhance the visual appearance of the Project Site by providing architecturally distinct development and a creative signage program reflective of the movie, television and entertainment uses while preserving the historic character of the Project Site;
7. Provide a campus environment and incorporate and integrate a mix of uses that maximizes synergies and efficiencies between people, uses and buildings within the Project Site;
8. Establish clear guidelines for the preservation of the historic character of the Project Site while allowing for the development of state-of-the-art facilities for the movie, television and entertainment industry;
9. Provide producers, writers, actors, and other creative personnel, and related administrative personnel, with offices, work spaces, and general offices to meet the demand for the movie, television, and entertainment industry and to remain competitive with other production facilities in the region and worldwide;
10. Provide new production support facilities for storage and on-lot distribution of lighting, props, and other equipment, and expand employee amenities and increase gathering spaces for employees to meet increased demand for facilities;
11. Provide for increased production “base camps” directly adjacent to production offices and filming facilities and areas on the Project Site to allow for the flexible and efficient staging of trucks and trailers needed for talent, lighting, grip, costume, and other production services; and



12. Provide new parking on the Project Site that is sufficient and conveniently located, and enhance and improve internal circulation throughout the Project Site, including truck circulation within the Main Lot, to enhance efficiency and safety.

## 4. Description of the Proposed Project

The proposed Project consists of a General Plan Amendment and adoption of the proposed Specific Plan (including Signage Regulations and a Historic Resources Preservation Plan) to guide development within the Project Site through the year 2038, as well as a related Zone Change and Code Amendment; Tract Map; Development Agreement; demolition, grading, excavation, and building permits; and any additional actions as may be deemed necessary or desirable. Under the proposed Specific Plan, portions of the Project Site would be redeveloped with new studio-related uses, circulation improvements, parking facilities, and pedestrian-oriented landscaped areas.

The proposed Specific Plan would establish development guidelines and standards that would be used to regulate basic planning and development concepts for future development within the Project Site. These development guidelines and standards would provide a measure against which specific future development proposals can be evaluated. As such, the proposed Specific Plan would create a regulatory framework that accounts for the special needs of the Project Site and the surrounding community and allows flexibility for adapting to future changes that could occur in the entertainment industry. The primary development regulations set forth in the proposed Specific Plan would address land use, historic preservation, design, alcohol sales, child care facilities, and parking, as well as associated implementation procedures. The regulatory features of the proposed Specific Plan, which is included in Appendix B of this Draft EIR, are discussed below.<sup>5</sup> The proposed Specific Plan also includes proposed Signage Regulations for the proposed Project which are described below.

The proposed Specific Plan would allow for the construction of up to approximately 1,922,300 square feet of new stage, production office, support, office, and retail uses. With the proposed removal of approximately 536,600 square feet of stage, production office, support, office, and retail uses, this would result in a net increase of approximately 1,385,700 square feet of floor area within the Project Site upon completion of the proposed

---

<sup>5</sup> *The Draft Paramount Pictures Specific Plan is attached as Appendix B for informational purposes and as relevant to the analysis in applicable sections of this Draft EIR. The proposed Specific Plan is a draft document as submitted by the Applicant with the master land use application file and is subject to change as it moves through the entitlement process.*

Project, with adjustments permitted, subject to the Land Use Exchange provisions described below. A Conceptual Site Plan is provided in Figure II-4 on page II-18 and further described below. The Conceptual Site Plan is an illustration of how development within the Project Site may occur in conformance with the proposed Specific Plan. The Conceptual Site Plan represents a reasonable scenario of how buildout of the Project Site may appear based on current market conditions and the needs identified for the Project Site. It should be noted, however, that actual development would be governed by the requirements of the proposed Specific Plan and not the Conceptual Site Plan. That is, the Conceptual Site Plan represents just one of the possible ways the Project Site may be developed. In addition, Table II-2 on page II-19 provides a Conceptual Development Program that breaks down potential new development by land use, consistent with the Conceptual Site Plan and the allowable development set forth in the proposed Specific Plan. A more detailed discussion of the proposed Specific Plan and Conceptual Site Plan is provided below.

## **a. Specific Plan Regulations**

### **(1) Land Use Plan and Permitted Floor Area**

As shown in Table II-2, the proposed Specific Plan would allow for the development of up to approximately 1,385,700 square feet of net new stage, production office, support, office, and retail floor area within the Project Site upon completion of the proposed Project, with adjustments permitted subject to the Land Use Exchange provisions discussed below. The types of permitted uses and facilities under the proposed Specific Plan are set forth in Section 3.5 of the proposed Specific Plan and include such uses as: motion picture, television, and broadcast studios; indoor or outdoor stages and sets; digital video, video game, and media production; stages; sets/façades; screenings and screening rooms; theaters; trailers; office and production office uses; retail; restaurant, café, coffee shop, or dinner theater, including outdoor/sidewalk eating areas; amenities such as child care facilities, fitness centers, banks, dry cleaners, and various service-oriented uses; parking, including surface, structured, and subterranean parking; signs; storage; support uses; and temporary uses, among others.

Based on buildout of the Conceptual Site Plan, discussed further below, development under the proposed Specific Plan would result in sitewide development, including existing uses to remain, of 3,284,400 square feet and a floor area ratio of approximately 1.2:1.



**Table II-2  
Conceptual Development Program<sup>a</sup>**

	Existing Floor Area (sf)	Interim Projects (sf)	Proposed Demolition (sf)	Proposed New Construction (sf)	Net New Floor Area (sf)		Total Floor Area (sf)	
					Without Interim Projects	With Interim Projects	Without Interim Projects	With Interim Projects
Stage <sup>b</sup>	362,100	0	(90,100)	111,100	21,000	21,000	383,100	383,100
Production Office <sup>c</sup>	332,300	0	(86,800)	722,300	635,500	635,500	967,800	967,800
Support <sup>d</sup>	586,000	0	(261,700)	263,600	1,900	1,900	587,900	587,900
Office <sup>e</sup>	546,300	50,000 <sup>f</sup>	(95,200)	733,300	638,100	688,100	1,184,400	1,234,400
Retail <sup>g</sup>	22,000	0	(2,800)	92,000	89,200	89,200	111,200	111,200
<b>Total</b>	<b>1,848,700</b>	<b>1,898,700</b>	<b>(536,600)</b>	<b>1,922,300</b>	<b>1,385,700</b>	<b>1,435,700</b>	<b>3,234,400</b>	<b>3,284,400</b>

<sup>a</sup> Proposed square footage noted pursuant to the proposed Specific Plan definition of floor area. In accordance with Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR, floor area is defined as: “[t]he area in square feet confined within the interior face of the exterior walls of a building, but not including the area of the following: exterior walls; stairways; shafts; light courts; rooms housing building-operating equipment, machinery, recycling or waste management equipment or machinery; parking areas with associated driveways and ramps; basement storage areas; outdoor eating areas; trellis structures; outdoor production areas; production trailers; guard shacks; and Sets/Facades.”

