

Section 2. Executive Summary / SCEA Environmental Determination

Project Title: Enlightenment Plaza Project

Environmental Case Number: ENV-2019-5597-SE; ENV-2020-2497-SCEA

Related Cases: CPC-2019-5596-GPAJ-ZCJ-SP-SPP-SPR and VTT-82798

Project Location: 321 N. Madison Avenue [including 317, 327, 333, 339, 345 N. Madison Avenue, 312, 316, 322, 328, N. Juanita Avenue, and 3810, 3812, 3812 ½, 3814, 3814 ½, 3818, 3820, 3830, and 3838 Oakwood Avenue, Los Angeles, CA 90004]

Community Plan Area: Wilshire

Council District: 13 – Mitch O’Farrell

Lead City Agency: City of Los Angeles Department of City Planning

Staff Contact: Hagu Solomon-Cary
200 N. Main Street, Room 763
Los Angeles CA 90012

Phone Number: (213) 978-1361

Applicant Name and Address: Flexible PSH Solutions, Inc.
2102 Century Park Lane, Suite 413
Los Angeles, CA 90067

Phone Number: (213) 248-7185

General Plan Designation: Limited Manufacturing

Zoning: M1-1

PROJECT DESCRIPTION: The Proposed Project would result in the demolition of three existing commercial buildings formerly used for the commercial operation of a telecommunications company, three existing single-family residential buildings, one surface parking lot, removal of 4 non-protected trees, and the construction, operation, and maintenance of five eight-story multi-family buildings in a Permanent Supportive Housing project consisting of 454 dwelling units (“Proposed Project”). The Proposed Project consists of 100 percent affordable housing serving lower-income and target population members, exclusive of the five manager’s units. The Proposed Project would include 370 studio units, 71 one-bedroom units, and 13 two-bedroom units. The Proposed Project would provide 23 vehicular parking spaces and 251 bicycle parking spaces. Vehicular access to the Project Site would be provided via one full-access driveway along Madison Avenue, one full-access driveway along Oakwood Avenue, one full-access driveway along Juanita Avenue, and a loading/drop-off area along Madison Avenue. Additionally, the Proposed Project would provide 36,580 square feet of interior and exterior open space and 11,772 square feet of resident services space (which includes 5,700 square feet of Case Management service area as well as 6,072 square feet of interior open space equal to 4.7

percent of the projects floor area). The Proposed Project's total floor area would consist of 247,812 square feet of residential space, resulting in a Floor Area Ratio of 2.8:1.¹ The maximum building height is 95 feet above grade. The Project would also include the renovation of an existing 5,663 square-foot two-story office building above a one-level partially subterranean parking garage at 3838 Oakwood Avenue.²

The discretionary requests include: (1) A General Plan Amendment from Limited Industrial to Commercial Manufacturing land use designation, (2) A Zone Change from M1-1 (Limited Industrial) to CM-1 (Commercial Manufacturing) and approval of affordable housing incentives in compliance with Measure JJJ for a 20% reduction in open space, the elimination of Section VI.6 of the Vermont/Western Transit Oriented District Station Neighborhood Area Specific Plan (SNAP), and to utilize the side yard requirements for the RAS3 zone; (3) A Specific Plan Amendment to create a new subarea within the SNAP to permit Permanent Supportive Housing that includes Restricted Affordable Units with supportive services for formerly homeless, (4) Project Permit Compliance Review, (5) Site Plan Review, (6) Vesting Tentative Tract Map, and (7) approval of a haul route.

Separate stand alone Street Vacation applications may be pursued with the City of Los Angeles for portions of Madison, Oakwood and Juanita Avenues independent of the main entitlements. The future vacation of portions of Madison Avenue, Juanita Avenue, and Oakwood Avenue would allow for secured and controlled access to the Project Site and the adjacent PATH project, and to provide an opportunity to facilitate transit access, and enhance landscaping and open space features. The operation of the project is not dependent upon any future street vacations.

The Proposed Project would also require approvals and permits from the Department of Building and Safety (and other municipal agencies) for project construction activities including, but not limited to, the following: shoring, grading, foundation, removal of existing street trees, and building and tenant improvements. (For additional detail, see "Section 3. Project Description").

ENVIRONMENTAL SETTING: The Project Site includes three assessor's tax parcels (Assessor Parcel No. 5501-001-800, 5501-001-023, and 5501-001-025) that encompasses 94,623 square feet of lot area (2.17 acres). The Project Site is currently occupied by three commercial buildings, three single-family residential buildings, a two-story office building above a one-level partially subterranean parking garage, and a paved surface parking lot. The surrounding properties are developed with residential use (including permanent supportive housing), commercial, and light industrial/manufacturing uses. (For additional detail, see "Section 3. Project Description").

Other public agencies whose approval is required (e.g. permits, financing approval, or participation agreement.): City of Los Angeles Bureau of Engineering (BOE), Department of Building and Safety, L.A. Sanitation (LASAN), Los Angeles Fire Department (LAFD), Board of Public Works/Department of Urban Forestry, CRA/LA Excess Bond Proceeds from the Wilshire Center/Koreatown Redevelopment Project Area, the Economic and Workforce Development Department, and the Housing and Community Investment Department, Los Angeles County Community Development Commission, and the State Department of Community Development.

¹ *The Proposed Project proposes 317,743 sf of total floor area, however, Floor Area under Section 10.C of the Subarea D 2 SNAP regulations, excludes areas dedicated to supportive services and common areas.*

² *The floor area and lot are of the 3838 Oakwood Avenue lot are not included in the overall calculation of the Proposed Project's FAR.*

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

- | | | |
|---|--|---|
| <input type="checkbox"/> Aesthetics | <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Public Services |
| <input type="checkbox"/> Agriculture and Forestry Resources | <input type="checkbox"/> Hazards & Hazardous Materials | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Air Quality | <input type="checkbox"/> Hydrology / Water Quality | <input type="checkbox"/> Transportation/Traffic |
| <input type="checkbox"/> Biological Resources | <input type="checkbox"/> Land Use / Planning | <input type="checkbox"/> Tribal Cultural Resources |
| <input type="checkbox"/> Cultural Resources | <input type="checkbox"/> Mineral Resources | <input type="checkbox"/> Utilities / Service Systems |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Noise | <input type="checkbox"/> Wildfire |
| <input type="checkbox"/> Geology / Soils | <input type="checkbox"/> Population / Housing | <input type="checkbox"/> Mandatory Findings of Significance |