<sup>b</sup> Pursuant to the definition of stage uses provided in Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR.

<sup>c</sup> Pursuant to the definition of production office uses provided in Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR.

<sup>d</sup> Pursuant to the definition of support uses provided in Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR.

<sup>e</sup> Pursuant to the definition of office uses provided in Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR.

<sup>f</sup> The interim projects may also include new stage, production office, and/or support uses.

<sup>g</sup> Pursuant to the definition of retail uses provided in Section 2.3 of the proposed Specific Plan, which is included in Appendix B of this Draft EIR.

Source: Rios Clementi Hale Studios, 2015.

## (2) Land Use Exchange

The proposed Specific Plan would provide development flexibility allowing for modifications to the permitted land uses and anticipated floor areas in order to respond to the future needs and demands of the Southern California economy and the proposed Project's entertainment and associated uses. Specifically, land uses could be exchanged for certain other permitted land uses as long as the limitations of the proposed Specific Plan are satisfied and no additional environmental impacts would occur above those addressed as part of the environmental review for the proposed Project. In addition, the total permitted floor area could not exceed 3,284,400 square feet. The requirements of the proposed land use exchange procedures are set forth in Section 3.4 of the proposed Specific Plan.

Under the Land Use Exchange provisions, portions of the Project Site could be developed with a land use mix other than that reflected in Table II-2 on page II-19. For example, there may be increases in the square footages of certain permitted land uses (e.g., office and/or stage uses) in exchange for corresponding decreases in the square footages of other permitted land uses (e.g., production office and/or retail uses). In the event that Project development exceeds the maximum permitted floor area for a particular land use category (as indicated in Table II-2), the Applicant would be required to submit to the Director of the Department of City Planning for approval a Land Use Exchange analysis that includes the following: a statement describing the proposed transfer of permitted floor area from one land use category to another, based on the trip generation factors set forth in Appendix A of the proposed Specific Plan; demonstration that the proposed development does not exceed the environmental impacts described in this Draft EIR; a description of how the proposed development would be consistent with applicable provisions of the proposed Specific Plan; and a statement that the proposed development is in compliance with applicable mitigation measures.

Under the Land Use Exchange provisions, the amount of production office and office uses would not be permitted to increase by more than 15 percent of the total permitted floor areas set forth for these uses, respectively, in Table II-2. Additionally, the total amount of retail uses would not be permitted to increase above the total permitted floor area for retail uses set forth in Table II-2.

To provide an example of how the land use exchanges under the Land Use Exchange provisions could be implemented, a hypothetical set of land use changes is evaluated in Section VI, Land Use Exchange Analysis, of this Draft EIR.

### (3) Design Regulations

The proposed Specific Plan sets forth design standards and specific requirements regarding building heights, setbacks, and overall design. Under the proposed Specific Plan, development of the proposed Project would be subject to the following design regulations:

#### *(i) Building Heights and Massing*

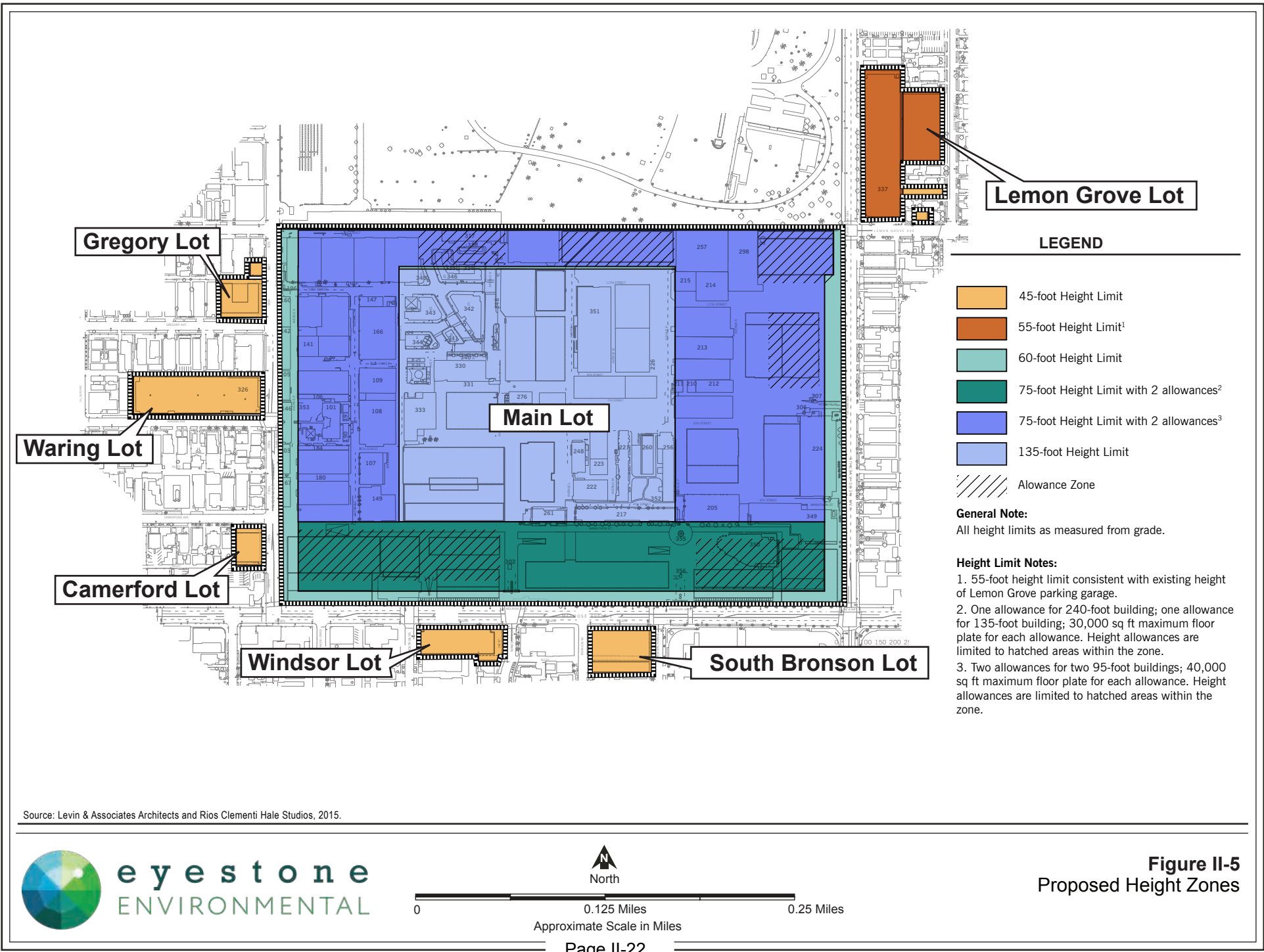
New buildings would be developed in accordance with the maximum height zones that establish the maximum building heights for buildings throughout the Project Site, as set forth in the design regulations of the proposed Specific Plan. As shown in the Height Zone Map provided in Figure II-5 on page II-22, new buildings abutting the Main Lot's east, south, and west perimeters would be limited to a maximum height of 60 feet. Beyond the 60-foot height zone, building heights would transition to a 75-foot height zone (with additional height allowances as detailed below). A 75-foot height zone would also extend along the northern property line that abuts the cemetery. Within the center of the Main Lot, new buildings of up to 135 feet in height would be allowed. The proposed height zones are intended to be sensitive to both the public streetscape and surrounding areas.