DETERMINATION (to be completed by Lead Agency)**On the basis of this initial evaluation:**

-
- I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
-
- I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions on the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
-
- I find the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
-
- I find the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
-
- I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.
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- I find that the Project is a qualified "Transit Priority Project" that satisfies the requirements of Sections 21155 and 21155.2 of the Public Resources Code (PRC), and/or a qualified "residential or mixed use residential project" that satisfies the requirements of Section 21159.28(d) of the PRC, and although the Project could have a potentially significant effect on the environment, there will not be a significant effect in this case, because this Sustainable Communities Environmental Assessment (SCEA) Initial Study identifies measures that either avoid or mitigate to a level of insignificance all potentially significant or significant effects of the Project.
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Hagu Solomon-Cary, AICP
PRINTED NAME

Senior City Planner
TITLE

Hagerenesh Solomon-Cary
SIGNATURE

4/27/2020
DATE

Section 3. Project Description

3.1. Project Summary

Flexible PSH Solutions (the “Applicant”) proposes the demolition of three existing commercial buildings previously used for the commercial operation of a telecommunications company (totaling 7,881 square feet), three existing single-family residential buildings (totaling 1,518 square feet), and one surface parking lot with 199 parking spaces. The Project includes the renovation of an existing 5,663 square-foot two-story building above a one-level partially subterranean garage, and the construction, operation, and maintenance of five eight-story multi-family buildings in a Permanent Supportive Housing project with 454 dwelling units (“Proposed Project”).

The Proposed Project consists of 100 percent affordable housing, exclusive of the five manager’s units, serving lower-income and target population members. The Proposed Project includes 370 studio units, 71 one-bedroom units, and 13 two-bedroom units. The Proposed Project provides 23 vehicular parking spaces within a one-level at-grade parking level in three of the five buildings and 227 bicycle parking spaces within a one-level at-grade parking level in all five buildings and 28 bicycle parking spaces along the sidewalk (251 bicycle parking spaces total). Vehicular access to the Project Site is provided via one full-access driveway along Madison Avenue, one full-access driveway along Oakwood Avenue, one full-access driveway along Juanita Avenue, and a loading/drop-off area along Madison Avenue. Additionally, the Proposed Project provides 36,580 square feet of interior and exterior open space and 11,772 square feet (including 5,700 square feet of case management space and 6,072 square feet of interior open space) of resident services space. The Proposed Project’s total floor area consists of 247,812 square feet, resulting in a Floor Area Ratio of 2.8:1. The maximum building height is 95 feet above grade.

The Proposed Project’s discretionary requests include: (1) A General Plan Amendment from Limited Industrial³ to Commercial Manufacturing land use designation, (2) A Zone Change from M1-1 (Limited Industrial) to CM-1 (Commercial Manufacturing), (3) A Specific Plan Amendment to create new Subarea D2 with a designation of Commercial Manufacturing/ Permanent Supportive Housing, (4) Project Permit Compliance, (5) Site Plan Review, and (6) A Vesting Tentative Tract Map. Separate stand alone Street Vacation applications may be processed with the City of Los Angeles for portions of

³ *The Wilshire Community Plan General Plan Map identifies the site with the land use designation of Limited Industrial. ZIMAS identifies the site with the General Plan land use designation of Limited Manufacturing.*

Madison, Oakwood and Juanita Avenues independent of the main entitlements. The Proposed Project would also require approvals and permits from other City of Los Angeles departments, including, but not limited to, the Department of Building and Safety (City agencies and other non-City agencies) for project construction activities including, but not limited to, the following: shoring, grading, hauling, foundation, removal of existing street trees (requires Board of Public Works approval), and building and tenant improvements.

3.2. Environmental Setting

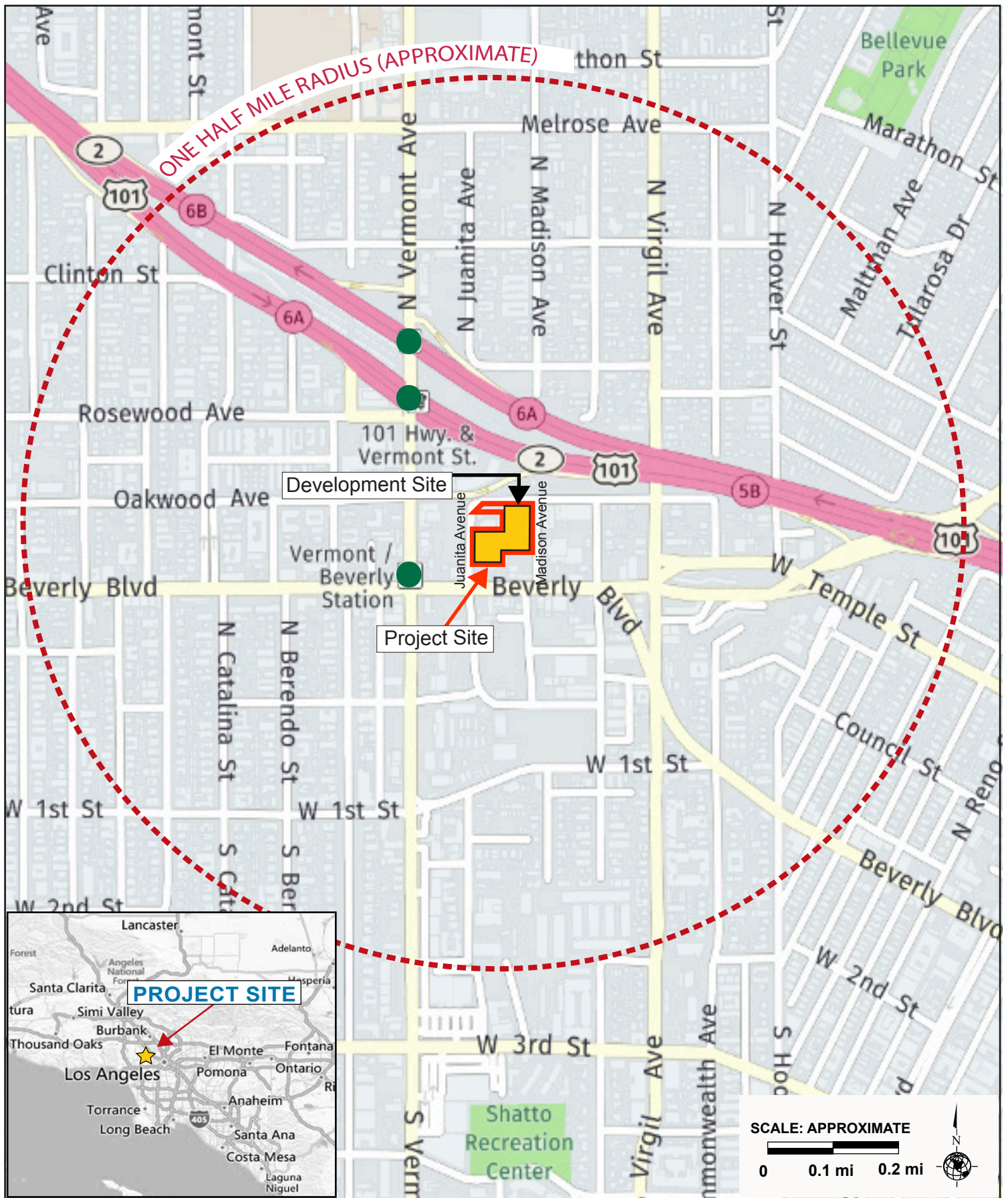
3.2.1 Project Location

The Project Site is located in the Wilshire Community Plan Area within the City of Los Angeles. The Project Site’s location within the City of Los Angeles and the greater Los Angeles region is depicted in Figure 3.1, Project Location Map. The Project Site encompasses three parcels (with 12 lots) and includes approximately 94,623 square feet of gross lot area (2.17 acres). The Project Site is generally bound by Madison Avenue to the east; Oakwood Avenue to the north; and Juanita Avenue to the west. Existing commercial development bounds the Project Site to the south. The Project Site is asymmetrical. The Project Site’s property addresses, Assessor’s Parcel Numbers (APN), land use and lot area are summarized in Table 3.1, Summary of the Project Site, below.

**Table 3.1
Summary of Project Site**

Address	APN	Existing Land Use	Existing Building Area	Total Lot Area
312 N. Juanita Avenue 316 N. Juanita Avenue 322 N. Juanita Avenue 328 N. Juanita Avenue 317 N. Madison Avenue 321 N. Madison Avenue 327 N. Madison Avenue 333 N. Madison Avenue 339 N. Madison Avenue 345 N. Madison Avenue 310 Oakwood Avenue	5501-001-800	Commercial	7,881 sf	84,192 sf
3812 Oakwood Avenue 3812 ½ Oakwood Avenue 3814 Oakwood Avenue 3814 ½ Oakwood Avenue	5501-001-023	Single-Family Residential	3 dwelling units 1,518 sf	6,782 sf
3818 Oakwood Avenue 3820 Oakwood Avenue 3830 Oakwood Avenue 3838 Oakwood Avenue	5501-001-025	Commercial	5,663 sf	3,649 sf
Total			15,060 sf	94,623 sf

Sources: City of Los Angeles Department of City Planning, Zone Information and Map Access System, website: <http://zimas.lacity.org/>, accessed May 2019; and Blew & Associates, P.A.



Source: Yahoo Maps, 2019.



Figure 3.1
Project Location Map

Regional access to the Project Site is provided by the Hollywood Freeway (US 101), which borders the Project Site to the north across Oakwood Avenue. Access to and from the freeway is accessible via N. Vermont Avenue. The eastbound freeway off-ramp is located at N. New Hampshire and Rosewood Avenue and provides direct access to N. Vermont Avenue. The westbound freeway off-ramp is located at N. Vermont Avenue approximately 1,000 feet north of Oakwood Avenue. The west bound on-ramp is located at N. Vermont Avenue and Oakwood Avenue (approximately 480 feet north of Beverly Boulevard) and the eastbound on-ramp is located approximately 1,500 feet north of Beverly Boulevard.

Local street access is provided by the grid roadway system surrounding the Project Site. Juanita Avenue, which borders the Project Site to the immediate West, is a two-way street providing one travel lane in the north direction and one travel lane in the south direction. Juanita Avenue is classified as a Local Street in the City’s Mobility Plan.⁴ Oakwood Avenue, which borders the Project Site to the north, is a two-way street providing one travel lane in each direction in the vicinity of the Project Site. Oakwood Avenue is designated as a Local Street in the City’s Mobility Plan. Madison Avenue, which borders the Project Site to the East, is a two-way street providing one travel lane in each direction in the vicinity of the Project Site. Madison Avenue is classified as a Local Street in the City’s Mobility Plan. Beverley Boulevard, which is the closest street to the south of the Project Site, is a two-way street providing two travel lanes in each direction. Beverley Boulevard is designated as an Avenue II in the City’s Mobility Plan. Street parking is provided along all bordering streets, with some restrictions.

Major arterial roadways that also provide access to the Project Site are Vermont Avenue, which is located approximately immediately 0.1 mile west of the Project Site; and Virgil Avenue, which is located approximately 0.2 mile east of the Project Site. Vermont Avenue is classified as an Avenue I and Virgil Avenue is classified as an Avenue II roadway in the City’s Mobility Plan.

⁴ *Based on a January 17, 2020 correspondence from the Bureau of Engineering to the City Planning Department, it is determined that Juanita Avenue functions in the same manner as a Limited Local Street and that the widening of the roadway would not be required to implement the intent of the Mobility Element.*

High Quality Transit Area

As described above, SB 375 provides streamlining benefits for projects located within one-half mile of a Major Transit Stop⁵ or High Quality Transit Corridor.⁶ For purposes of identifying such locations, SCAG utilizes the term “High Quality Transit Areas.” The Project Site meets the criteria of a HQTAs.

The roadways adjacent to the Project Site are served by several bus lines managed by multiple transit operators that include the Los Angeles County Metropolitan Transportation Authority (Metro), LADOT DASH and Commuter Express. The Project Site’s proximity to the Vermont/Beverly Rail Station (within 500 feet to the west) provides transfer opportunities to other Metro rail services, Amtrak, Metrolink, and numerous bus routes served by Metro, LADOT, and municipal bus operators. The bus lines within a “reasonable walking distance” (approximately one-quarter mile) of the Project include (10, 14, 201, 204, 754, and Metro Rapid 780). The LADOT DASH line (DASH Wilshire Center/Koreatown) runs along Vermont Avenue, with the nearest bus stop located at W. 1st Street. Due to its proximity to the aforementioned bus stops and Vermont/Beverly Rail Station, the Project Site is located within a HQTAs.