Additionally, allowances to the 75-foot height zone in the southern portion of the Main Lot are proposed in two designated areas to allow one 240-foot-tall building and one 135-foot-tall building, with floorplates limited to a maximum of 30,000 square feet each.<sup>6</sup> Four areas are also designated in the northern, northeastern, and eastern portions of the Main Lot within which a total of two height allowances to the 75-foot height zone are proposed to allow two 95-foot-tall buildings with a maximum floorplate of 40,000 square feet each.<sup>7</sup>

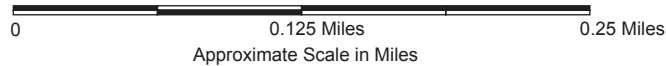
---

<sup>6</sup> *Near the southeast corner of the Main Lot, the height allowance area measures approximately 78,750 square feet in size. Near the southwest corner of the Main Lot, the height allowance area measures approximately 126,000 square feet in size. Buildings could be developed within either height allowance area.*

<sup>7</sup> *Moving clockwise from the northwest, the height allowance areas measure approximately 34,500 square feet, 46,000 square feet, 40,000 square feet, and 48,125 square feet in size, respectively. For the two 95-foot allowance areas that abut the 135-foot height zone, the floorplate of a future 95-foot building could extend into the adjacent 135-foot height zone, but could not exceed the limitations on floorplate size. A 95-foot tall building could be developed within any two of the four height allowance areas.*



Source: Levin & Associates Architects and Rios Clementi Hale Studios, 2015.



**Figure II-5**  
Proposed Height Zones

All height zones are based on the definition of building height set forth in the proposed Specific Plan.<sup>8</sup> It should be noted that the height zones do not represent the actual development footprint of Project buildings. Rather, as discussed above and reflected in the Conceptual Site Plan provided in Figure II-4 on page II-18, new buildings would only comprise a portion of the envelope of the height zones.

On the Ancillary Lots, the height of new structures would be limited to 45 feet, with the exception of Parcel B of the Lemon Grove Lot, where the height of new structures would be limited to 55 feet, consistent with the height of the existing parking structure located on Parcel A.

*(ii) Building Setbacks*

Existing buildings, security walls, and gates currently extend to the Main Lot's property lines. Based on this existing condition, and the limited amount of land available for new and expanded production uses on the Main Lot, the proposed Specific Plan would not require setbacks from the property line of the Main Lot (i.e., on Melrose Avenue, Gower Street, Van Ness Avenue, and the northern property line).

Development within each of the Ancillary Lots would be subject to a 5-foot setback along the following borders:

- South Bronson Lot—southern boundary
- Windsor Lot—southern boundary
- Camerford Lot—western boundary
- Waring Lot—none required (consistent with existing development)
- Gregory Lot, Parcel A—western boundary; Parcel B—western and northern boundaries

---

<sup>8</sup> *The proposed Specific Plan, which is included in Appendix B of this Draft EIR, defines building height as "the vertical distance above grade measured to the highest point of the building or structure or roof structure or parapet wall, whichever is highest. For purposes of measuring height, roof structures shall not include roof top equipment (including without limitation elevator lobbies, stairwells, operational and maintenance equipment, and heating, ventilation, and air conditioning equipment), architectural elements, visual screening elements, landscaping, and thematic elements."*



- Lemon Grove Lot, Parcel A—none required (consistent with existing development); Parcel B—northern, eastern, and southern boundaries; Parcel C—northern, eastern, and southern boundaries; Parcel D—western, northern, southern, and eastern boundaries

*(iii) Other Design Elements*

The proposed Specific Plan would also regulate such design elements as the screening of rooftop equipment or outdoor storage areas that are visible from public pedestrian locations within 500 feet of the perimeter of the Project Site. Screening devices may include vegetated walls, fences, trellises, graphic treatments, and other measures. In addition, the screening and lighting of rooftop parking would be regulated. For rooftop parking, light sources on the rooftop level would be shielded to direct the lighting on-site, and parapet walls of 3.5 feet would be required.