Transit Priority Area

In 2013, the State of California enacted Senate Bill 743 (SB 743), which provides that “aesthetic and parking impacts of a residential, mixed-use residential, or employment center project on an Infill Site⁷ within a Transit Priority Area shall not be considered significant impacts on the environment.” Public Resources Code Section 21099(a)(7) defines a “Transit Priority Area” as an area within one-half mile of a Major Transit Stop (i.e., Vermont/Beverly Rail Station) that is “existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations.” As state law, SB 743 supersedes the aesthetic impact

⁵ *Public Resources Code Section 21064.3 defines “Major Transit Stop” as “a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.”*

⁶ *Public Resources Code Section 21155(b) defines “High Quality Transit Corridor” as “a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours.*

⁷ *Public Resources Code Section 21061.3 defines an “Infill Site” as a lot located within an urban area that has been previously developed with qualified urban uses, or on a vacant site where at least 75 percent of the perimeter of the site adjoins or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.*

thresholds in the *CEQA Thresholds Guide*, including those established for aesthetics, obstruction of views, shading,⁸ and nighttime illumination.

The Project Site is an Infill Site as it is currently developed with several buildings and a surface parking lot. The Project Site is within a Transit Priority Area because it is within one half-mile of a Major Transit Stop.⁹ The roadways adjacent to the Project Site are further served by several bus lines managed by multiple transit operators that include the Los Angeles County Metropolitan Transportation Authority (Metro), LADOT DASH and Commuter Express. The Project Site’s proximity to the Vermont/Beverly Rail Station (less than 500 feet) provides transfer opportunities to other Metro rail services, Amtrak, Metrolink, and numerous bus routes served by Metro, LADOT, and municipal bus operators. The bus lines within a “reasonable walking distance” (approximately one-quarter mile) of the Project include (10, 14, 201, 204, 754, and Metro Rapid 780). The LADOT DASH line (DASH Wilshire Center/Koreatown) runs along Vermont Avenue, with the nearest bus stop located at W. 1st Street. Due to its proximity to the aforementioned bus stops and Vermont/Beverly Rail Station, the Project Site is easily accessible and highly connected with the City of Los Angeles and the greater Los Angeles area.

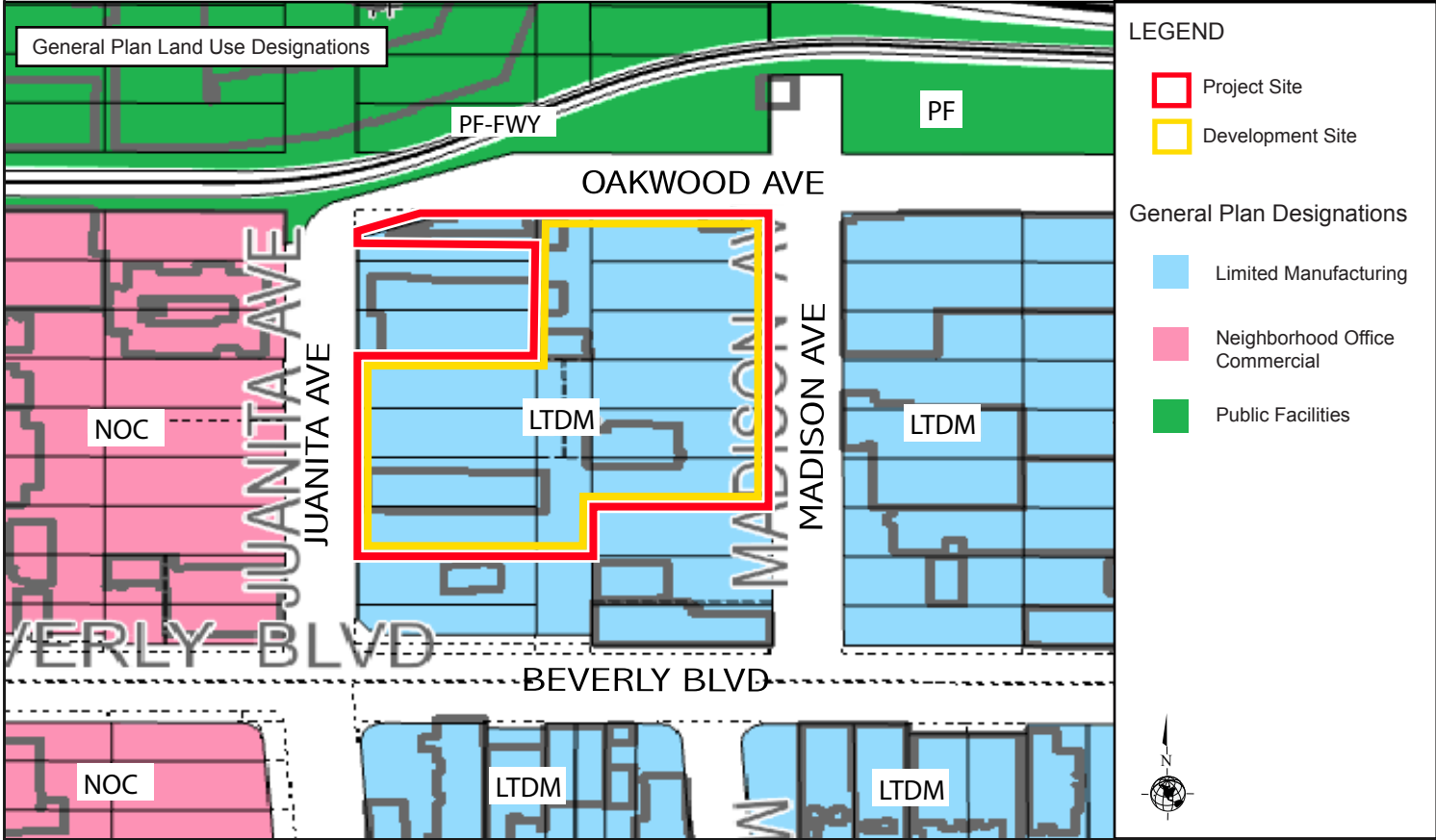
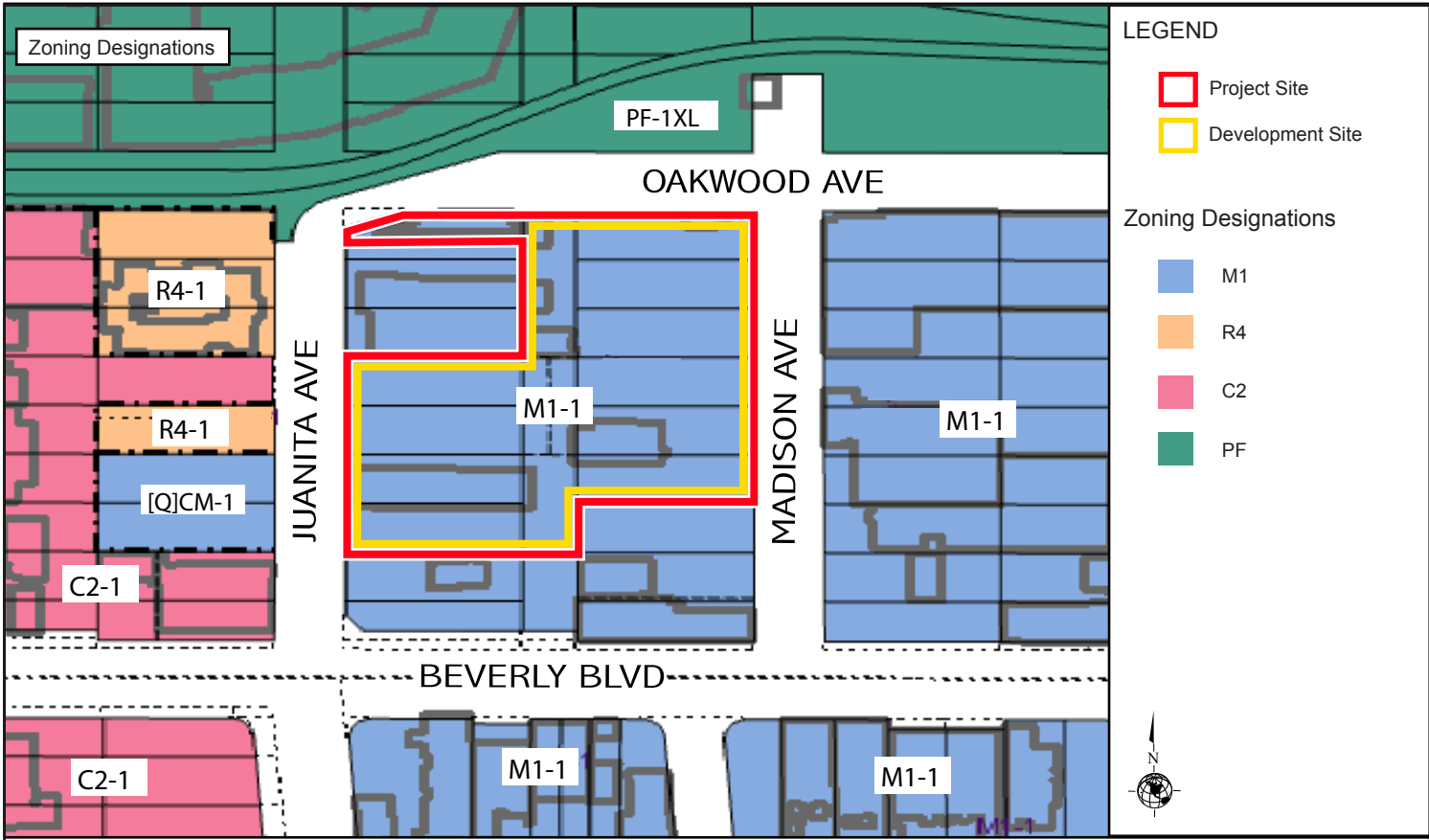
3.2.2 Existing Conditions

Zoning

As shown in Figure 3.2, Zoning and General Plan Designations, the Project Site is located in the M1-1 (Limited Industrial) Zone, Height District No. 1. Height District No. 1 does not limit building height, but limits development to an allowable Floor Area Ratio (FAR) of 1.5:1. Residential units are not permitted in the M1 zone unless an existing industrial building is being converted either by way of a conditional use permit process or under the Adaptive Reuse Ordinance. Subarea D allows uses of the CM Zone, except that Projects with hotel, motel, apartment hotel, and residential uses are prohibited. As such, the Applicant is seeking a Zone Change to CM (Commercial Manufacturing) Zone, which allows Qualified Permanent Supportive Housing Projects.

⁸ *CEQA Guidelines Appendix G, which includes a comprehensive list of environmental topics under CEQA, does not expressly list shade and shadow impacts. The L.A. CEQA Thresholds Guide, however, considers shade and shadow impacts to be a type of aesthetic visual character impact under question 1c of Appendix G. The City has issued ZI No. 2452, confirming that SB 743 applies to a project’s aesthetic impacts, including shade and shadow impacts.*

⁹ *City of Los Angeles, Department of City Planning, City of Los Angeles Zoning Information and Map Access System (ZIMAS), Parcel Profile Report, website: www.zimas.lacity.org, accessed May 2019.*



Source: ZIMAS, City of Los Angeles, Department of City Planning, 2019.



Figure 3.2
Zoning and General Plan Land Use Designations

Currently the SNAP allows the use and area regulations of the CM Zone (LAMC Section 12.17.1) to be applied to all lots in Subarea D, except that projects with residential uses are prohibited. As such, the Applicant is also requesting that the use and area regulations of Section 12.17.1 of the Code (CM Zone) shall apply to all lots in the Subarea D.2, except that residential uses are permitted provided specific requirements are met and the project meets the definition of a Qualified Permanent Supportive Housing Project. See Discretionary Requests, below, for further details.

Freeway Adjacent Advisory Notice (ZI-2427)

The Project Site is located approximately 250 feet south of the Hollywood Freeway (U.S. 101). ZI-2427 serves as an advisory notice to the public and applicants of the potential health risks associated with development projects that are located within 1,000 feet of a freeway. Areas within 500 feet of a freeway are known to experience the greatest concentrations of fine and ultrafine particulate matter (PM), a pollutant implicated in asthma and other health conditions.¹⁰ Scientific literature previously focused on impacts to immediately surrounding communities within 500 feet of freeways; however, recent studies have established strong links to negative health outcomes affecting sensitive populations at a distance of 1,000 feet from freeways, (and in some instances, up to one mile). Therefore, the Department of City Planning uses the 1,000 feet boundary, as the distancing threshold, for conservative consideration of risk to the negative effects of air pollution caused by freeway proximity.