#### (4) Historic Resources Preservation Plan

As discussed in Section IV.C, Cultural Resources, of this Draft EIR, the *Paramount Pictures Historic Assessment Technical Report* (hereinafter the “Historic Assessment Report”), included as Appendix F of this Draft EIR, identified two potential historic districts on the Main Lot: the potential Paramount Pictures Historic District and the potential RKO Studios Historic District. The Historic Assessment Report also identified the building at 5515 Melrose Avenue (KCAL Building) on the Main Lot as a potential historic resource outside the potential historic districts. Accordingly, the proposed Specific Plan includes provisions to regulate the rehabilitation (including alteration) and preservation of historic resources within the Main Lot, as well as the construction of new structures within the Main Lot. As part of these requirements, a Historic Resources Preservation Plan would be established. The Historic Resources Preservation Plan, included as Appendix B to the proposed Specific Plan, would provide more detailed guidance regarding the rehabilitation and preservation of contributing structures<sup>9</sup> within the potential historic districts and the KCAL Building. The Historic Resources Preservation Plan would apply to the exterior of contributing structures and includes specific guidelines for exterior materials and finishes, windows, security grilles, roofing, exterior lighting, and site and building entries. The Historic Resources Preservation Plan also includes specific requirements for new construction within the Main Lot. Implementation of the Historic Resources Preservation Plan would ensure that the rehabilitation and preservation of contributors to the potential historic districts and the KCAL Building are performed in accordance with the Secretary of the Interior’s Standards and that such activities, as well as the construction of

---

<sup>9</sup> *Contributing structures are potential historic resources that have been found to contribute to the historic identity of a potential historic district.*

new structures within the Main Lot, do not affect the eligibility for designation of the potential historic districts and the KCAL Building following Project development. Refer to Section IV.C, Cultural Resources, of this Draft EIR for further discussion.

### (5) Signage

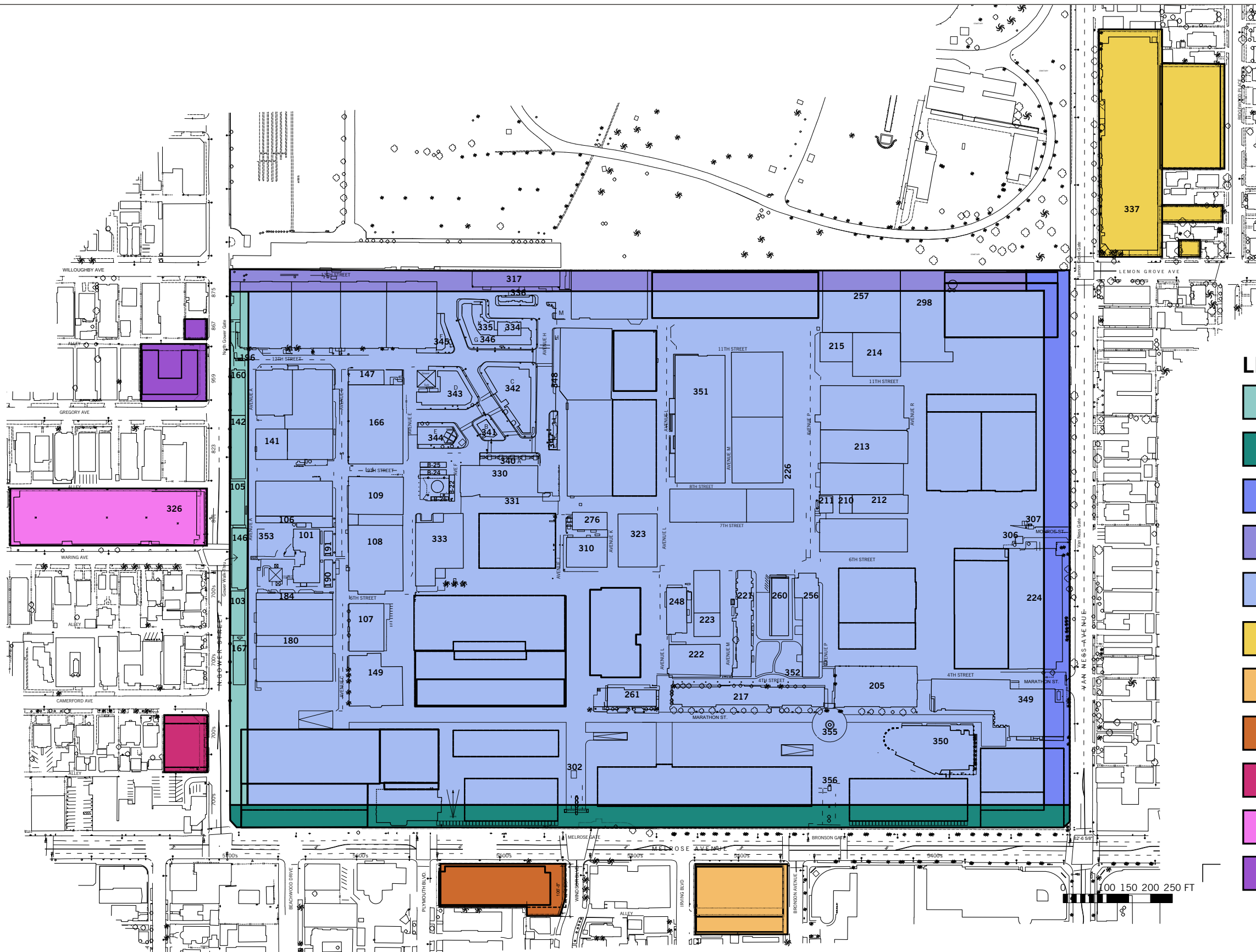
Project signage would be coordinated and regulated by proposed Signage Regulations, included as Appendix C to the proposed Specific Plan, which is included as Appendix B to this Draft EIR.<sup>10</sup> Except as otherwise provided, the signage requirements in the LAMC would be superseded by the proposed Signage Regulations. These provisions would regulate such aspects as permitted sign types, number of signs, sign area, sign height, and placement, as well as related lighting characteristics such as permitted illumination/brightness. The proposed Signage Regulations also would set forth signage compliance requirements including application and review procedures. Permitted sign types would include: aerial view signs, architectural ledge signs, awning signs (canopy signs), banner signs, billboards, channel letter signs, digital display signs, hanging signs, identification signs, information signs, interior signs, interpretive signs, marquee signs, monument signs, mural signs, off-site signs, pillar signs, pole signs, projected image signs, projecting signs, scrolling digital display signs, supergraphics, temporary signs, wall signs, and window signs. Prohibited sign types would include: can signs, captive balloon signs, roof signs, sandwich board signs, signs for which a permit is required on vacant property, signs covering exterior doors and windows (with exceptions), and any sign not specifically authorized by the proposed Signage Regulations or LAMC.

As shown in Figure II-6 on page II-26, the Project Site would be divided into 11 Sign Sub-districts, and each Sign Sub-district would be subject to specific requirements regarding the permitted number of signs, sign area, sign type, and sign height for that Sub-district. The Main Lot (Sign Sub-districts 1 through 5) would be further divided into two Vertical Sign Zones. Vertical Sign Zone 1 would encompass all signs located between grade level and 60 feet above grade level, and Vertical Sign Zone 2 would encompass all signs located more than 60 feet above grade level. The purpose of the Vertical Sign Zones is to address different viewing distances.

Under the proposed Signage Regulations, supergraphic signs would be permitted only in Sign Sub-district 5, which is within the interior of the Main Lot. A maximum of

---

<sup>10</sup> *The Draft Paramount Pictures Sign District document is attached to the Draft Paramount Pictures Specific Plan as Appendix C of the Specific Plan for informational purposes and as relevant to the analysis in applicable sections of this Draft EIR. The proposed Specific Plan (including the Paramount Pictures Sign District) is a draft document as submitted by the Applicant with the master land use application file and is subject to change as it moves through the entitlement process.*



- LEGEND**
- 1. Main Lot - Gower Edge
  - 2. Main Lot - Melrose Edge
  - 3. Main Lot - Van Ness Edge
  - 4. Main Lot - Northern Edge
  - 5. Main Lot - Internal
  - 6. Lemon Grove Lot
  - 7. South Bronson Lot
  - 8. Windsor Lot
  - 9. Camerford Lot
  - 10. Waring Lot
  - 11. Gregory Lot

Source: Rios Clementi Hale Studios, 2015.



**Figure II-6**  
Proposed Signage Sub-Districts

two supergraphic signs would be permitted at one time, located on the east- or west-facing building façades within Sign Sub-district 5. As discussed further in Section IV.A.2, Light and Glare, of this Draft EIR, lighting for supergraphic signs would be required to be designed, located, or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building outside the Project Site. Supergraphic signs would not be permitted to generate light intensity levels of greater than two foot-candles as measured at the property line of the nearest residentially zoned property outside the boundaries of the Project Site and would only be permitted to be illuminated beginning one hour before sunset and ending at 2:00 A.M. The source of the external illumination also would be required to be shielded from public view.

Other than as interior signs, digital display signs would be permitted only in Sign Sub-districts 2, 5, 7, and 8, which are, respectively, the Main Lot's Melrose Avenue frontage, within the interior of the Main Lot, and the Ancillary Lots along Melrose Avenue (i.e., the Windsor and South Bronson Lots). Digital display signs would be limited to 600 square feet each. A maximum of one scrolling digital display sign would be permitted within Sign Sub-district 2, which consists of the Main Lot's Melrose Avenue frontage. Scrolling digital signs would be limited to 3 feet in height and 300 square feet in overall size. The Signage Regulations also set forth requirements for the lighting intensity and refresh rates of digital display and scrolling digital signage. Specifically, the refresh rate of digital display signs would be restricted to no more than one refresh event every 8 seconds, with a 1-second transition between images. The refresh rate of the scrolling digital display sign would be restricted to a constant, smooth, rolling motion across, up, or down the display area. The operation of digital display signs and the scrolling digital display sign would be prohibited between the hours of 2:00 A.M. and 6:00 A.M. In addition, as discussed further in Section IV.A.2, Light and Glare, of this Draft EIR, digital display signs and the scrolling digital display sign, along with projected image signs, would not be permitted to exceed a nighttime brightness level of 600 candelas per square meter and a daytime brightness level of 7,500 candelas per square meter, and a light intensity level of greater than 2 foot-candles as measured at the property line of the nearest residentially zoned property outside the boundaries of the Project Site.

There are two double-sided off-site billboard signs on the Project Site currently located within the Windsor and South Bronson Lots. Under the proposed Sign Regulations, other than as interior signs, off-site signs would be permitted only in Sign Sub-districts 7 and 8, which are within the Windsor and South Bronson Lots. The Sign Regulations would permit the replacement of the existing, double-sided off-site billboard signs with any permitted sign type, including digital display signs.

Under the Sign Regulations, interior signs are signs that (a) are within an interior courtyard, interior concourse or interior plaza of a building that is not intended to be visible from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way or (b) are immediately adjacent to a building on the premises and intended to be viewed primarily from grade by pedestrians within the Sign District area. As interior signs are not intended to be visible outside of the Project Site, they would be permitted to be on-site or off-site signs and any sign type other than projected image or supergraphic signs. There would be no limitation on the sign area for interior signs.

### (6) Parking

Parking regulations are set forth within the proposed Specific Plan and would address parking requirements for each of the permitted land use categories, as shown in Table II-3 on page II-29.

### (7) Alcohol Sales

The proposed Specific Plan would establish an alcohol use approval procedure with the Director of the Department of City Planning for up to six new establishments for the sale of a full line of alcoholic beverages for on-site consumption, provided certain conditions are met. The proposed Specific Plan also would allow up to two new establishments for the sale of a full line of alcoholic beverages for off-site consumption, as well as tastings, provided certain conditions are met.

### (8) Child Care Facilities

The proposed Specific Plan includes conditions that would regulate the operation of existing and future child care facilities on the Project Site, including limiting the maximum enrollment to 250 children, establishing operating hours, and establishing vehicle queuing area requirements.