ZI-2427 provides design considerations to reduce air pollution exposure and associated health risks. All projects seeking discretionary approval for which findings must be made regarding conformance to the General Plan are expected to adhere to the Citywide Design Guidelines, including those that address freeway proximity. Further, ZI-2427 advises Applicants of Los Angeles Municipal Code (LAMC) Section 99.04.504.6, which requires building air filtration media with a Minimum Efficiency Reporting Value (MERV) of 13, for mechanically ventilated buildings within 1,000 feet of a freeway.

Enterprise Zone / Employment and Economic Incentive Program Area (ZI-2347)

Designated by City Council resolution, and approved by the California Department of Commerce, Enterprise Zones receive Federal, State and City economic incentives to stimulate local investment and employment. This is accomplished through tax and regulation relief and improvement of public services. Enterprise Zones are entitled to

¹⁰ City of Los Angeles, Department of City Planning, Zoning Information File, ZI No. 2452, Freeway Adjacent Advisory Notice, Effective September 17, 2018.

special provisions with regards to certain design standards, including parking and height standards.¹¹

Transit Priority Areas (TPAs)/Exemptions to Aesthetics and Parking (ZI-2452)

The Project Site is designated as a Transit Priority Area per the Department of City Planning's Zoning Information File ZI No. 2452, Transit Priority Areas (TPAs)/ Exemptions to Aesthetics and Parking within TPAs Pursuant to CEQA.¹² ZI-2452 clarifies that visual resources, aesthetic character, shade and shadow, light and glare, and scenic vistas or any other aesthetic impact as defined in the City's CEQA Threshold Guide shall not be considered an impact for infill projects within TPAs pursuant to CEQA. However, this law does not limit the ability of the City to regulate, or study aesthetic related impacts pursuant to other land use regulations found in the Los Angeles Municipal Code (LAMC), or the City's General Plan, including specific plans. For example, DCP staff would still need to address a project's shade and shadow impacts if it is expressly required in a specific plan, Community Design Overlays (CDOs), or Historic Preservation Overlay Zones (HPOZs).

Federal Opportunity Zone

The Project Site is located within a designated Opportunity Zone. Opportunity Zones were introduced in the Tax Cuts and Jobs Act, which President Donald J. Trump signed into law in December of 2017. Opportunity Zones are economically distressed communities located in urban, rural, suburban, and tribal areas. Opportunity Zones are designed to spur economic development and encourage job creation in distressed communities by providing tax benefits to investors. An Opportunity Zone is defined by the Internal Revenue Service (IRS) as "an economically distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as Opportunity Zones if they have been nominated for that designation by the State and that nomination has been certified by the Secretary of the U.S. Treasury via his delegation of authority to the Internal Revenue Service."

LA Promise Zone

The Promise Zone program is President Obama's signature anti-poverty initiative. The LA Promise Zone Initiative, led by Mayor Garcetti, is a collective impact project involving leaders from government, local institutions, non-profits and community organizations to

¹¹ City of Los Angeles, Department of City Planning, Zoning Information File, ZI No. 2374, Enterprise Zone / Employment and Economic Incentive Program Area (EZ), accessed May 2019.

¹² City of Los Angeles, Department of City Planning, Zoning Information File, ZI No. 2452, Transit Priority Areas (TPAs) / Exemptions to Aesthetics and Parking within TPAs Pursuant to CEQA, accessed May 2019.

target resources to create jobs, boost public safety, improve public education and stimulate better housing opportunities for our residents and neighborhoods.

The LA Promise Zone is comprised of five ethnically and linguistically diverse neighborhoods based in Central Los Angeles – Hollywood, East Hollywood, Pico-Union, Westlake and Wilshire Center. The LA Promise Zone is home to approximately 165,000 residents, of whom 35% live in poverty (compared to 20% city-wide), and has alarming high school dropout rates, high unemployment, and a shortage of affordable housing. The LA Promise Zone’s four strategic goals are to: (1) Create economic opportunity, (2) Improve educational outcomes, (3) Make our neighborhoods safe, and (4) Build equitable, livable and sustainable communities.

Transit Oriented Communities

The Project Site is located in a Tier 4 Transit Priority area. Pursuant to the voter-approved Measure JJJ, LAMC Section 12.22 A.31 was added to create the Transit Oriented Communities (TOC) Affordable Housing Incentive Program (TOC Program). The Measure required the Department of City Planning to create TOC Affordable Housing Incentive Program Guidelines (*TOC Guidelines*) for all Housing Developments located within a one-half mile radius of a Major Transit Stop. These Guidelines provide the eligibility standards, incentives, and other necessary components of the TOC Program consistent with LAMC 12.22 A.31.

General Plan Land Use Designations

Wilshire Community Plan

The Project Site is located within the Wilshire Community Plan (Community Plan) area of the City of Los Angeles and is designated for Limited Industrial land uses. The Wilshire Community Plan promotes an arrangement of land use, infrastructure, and services intended to enhance the economic, social, and physical health, safety, welfare, and convenience of the people who live, work and invest in the community. By serving to guide development, the Community Plan encourages progress and change within the community to meet anticipated needs and circumstances, promotes balanced growth, builds on economic strengths and opportunities while protecting the physical, economic, and social investments in the community to the extent reasonable and feasible. The Community Plan Area contains a pattern of low to medium density residential uses within areas of higher density residential uses. Commercial corridors can be found along arterial streets including Wilshire, Pico, La Cienega, Western Avenue, and Vermont Avenue.¹³

As stated in Chapter 3 – Land Use, of the General Plan Framework Element, “it is the intent of the General Plan Framework Element to preserve industrial lands for the retention and expansion of existing and attraction of new industrial uses that provide job

¹³ *City of Los Angeles, Wilshire Community Plan, accessed May 2019.*

opportunities for the City's residents. As indicated in the Economic Development Chapter of the Framework Element, some existing industrially zoned lands may be inappropriate for new industries and should be converted for other land uses. Where such lands are to be converted, their appropriate use shall be the subject of future planning studies. Policies provide for the consideration of a broader array of uses within the industrial zones than has traditionally been acceptable to facilitate the clustering of uses, which may include retail, that support the basic industries or the location of industries in the same area where the waste products of one can be recycled as a resource for another ("industrial ecology") or a campus-like cluster of related uses."

As discussed in further detail below, under Discretionary Requests, the Applicant is seeking a General Plan Amendment from Limited Industrial to Commercial Manufacturing land use designation.