## **b. Conceptual Site Plan**

As discussed above, a Conceptual Site Plan is provided in Figure II-4 on page II-18. The Conceptual Site Plan is an illustration of how development within the Project Site may occur in conformance with the proposed Specific Plan. The Conceptual Site Plan represents a reasonable scenario of how buildout of the Project Site may appear based on current market conditions and the needs identified for the Project Site. It should be noted, however, that actual development would be governed by the requirements of the proposed Specific Plan and not the Conceptual Site Plan. That is, the Conceptual Site Plan represents just one of the possible ways the Project Site may be developed. In addition,

**Table II-3  
Proposed Specific Plan Parking Regulations**

<b>Land Use</b>	<b>Proposed Specific Plan Parking Regulations</b>
Office	3.0 spaces/1,000 sf
Production Office	3.0 spaces/1,000 sf
Stage	1.0 space/1,000 sf
Stage Support	1.0 space/1,000 sf
Child Care—Main Lot	0.0 space/1,000 sf
Child Care—Ancillary Lots	1.0 space/1,000 sf
Retail/Restaurant	0.0 space/1,000 sf (Main Lot) 4.0 spaces/1,000 sf (Ancillary Lots)
<i>Source: The proposed Specific Plan, included as Appendix B of this Draft EIR.</i>	

Table II-2 on page II-19 provides a Conceptual Development Program that breaks down potential new development by land use, consistent with the Conceptual Site Plan and the allowable development set forth in the proposed Specific Plan. Following is a more detailed discussion of the proposed improvements pursuant to the Conceptual Site Plan.

### (1) Main Lot

As shown in the Conceptual Site Plan, the Main Lot is anticipated to be redeveloped with several new stages and buildings containing office, production office, support, and retail uses. New structured parking would be provided that may be integrated with the office, production office, stages, support, and retail uses. Landscaping and pedestrian walkways would also be integrated within this portion of the Project Site. Construction of these new buildings would require the removal of some existing stages, office buildings, support uses, retail, and surface parking. Two fuel storage tanks and pumping stations along the eastern edge of the Main Lot would also be removed.

### (2) Ancillary Lots

Based on the Conceptual Site Plan, the potential for additional child care facilities and subterranean or surface parking could be developed at the Gregory Lot. Within the Camerford Lot, a new office building and subterranean parking may be developed. South of Melrose Avenue, a new building would replace the surface parking lot at the Windsor Lot. The building is anticipated to include office and retail uses and below-ground parking. At the South Bronson Lot, a parking structure with ground floor retail uses would be constructed. At the Lemon Grove Lot, the existing parking structure fronting Van Ness

Avenue would be expanded to replace the surface parking lot within Parcel B. It is anticipated that Parcels C and D would be used for support and parking uses.

### (3) Landscaping and Open Space

The Main Lot is an enclosed campus surrounded by building façades, fencing, hedges along Melrose Avenue, and entry gates. The proposed Project would expand on-site landscape areas as development occurs within the Project Site. A Conceptual Landscape Plan, which illustrates how additional landscaping may be implemented, is provided in Figure II-7 on page II-31. The Conceptual Landscape Plan includes landscape elements to weave together the various building types, programs, and experiences on the Project Site. In addition to using landscape elements to emphasize entry points to the Project Site, plantings would articulate building entries and architectural features. Gardens would be used to provide visual breaks in the building forms, shade, and gathering spaces. Given the mix of uses on the Project Site and the use of the outdoor spaces for filming, the landscaping would accommodate a variety of programmatic conditions. Key features of the Conceptual Landscape Plan include: hedges and green walls to create visual cohesion where other landscaping is not an option; columnar and canopy trees to articulate building entrances and pedestrian corridors and create shaded areas; gardens to create a sense of place within the Project Site and a counterpoint to the industrial areas on-site; and enhanced entry and pedestrian paving to create a clear entry into the Project Site, as well as distinctive paths for pedestrians.

The existing Production Park, Lucy Park, and the Paseo would be retained and enhanced. New open spaces would also be created with the expansion and greening of Avenue L, adjacent to the main entries and central frontage along Melrose Avenue, and with an expanded central campus green along the existing Paseo in the southern portion of the Main Lot. This central green space would serve as the primary entry open space for the Project Site and would include seating areas with canopy trees for shading that could accommodate outdoor meeting spaces, as well as places for larger gatherings.

Additional landscape elements would include drought-tolerant gardens at building entries and in pedestrian areas to provide visual relief within the interior of the campus. Vertical gardens that climb the large soundstage walls within the studio could also be introduced with various palettes of vines (e.g., flowering, deciduous, and evergreen), selected based on exposure and local environment. With implementation of the Conceptual Landscape Plan, the proposed Project would expand the open space and landscaped areas on-site.