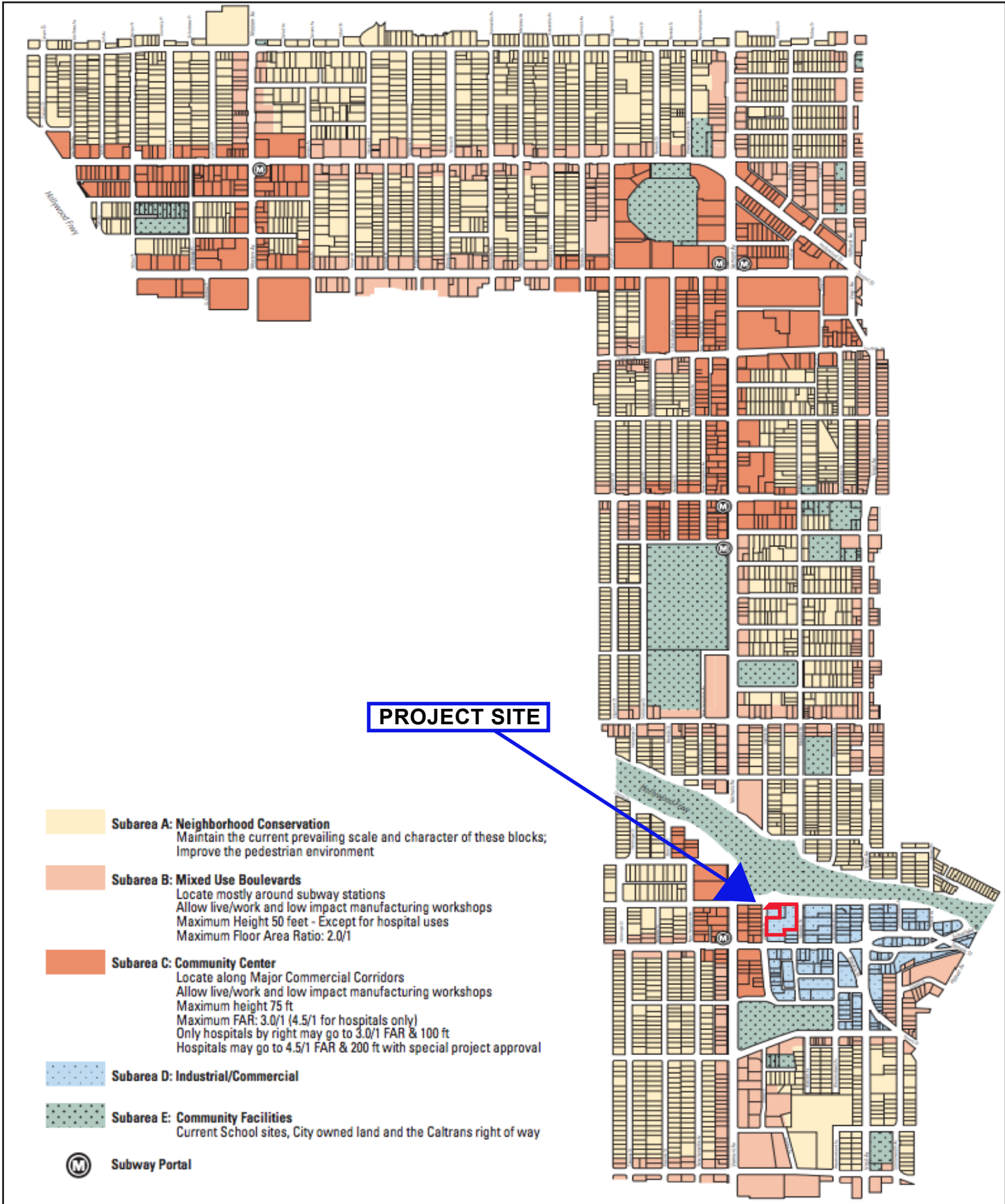
Vermont/Western Transit Oriented District (TOD) Station Neighborhood Area Plan Specific Plan

As shown in Figure 3.3, the Project Site is located within the Vermont/Western TOD Station Neighborhood Area Plan Specific Plan (SNAP). The SNAP consists of an area that includes all or parts of the Hollywood and Wilshire Communities and is generally bound by Franklin Avenue to the north; Virgil Avenue to the East; West 3rd Street to the South; and Canyon Drive to the West. The intent of the SNAP is to implement the goals and policies of the Hollywood Community Plan, Wilshire Community Plan, City General Plan Framework and Transportation Elements. To assist in implementation of goals and policies, the SNAP area is further divided into subareas grouped by land use elements. The Proposed Project is located within Subarea D and is subject to the area's use restrictions including no hotel, motel, apartment hotel, and residential uses.

Wilshire Center / Koreatown Redevelopment Project Area

The Project Site is located within the Wilshire Center / Koreatown Redevelopment Project Area. The Wilshire Center/Koreatown Redevelopment Plan, effective December 13, 1995, is valid until December 13, 2025.¹⁴ While AB1X-26 dissolved redevelopment agencies as of October 2011, the land use regulations of the Wilshire Center/Koreatown Redevelopment Plan remain in effect. Pursuant to Ordinance 186,325, the City of Los Angeles will review the Project for compliance with the Wilshire Center/Koreatown Redevelopment Plan.

¹⁴ *City of Los Angeles Community Redevelopment Agency – Los Angeles, Wilshire Center/Koreatown, website: http://www.crala.org/internet-site/Projects/Wilshire_Center/workprogram.cfm, accessed May 2019.*



Source: City of Los Angeles, Department of City Planning, Vermont/Western Transit Oriented District Specific Plan, Subarea D, Map No. 1, January 23, 2001.

Within the Wilshire Center/Koreatown Redevelopment Project Area, the Project Site is located within the Limited Industrial area. The Redevelopment Plan’s objective for the project area is to, among others, eliminate and prevent the spread of blight and deterioration. Rehabilitation of this area is in part dependent on addressing the economic, social, educational, cultural, and physical well-being of the Wilshire Center / Koreatown population. Provision of low- and moderate-income housing for all income groups and family sizes is an important step towards addressing the goals of the Wilshire Center / Koreatown Redevelopment Project Area. Specialized facilities that address the social needs of the community, such as educational, job training, case management, and counseling programs should be developed in conjunction with new housing. Limitation on type, size, and height of buildings is limited by applicable federal, state, and local statutes, codes, and ordinances.¹⁵

Existing Site Conditions

Figure 3.4, Aerial Photograph of the Project Site and Surrounding Land Uses, shows an aerial view of the Project Site and identifies the photograph locations for the Project Site and surrounding land use photographs shown in Figure 3.4, Photographs of the Project Site.