**Figure II-7**  
Conceptual Landscape Plan

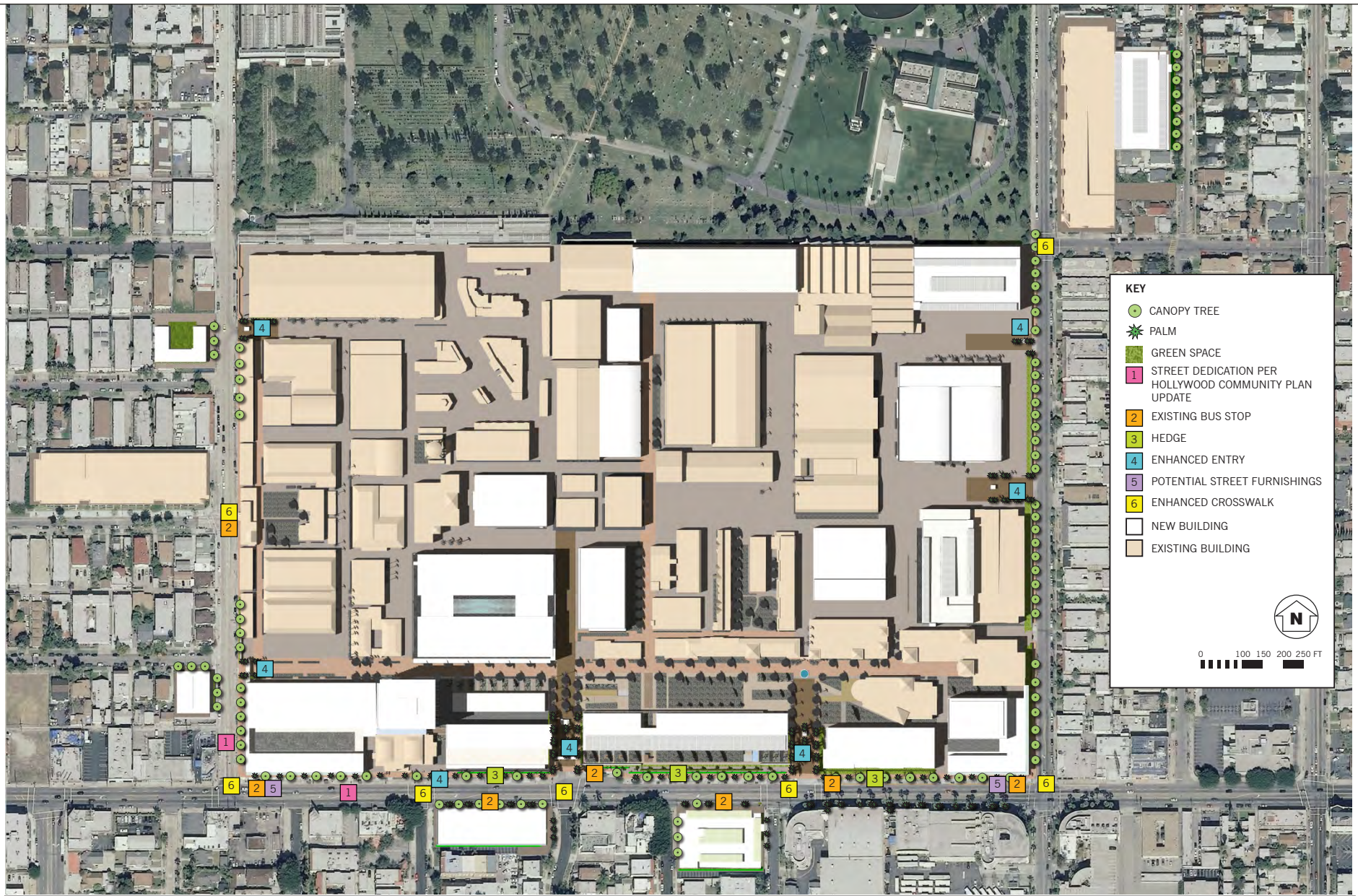


#### (4) Streetscaping

The proposed Project would also improve the streetscape along the Project Site perimeter as development occurs along the perimeter. A Conceptual Streetscape Plan, which illustrates the streetscape improvements that may be implemented, is provided in Figure II-8 on page II-33. As a closed studio campus with limited entry points, the interface between the Project Site and the greater urban context is different from that of most other developments. The streetscape improvements would create a cohesive visual identity for the property and enhance the pedestrian experience, while continuing to provide for the unique security needs of a working movie and television production studio. The streetscape improvements would address such development aspects as building frontage, driveways and entryways, perimeter landscaping, and elements relating to the pedestrian environment adjacent to the Project Site such as sidewalks and pedestrian amenities, in a manner that maintains the secure studio edge consistent with major studios.

Based on the Conceptual Streetscape Plan, the Studio's visual presence along its frontages would be enhanced by building out to the street frontage with an appropriate variety of building heights to provide visual interest. Development along Melrose Avenue would create a continuous identity for the property, while breaking up the scale of the frontage to respond appropriately to the surrounding neighbors. It is envisioned that the street identity of the Project Site would be bracketed by multi-story buildings on the eastern and western edges of the Main Lot, serving as visual gateways for the property. The building façades at these corners would include integrated perimeter signage focused on entertainment products (e.g., films or television shows), thus continuing the tradition of studio signage playing a role in the property's visual identity, as has occurred since the 1930s, and contributing to Hollywood's sense of place as the home of the motion picture industry. The Van Ness Avenue frontage would include updated campus walls and entry signage to enhance the eastern edge of the Main Lot. The primary building materials used along the Main Lot perimeter would comply with the Historic Resources Preservation Plan and would include stone, stucco, and glass, thus tying into the existing building context, campus color, and material palette. Infill development anticipated within the Ancillary Lots would be similarly designed to activate the public realm, provide a more continuous street edge, and complement the development on the Main Lot.

The Main Lot's Melrose Avenue frontage would also incorporate sustainable landscape as a part of the building façades, including layered landscaping and planted ("green") walls to provide shade and natural cooling to the south-facing buildings. Similar to existing conditions, a fence marked by a continuous hedge would be located along the portions of the Main Lot's Melrose Avenue frontage where building façades do not abut the public realm. Clusters of palm trees and larger canopied trees would be planted along the Melrose Avenue frontage. These trees would be set against the street edge and



**Figure II-8**  
Conceptual Streetscape Plan

Source: Levin & Associates Architects and Rios Clementi Hale Studios, 2015.

coordinated with street lighting and informational signage to unify the public realm. Street trees and perimeter landscaping also would be installed along the Main Lot's Gower Street and Van Ness Avenue frontages where it would not to impede sidewalk use.

Additionally, the existing Main Lot vehicular and pedestrian entries would be renovated and enhanced to better visually integrate the main entrances to the studio with the new frontage and to better expose and frame the original Bronson Gate from public view at Melrose Avenue and Bronson Avenue. The access points for the various types of visitors to the Main Lot (e.g., employees/guests and motorists/pedestrians/bicyclists) would be visually differentiated in order to promote pedestrian and bicycle safety and comfort and improve connections to the Ancillary Lots and the surrounding neighborhood context. Appropriate amenities, such as benches, trash receptacles, and lighting, would be located at existing bus stops along the Project Site frontage, as needed. Crosswalk enhancements would also be implemented to promote pedestrian safety and facilitate pedestrian movement. Such improvements are intended to build from existing conditions to enhance the pedestrian experience.

### (5) Lighting

Project outdoor security and architectural lighting would be primarily regulated by applicable provisions in the LAMC. As discussed further in Section IV.A.2, Light and Glare, of this Draft EIR, these provisions would govern such aspects as permitted light fixture types, fixture height, design, and placement, as well as related lighting characteristics such as permitted illumination. In particular, the LAMC limits illumination to 2 foot-candles for outdoor security and architectural lighting and 3 foot-candles for signage, as measured at the nearest residential property line. As discussed above, the proposed Specific Plan would also address certain lighting characteristics, such as the shielding of rooftop parking light sources and signage lighting. Project outdoor security and architectural lighting would include low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. Low-level lighting to accent architectural features and landscaping elements would also be incorporated throughout the Project Site. In addition, special outdoor lighting associated with studio uses (e.g., klieg lights) could be used on occasion. On-site outdoor security and architectural lighting would be shielded or directed toward the areas to be lit to limit spill-over onto adjacent uses where appropriate. Any new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties. Finally, the proposed Project would not use mirrored glass or other highly reflective materials in new development.

## (6) Access and Circulation

The proposed Project would install two new vehicular access points to the Main Lot, including one along Melrose Avenue to a new subterranean parking garage and another on Van Ness Avenue across from Lemon Grove Avenue to a new parking garage.

Access to the Camerford Lot would be moved from Gower Street to Camerford Street. The two access points each at the Windsor and Bronson Lots would become two-way access points. The remaining access points to the Ancillary Lots would not be modified by the proposed Project.

Internal circulation within the Main Lot would be improved through widening and connecting of the existing avenues and alleys through the Project Site. The new configuration would enhance circulation for vehicles, pedestrians, and bicycles. Vehicular traffic within the Main Lot would be reduced due to new parking structures which would provide more coordinated site parking and provide additional parking for visitors and employees. Additionally, bicycle amenities such as racks and personal lockers would be expanded at various locations on the Main Lot and Ancillary Lots. As previously discussed, crosswalk enhancements would also be implemented to promote pedestrian safety and facilitate pedestrian movement. Circulation within and among the Ancillary Lots would be largely unchanged.

## (7) Parking

Under the proposed Project, many of the Project Site's existing surface parking lots would be replaced. To provide for existing and future parking needs, several above-grade and below-grade parking facilities are proposed on the Main Lot. Additional parking expansion within the Ancillary Lots would augment the Project Site's parking supply, including the expansion of the parking garage on the Lemon Grove Lot, and a new multi-level structure on the South Bronson Lot. There are currently approximately 3,580 parking spaces at the Project Site. As discussed above, the parking requirements for the proposed land uses would be established by the proposed Specific Plan. Based on the Conceptual Site Plan, the proposed Project would remove approximately 1,380 parking spaces and construct approximately 5,350 new above- and below-grade parking spaces. When accounting for existing parking spaces to remain, the proposed Project would result in a total parking supply of approximately 7,550 spaces, or 3,970 net new spaces.

### **c. Sustainability Features**

The proposed Project would incorporate features to support and promote environmental sustainability. The proposed Project would comply with the City's Green

Building Ordinance, as applicable. Further, in accordance with Project Design Feature B.2-1 in Section IV.B.2, Air Quality—Greenhouse Gas Emissions, of this Draft EIR, where Leadership in Energy and Environmental Design (LEED®) standards are applicable, the design of new buildings would include features so as to be capable of achieving current LEED® Certified status. The proposed Project would also include energy conservation, water conservation, waste reduction and transportation demand management features. Refer to Section IV.B.2, Air Quality—Greenhouse Gas Emissions, of the Draft EIR for further discussion of the proposed Project's sustainability features.

## 5. Construction Schedule and Phasing

The timing of construction of specific elements of the proposed Project would depend on the business needs at the time. Construction of the proposed Project is expected to be completed by 2038. Construction activities would include demolition of existing uses, grading and excavation, and construction of new structures and related infrastructure. It is anticipated that the proposed Project would result in the excavation of approximately 504,000 cubic yards of soil, of which approximately 84,000 cubic yards would be used for fill on-site and the remaining 420,000 cubic yards would be exported off-site. The anticipated depth of excavation for Project development that includes subsurface structures is approximately 14 to 25 feet below ground surface (bgs), with excavation up to 47 feet bgs in limited locations.

Haul trucks would travel to and from the Project Site via a designated haul route. Specifically, construction haul trucks would access the Project Site via US-101. Trucks would enter/exit the Project Site via Lemon Grove Avenue, Van Ness Avenue, Gower Street, and Melrose Avenue. Haul trucks arriving and leaving the Project Site would travel via Melrose Avenue to US-101, or via Melrose Avenue, Western Avenue, and Santa Monica Boulevard to US-101.

As part of the proposed Project, construction traffic management plans would be implemented during construction to ensure that adequate and safe access and parking remains available within the Project Site during construction activities. The construction traffic management plans would include street closure information, detour plans, haul routes, and staging plans as required by the City. The construction traffic management plans would be based on the nature and timing of the specific construction activities and other projects in the vicinity of the Project Site.

## 6. Required Approvals

Approvals required for development of the proposed Project may include, but are not limited to, the following:

- General Plan Amendment to change the land use designations on the Ancillary Lots to General Commercial with a corresponding zone of Paramount Pictures Specific Plan for the Main Lot and Ancillary Lots;<sup>11</sup>
- Approval of the proposed Specific Plan to establish the land use and regulatory framework for the physical development of the Project Site, including the Historic Resources Preservation Plan and the proposed Signage Regulations;
- Zone Change to reflect the proposed Paramount Pictures Specific Plan zone;
- Tract Map to create ground lots, including potential street vacation and haul routes, and the subdivision of the lots and vacation of an alley within the South Bronson Lot;
- Code Amendment to amend LAMC Sec. 12.04 to reflect the proposed Specific Plan and corresponding zone;
- Development Agreement to allow for development consistent with the proposed Specific Plan through the 2038 buildout year;
- Demolition, grading, excavation, and building permits; and
- Any additional actions as may be deemed necessary or desirable.

In order to implement the proposed Project, various other approvals, permits and actions would be required by the City of Los Angeles and other responsible agencies. City departments, commissions, and bodies that may use this Draft EIR in their decision-making process include the Department of Building and Safety, the Department of City Planning, the Department of Public Works, the City Planning Commission, and the City Council. Other agencies may include, for example, the Regional Water Quality Control Board and the South Coast Air Quality Management District.

---

<sup>11</sup> *Due to pending changes in City plans, policies, and/or regulations related to signage, an alternative change in General Plan designation may be requested to change the designation for the entire Project Site, including the Main Lot, to Regional Center or Regional Commercial.*