The Project Site is currently improved with three one-story commercial buildings with a total of approximately 7,881 square feet of floor area, three single-family dwelling units (1,518 square feet), a 5,663 square-foot two-story office building above a one-level partially subterranean garage, and a surface parking lot, as shown on Figure 3.4 below.

The property at 312-328 Juanita Avenue and 317-345 Madison Avenue is developed with three structures totaling 7,881 square feet that were formerly used for telecommunication purposes by AT&T for administration, vehicle maintenance and storage purposes. This property has been vacant since December 2019. There are three vehicular driveways located along the west side of the Project Site fronting Juanita Avenue and three vehicular driveways located along the east side of the Project Site fronting Madison Avenue.

The property located at 3812-3814 Oakwood Avenue is developed with three single family dwelling units totaling 1,518 square feet. Access to this property is provided via one driveway from Oakwood Avenue.

The property located at 3838 Oakwood Avenue is developed with a 5,663 square-foot two-story office building above a one-level partially subterranean garage. This property is

¹⁵ *Ibid.*

located within the Project Site for purposes of the SCEA analysis but is not within the proposed Vesting Tentative Tract Map.

Vegetation on the Project Site is minimal as the site is primarily improved with residential and commercial structures and ancillary paved surface parking areas. Based on information presented in the Tree Report, dated March 24, 2020, there are no trees within the Project Site that are considered protected under the City of Los Angeles Native Tree Protection Ordinance (Ord. 177,404). There are three (3) non-protected significant trees within the Project Site and four (4) street trees within the public right-of-way adjacent to the Project Site on Oakwood Avenue.¹⁶

Surrounding Land Uses

As shown in Figure 3.2, the properties immediately bordering the Project Site to the east and south are zoned M1 with a Limited Manufacturing General Plan land use designation. The properties bordering the property to the west are zoned R4, CM, and C2 with a Neighborhood Commercial General Plan land use designation.¹⁷ The properties bordering the Project Site to the North are zoned PF-1XL with a Public Facilities General Plan land use designation. Photographs of the land uses immediately surrounding the Project Site are provided in Figure 3.5, Photographs of Surrounding Uses, Views 7 through 12. Figure 3.4 shows an aerial photograph of the uses surrounding the Project Site. Below is description of the existing conditions in the surrounding area.

North: The Project Site is immediately bordered by Oakwood Avenue to the north followed by mostly undeveloped land and the on-ramp to the Hollywood Freeway (US-101). A three-story residential rehabilitation center building and a Denny’s restaurant are located directly north of the on-ramp, fronting N. Vermont Avenue. These properties and the freeway right-of-way are zoned PF-1XL and have a General Plan land use designation of Public Facilities.

East: The Project Site is immediately bordered by Madison Avenue to the east. On the east side of Madison Avenue, there is a 190 unit Permanent Supportive Housing development (PATH Metro Villas) and community serving commercial/industrial properties. Both of these developments are zoned M1-1 with a General Plan land use designation of Limited Industrial. Residential uses in conjunction with a

¹⁶ *The City of Los Angeles Department of City Planning requires the identification of the location, size type and condition of all existing trees on the Project Site with a diameter breast height (DBH) of 8” or greater. These trees are defined as non-protected significant trees. Smaller trees or shrubs not meeting this criteria were not surveyed.*

¹⁷ *The Wilshire Community Plan identifies these properties with the land use designation of Neighborhood Office. However, ZIMAS identifies these properties with the land use designation of Neighborhood Office Commercial.*

homeless shelter use are permitted by conditional use as authorized under Planning Case Nos. CPC-2014-1602-CU-SPE-SPP-DB-SPR, CPC-2014-1602-CU-SPE-SPP-DB-SPR-PA1, and CPC-2014-1602-CU-SPE-SPP-DB-SPR-PA2.

South: The Project Site is immediately bordered by the Midway Car Rental business and Dewey Pest Control business located directly south of the Project Site. These properties are zoned M1-1 with a Limited Industrial General Plan land use designation. Located further south, on the south side of Beverly Boulevard, are more community serving commercial/industrial lots, also zoned M1-1 with a Limited Industrial General Plan land use designation.

West: The Project Site is immediately bordered by Juanita Avenue to the west. On the west side of Juanita Avenue, there are several multi-family and commercial properties zoned R4-1, C2-1, and [Q]CM-1. All of these properties have a Neighborhood Commercial General Plan land use designation. The building at 335 Juanita Avenue is the La Kretz Villas, a four-story low income multi-family apartment building managed by PATH Villas Hollywood. This Property is zoned R4-1. South of the La Kretz Villas are two vacant surface parking lots. The lot at 329 Juanita Avenue is zoned C2-1, while the lot at 321 Juanita Avenue is in the R4-1 Zone. The two lots located at 311 Juanita Avenue are vacant surface parking lots and are in the [Q] M1-1 Zone. The property at the northwest corner of Beverly Boulevard and Juanita Avenue (3755 Beverly Boulevard), is a three-story office building with offices and parking on the ground floor and two office levels above the ground floor. This property is in the C2-1 Zone.



Source: Google Earth, Aerial View, 2019.

Figure 3.4
Aerial Photograph of the Project Site and Surrounding Land Uses



View 1: On the intersection of Juanita Avenue and Oakwood Avenue looking east at the Project Site.



View 2: On the north side of Oakwood Avenue looking southwest at the Project Site.



View 3: On the east side of Madison Avenue looking west at the Project Site.



View 4: On the west side of Juanita Avenue looking southeast at the Project Site.



View 5: On the west side of Juanita Avenue looking northeast at the Project Site.



View 6: On the intersection of Oakwood Avenue and Madison Avenue looking southwest the Project Site.

Source: Parker Environmental Consultants, June 13, 2019.



Figure 3.5
Photographs of the Project Site
Views 1-6



View 7: On the south side of Beverly Boulevard looking northeast at the properties east of the Development Site.



View 8: On the south side of Beverly Boulevard looking northeast at the properties southeast of the Development Site.



View 9: On the intersection of Beverly Boulevard and Juanita Avenue looking northwest at the properties west and northwest of the Development Site.



View 10: On the west side of Juanita Avenue looking northeast at the properties north of the Development Site.



View 11: On the south side of Beverly Boulevard looking northeast at the properties south of the Development Site.



View 12: On the east side of Juanita Avenue looking northeast at the properties north of the Development Site.

Source: Parker Environmental Consultants, June 13, 2019.